

# The Upsides and Downsides of Automation and AI in Call Center QA



- With advancements in technology, call centers are using AI and automation tools to **improve customer experience**.

## Upsides of Using AI and Automation for Call Center QA

Operational Efficiency



Improved Time Management

Enhanced Compliance



Improved Training and Coaching

Better Analytics and Insights



Enhanced Customer Experience

More Accurate Evaluations and Performance Reviews



Reduced Stress for Both Agents and Evaluators

## The Potential Downsides of Using AI in QA



Overreliance on AI Insights and Judgment



Possibility of Mistakes



Relying Exclusively on AI Insights for Performance Reviews



Rushing AI Adoption Before Teams Are Ready

## What Can You Do to Maximize the Benefits of Using AI and Minimize Risks?

Provide Comprehensive Training



Identify Processes and Areas to Focus On



Understand the Importance of Balance



Encourage Empathy and Sincerity



Keep Your Coaching Human-Centric

