

AI-POWERED QUALITY ASSURANCE

# We Could Only Score 5% of Calls — Then We Had to Triple the Team

A fast-growing MSP was scaling from 30 to 80 agents while their manual QA process was already failing. KeyDelta built an AI scoring engine that reviews 100% of calls, identifies coaching patterns in real time, and turns quality data into agent development.

<b>100%</b> CALLS SCORED	<b>+21 pts</b> AVG QA SCORE	<b>-52%</b> ESCALATIONS	<b>24 hrs</b> ISSUE DETECTION	<b>5.1x</b> ROI IN 9 MONTHS
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## THE SITUATION

A fast-growing regional managed services provider was scaling its call center from 30 to 80 agents in under a year. Their manual QA process — supervisors listening to recorded calls and scoring them on spreadsheets — was already failing at 30 agents. They could only review 5% of calls, issues surfaced weeks late through customer complaints, and coaching was reactive instead of proactive. Quality was the casualty of growth.

- Supervisors manually reviewing only 5% of calls — 95% of quality issues went undetected
- QA scores delivered 2–3 weeks after the call — too late to correct behavior in real time
- No trend analysis — recurring issues across agents, shifts, or topics were invisible
- Scaling from 30 to 80 agents meant QA would break entirely without automation
- Agent coaching was gut-feel, not data-driven — supervisors couldn't identify systemic skill gaps

## THE APPROACH

KeyDelta built an AI-powered QA engine that transcribed, scored, and analyzed every single call — then turned that data into targeted agent coaching:

- Transcription Pipeline**  
Integrated Dubber call recording with OpenAI transcription models for high-accuracy speech-to-text across accents, technical jargon, and crosstalk. Every call transcribed within minutes of completion.
- Multi-Model Quality Scoring**  
Built a scoring engine using multiple OpenAI models to evaluate calls across six dimensions: greeting, issue identification, technical accuracy, resolution quality, compliance, and closing. Calibrated against 200+ human-scored calls to achieve 89% inter-rater agreement with senior QA reviewers before deployment.
- Trend Analysis & Pattern Detection**  
Aggregated scores across agents, teams, shifts, and issue types. AI identified systemic patterns — specific product areas where agents consistently struggled, time-of-day performance drops, and coaching opportunities invisible in sample-based reviews.
- Coaching Feedback Loop**  
QA data automatically generated personalized coaching recommendations per agent. Supervisors received weekly reports highlighting each agent's top improvement area with specific call examples. Training programs updated based on aggregate trend data.

## THE RESULTS — 9 MONTHS

<b>CALL COVERAGE</b> <b>5% → 100%</b> Every call scored, every time	<b>AVG QA SCORE</b> <b>62 → 83 / 100</b> +34% from targeted coaching	<b>ESCALATION RATE</b> <b>28% → 13%</b> Better first-call resolution	<b>CUSTOMER CSAT</b> <b>3.4 → 4.2 / 5</b> Better agents = happier callers	<b>QA COST/CALL</b> <b>\$14 → \$0.42</b> 97% reduction at scale	<b>AGENT RETENTION</b> <b>72% → 85%</b> Better support = less burnout
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## WHY IT WORKED — THE KEYDELTA VOOC S LENS

<b>V</b> <b>VISION</b> Score every call, coach every agent, catch every pattern — quality scales with the business, not the QA team.	<b>O</b> <b>OUTCOMES</b> QA coverage, average scores, and escalation rates tracked daily. The system proved itself in the first 30 days with data supervisors had never seen.	<b>O</b> <b>OWNERSHIP</b> QA team owned scoring calibration. Team leads owned coaching action. Each agent owned their own improvement trajectory — visible and transparent.	<b>C</b> <b>CADENCE</b> Daily score dashboards + weekly coaching reports + monthly trend reviews. Issues caught in hours, not weeks.	<b>S</b> <b>SCALE</b> Scaled from 30 to 80 agents without adding QA headcount. New scoring dimensions added through configuration, not code.
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“We went from guessing about call quality to knowing — on every single call, every single day. Customer CSAT jumped from 3.4 to 4.2 because our agents were genuinely better. Agent retention climbed to 85% because people finally had a development path backed by data, not opinion. QA costs dropped 97% per call. We scaled from 30 to 80 agents without adding a single QA headcount. That's efficiency, satisfaction, and profitability moving in the same direction.”

— KEYDELTA ADVISORY