

Gartner for Customer Service & Support  
Evaluate 100% of  
Service Interactions  
With Auto QA

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## Automated QA expands quality assurance from limited sampling to complete interaction coverage

Traditional quality assurance relies on manual review of a small subset of service interactions, typically 2% to 5% of total assisted service volume. This model consumes significant resources, restricts coverage and overlooks digital channels critical to evaluating service quality. Auto QA replaces manual review with automated assessment of customer service interactions across voice, live chat, email and social media. Using speech, text and sentiment analytics, auto QA analyzes interactions at scale and delivers actionable insights in near real time. As a core capability within quality monitoring software, auto QA addresses coverage, consistency and efficiency gaps inherent in manual QA.

**Figure 1: Rise in value of AI-backed agent enablement tools**

Ranked by percentage rating each technology as highly valuable, now vs. in two years



Source: Gartner

# Benefits

## Auto QA improves service quality by scaling consistency, efficiency and insight

Auto QA automates assessment and scoring across all channels, applying standardized criteria and scoring logic to every interaction. This approach eliminates subjectivity and score variance common in manual QA while enabling evaluation of the entire interaction population. Service leaders gain objective visibility into agent behavior, compliance and performance trends.

### Key benefits include the ability to:

- Automate the evaluation of service interactions across voice, chat, email and SMS channels.
- Apply consistent scoring logic and preset criteria across interaction types.
- Objectively score behaviors such as tone and empathy using AI trained on large datasets.
- Elevate supervisor coaching with clear, data-driven performance insights.
- Automatically detect procedural gaps, including missing compliance statements.



# Use cases

## Auto QA operationalizes quality, coaching and risk monitoring at scale

Organizations use auto QA to strengthen service quality, consistency and compliance across channels. Unified dashboards consolidate scoring outputs and support real-time comparison, targeted coaching and centralized calibration. Continuous refinement of scoring criteria applies improvements instantly across the QA program.

### Common uses include the ability to:

- Standardize agent performance scoring across all service channels.
- Surface interactions that require attention without manual data review.
- Monitor risk and compliance through continuous interaction analysis.
- Generate audit trails to support investigations and reporting.
- Provide agent performance insights and trends at scale.
- Uncover customer insight, including service delivery and process or technology concerns that impact the customer experience.



# Risks

## Auto QA scales evaluation, but accuracy and adoption require active governance

Although auto QA enables complete interaction capture, no solution delivers perfect scoring accuracy. Human oversight remains necessary to address data quality limitations and contextual behaviors. Input challenges such as transcription errors, background noise, accents and fragmented messages can obscure required behaviors and affect scoring reliability.

### Key risks include:

- Visibility gaps when behaviors occur outside the conversation or within back-end tools.
- Scoring degradation caused by ill-defined criteria or insufficient model calibration.
- Agent resistance when scoring criteria lack transparency.
- Manual review burden if teams fail to trust automated scoring.
- Ongoing cost, integration complexity and maintenance demands.



# Value optimization





## Drive measurable impact by aligning auto QA adoption to clear goals and disciplined execution

Service and support leaders should define explicit goals for auto QA adoption that align with organizational objectives and prioritize omnichannel coverage. Leaders should evaluate providers by comparing core and advanced capabilities against current technology gaps and long-term goals. A phased rollout, continuous model calibration supported by human oversight and clear governance structures help preserve scoring accuracy, transparency and trust.



# Actionable, objective insights

Position your customer service and support function for success. Explore these additional complimentary resources and tools for service and support leaders:

 <p><b>Guide</b> Strategic Planning Guide for Customer Service Leaders</p> <p>Document your customer service strategy on a consumable, one-page template.</p> <p><a href="#">Download Now</a></p>	 <p><b>Insights</b> Guide Service Experiences with an Intelligent Front Door</p> <p>Enhance the customer service experience by transforming service interactions with simplified entry points.</p> <p><a href="#">Read Now</a></p>	 <p><b>Webinar</b> Auto QA: What Service and Support Leaders Need to Know</p> <p>Learn what auto QA can realistically deliver, common pitfalls to avoid and how to drive value from quality programs.</p> <p><a href="#">Watch Now</a></p>	 <p><b>How We Help</b> Gartner for Customer Service &amp; Support</p> <p>Explore insights, guidance and tools to enable you to build effective customer-centric strategies and deliver high-quality service experiences.</p> <p><a href="#">Learn More</a></p>
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