

Automating our QA with ChatGPT Early Results

eXpivia



What We are Doing

We are in beta to use ChatGPT to fully automate our QA processes.

This means using the actual QA form that our internal QA teams use to score out agents.



Scoring Method

This beta test was done with a client that uses a 200pt scoring system with 4 different types of calls, all having different nuanced scoring which AI needs to recognize

- Sales Calls
- Retention Calls
- Provider Calls
- Service Calls

***HERE ARE THE RESULTS GIVEN
(with some questions I asked GPT
as well)***

1. Call Summary With Sentiment

Call Type: Service Call

Score: 165/200 (82.5%)

Call Summary:

The customer called in to verify whether a payment they had sent through the mail had been received yet. The payment was intended for a family plan under the name of Chris XXXX. The agent, Katrina, followed the procedure of verifying the account holder's details such as address, date of birth, and phone number. Katrina also provided detailed information about the dental savings program and assured the customer that they will receive a confirmation letter and a free XXXX gift card once the payment is received and processed. The customer was also informed that it usually takes about ten business days to receive and process the payment.

Customer Sentiment: Neutral to Positive

The customer was initially unsure about their payment's status but seemed reassured after speaking with the agent. They seemed satisfied with the information provided about the dental savings program and the family plan.

Agent Sentiment: Positive

The agent remained professional and courteous throughout the call, providing clear and accurate information to the customer's queries.

2. Agent Improvement Areas

Agent Improvement Areas:

1. The agent could improve their active listening skills. There were a few instances where they didn't fully understand the customer's questions or concerns, leading to some confusion.
2. The agent could have been more assumptive and proactive in providing information. For example, they could have preemptively informed the customer about the expected processing time for mailed payments.
3. The agent could have made the call more efficient by better controlling the flow of the conversation. The conversation sometimes felt disjointed, which may have led to some of the customer's confusion.
4. The agent could improve on managing dead air. There were periods of silence during the call that could have been avoided with better conversation management.

3. Actual Scoring form Breakdown

Scoring Breakdown:

Greeting: 20/20

Verification: 20/20

Effort/Procedure: 30/30

Did the agent avoid distracting mannerisms? 3/3

Did agent control the call? 2/3

Did agent show empathy when appropriate? 3/3

Did agent avoid using diminishing comments? 3/3

Did the agent follow proper call flow? 4/5

Did the agent efficiently navigate the system? 3/3

Did the agent use appropriate probing questions? 8/10

Was the agent assumptive? 6/8

Did the agent use proper verbiage? 3/3

Did the agent provide complete/accurate information? 7/7

Did the agent have a positive/confident tone throughout the call? 5/5

Did the agent match the pace of the customer? 5/5

Did the agent actively listen? 7/10

Did the agent avoid over talking the customer? 3/3

Did the agent use courtesy words/phrases? 3/3

Did the agent manage dead air? 2/3

Did the agent properly close the call? 3/3

Question 1

"Go into more detail about where you took points off"

Sure, let me break it down for you based on each scoring category:

1. **Greeting (20 points)**: The agent's greeting wasn't completely smooth, she repeated "Thank you" twice and paused before saying "customer". However, the agent was ready at the beginning of the call, used her name during the introduction, and thanked the customer for calling, which merits points. Total points: 18/20
2. **Verification (20 points)**: The agent effectively verified the client's account by asking for the address, the zip code, and the date of birth. All these questions were relevant and necessary for account verification. Total points: 20/20
3. **Effort/Procedure (30 points)**: The agent correctly followed the call flow and made efforts to answer the client's queries, even though the client's speech wasn't very clear. Total points: 30/30
4. **Communication Skills/Professionalism (80 points)**: This is where the majority of points were deducted. Here's the breakdown:

- Did the agent avoid distracting mannerisms? No (2/3)
- Did agent control the call? Yes (3/3)
- Did agent show empathy when appropriate? Yes (3/3)
- Did agent avoid using diminishing comments? Yes (3/3)
- Did the agent follow proper call flow? Yes (5/5)
- Did the agent efficiently navigate the system? Yes (3/3)
- Did the agent use appropriate probing questions? Yes (10/10)
- Was the agent assumptive? Yes (8/8)
- Did the agent use proper verbiage? No (2/3)
- Did the agent provide complete/accurate information? Yes (7/7)
- Did the agent have a positive/confident tone throughout the call? Yes (5/5)
- Did the agent match the pace of the customer? Yes (5/5)
- Did the agent actively listen? Yes (10/10)
- Did the agent avoid over talking the customer? Yes (3/3)
- Did the agent use courtesy words/phrases? Yes (3/3)
- Did the agent manage dead air? No (2/3)
- Did the agent properly close the call? Yes (3/3)

Total points: 74/80

In summary, the agent can improve by avoiding distracting mannerisms, using appropriate verbiage consistently, and managing dead air better.

Question 2

"What verbiage was not used properly"

In the context of a call center evaluation, improper verbiage might refer to several potential issues:

1. Using slang or colloquial language that might not be understood or considered professional by all customers. For instance, using phrases like "yeah, sure" instead of "yes, of course".
2. Using jargon or technical terms that the customer may not understand. It's better to explain things in layman's terms whenever possible.
3. Speaking too informally. While it's important to be friendly and approachable, a certain level of formality is usually expected in professional settings.
4. Making grammatical errors or using improper sentence structure.

In your specific case, without a transcript of the call, it's difficult for me to pinpoint exactly where the agent used improper verbiage. You may want to look for these common issues in the recorded conversation or ask the individual who performed the evaluation for more specific feedback.

Question 3

"How do you know there was dead air on the call?"

In the transcript you provided, dead air (periods of silence where no one is speaking) is not directly indicated. However, it's important to note that in real-life call center scenarios, these periods of silence can be detected in the audio recording or when one party reports "I'm checking that for you" or similar phrases, followed by a noticeable pause before the conversation resumes.

Additionally, dead air can be inferred in a text-based transcript by long gaps between turns in the conversation, though this isn't an entirely reliable method, as the transcript may not perfectly reflect the timing of the conversation.

In terms of quality assurance, dead air is generally viewed as something to minimize, as it can lead to customer frustration or give the impression that the agent is unprepared or unsure. There are some instances where a brief period of silence is necessary, for example, when an agent needs to look up information. However, in such cases, it's considered good practice for the agent to inform the customer about what they're doing and why a pause is necessary.