amplifAI® CMP RESEARCH

Unlocking Retail Loyalty:
AI + Auto QA Fuels Sales and Boosts Satisfaction

Speakers

Melissa Pollock

AmplifAI

With a career running CX and contact center operations at XO Communications and Alorica

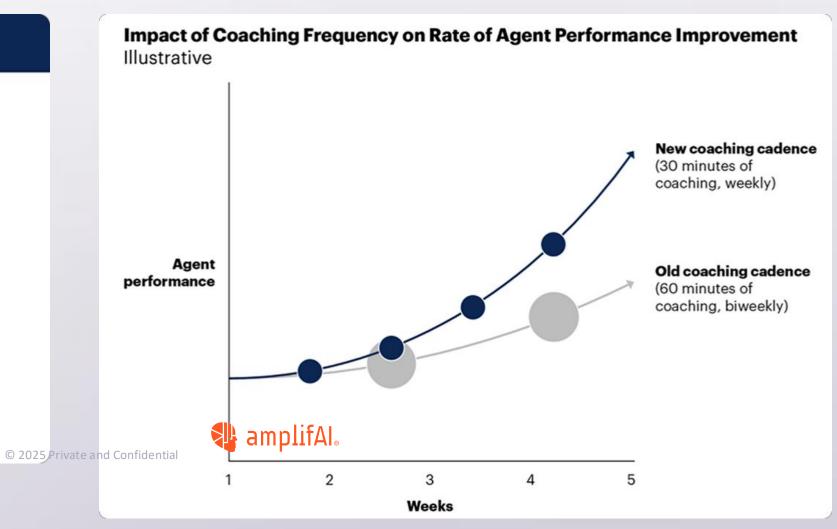## Jordan Zivoder

CMP Research

With experience at **Genpact, OSU, and ERC** , Jordan brings a research-driven perspective on how retail leaders are adopting AI and Auto QA to close service gaps, improve operations, and raise the bar on customer experience
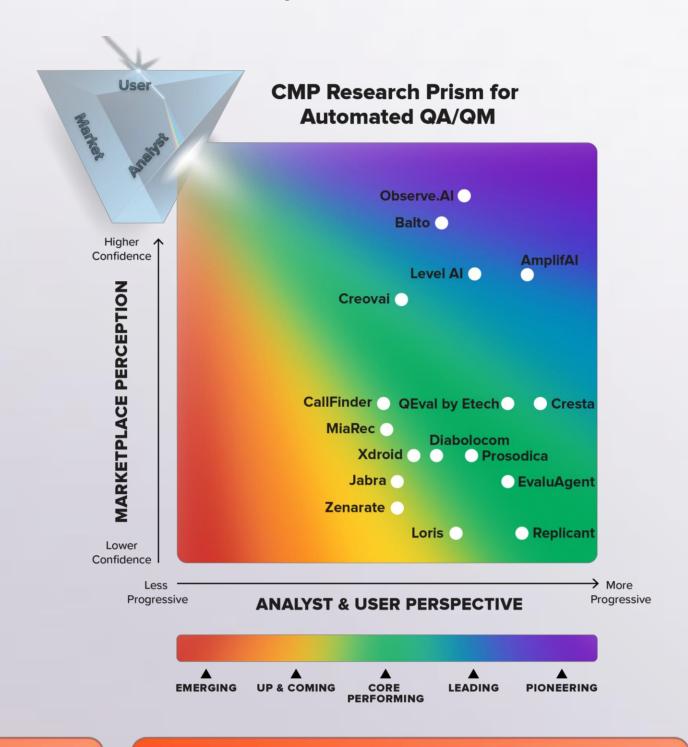
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Enterprise analysts are recognizing AmplifAI's leadership

Gartner
Case Study: AI-Enabled Coaching to Accelerate Performance Improvement

Published 5 February 2024 - ID G00805798 - 8 min read

Emily Potosky

Initiatives: Service and Support Talent and Operations

GrayBell* enabled supervisors to improve agent performance and reinforce beneficial behaviors while decreasing time spent on non-agent-facing activities. They did this with AI-driven tools that shorten preparation time, focus coaching sessions and support supervisor development.

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Impact of Coaching Frequency on Rate of Agent Performance Improvement
Illustrative

New coaching cadence (30 minutes of coaching, weekly)

Old coaching cadence (60 minutes of coaching, biweekly)

Agent performance

Weeks

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CMP Research Prism for Automated QA/QM

User · Market · Analyst

Higher Confidence · Lower Confidence

MARKETPLACE PERCEPTION

ANALYST & USER PERSPECTIVE — Less Progressive / More Progressive

EMERGING · UP & COMING · CORE PERFORMING · LEADING · PIONEERING

Observe.AI, Balto, AmplifAI, Level AI, Creovai, CallFinder, QEval by Etech, Cresta, MiaRec, Xdroid, Diabolocom, Prosodica, Jabra, EvaluAgent, Zenarate, Loris, Replicant

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12 Gartner Cool Hype Cycle Mentions

Vendor in 12 hype cycles reports 2023 - 2024

Gartner

G2 High Performer

High Performer WINTER 2025

High Performer 2024

Gartner Cool Vendor

Customer service and support technology

Gartner COOL VENDOR 2024 ™

CMP Prism - Leader

Automated QA/QM

CMP Research
LEADING
Prism for Automated QA/QM
2025

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AI for CX

AI + Auto QA

Panel Discussion

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Why is Customer Experience so important in retail?

👉 Retail has always been about customer experience → brand loyalty drives revenue.

👉 It's not just the product—it's the interaction that follows (service, support, resolution).

👉 A poor support experience after purchase can break loyalty faster than a bad product.

💡 **Customer Experience = Retention = Loyalty = Continued Sales**

Best Retail Brands Differentiate Through Exceptional Customer Service

Clothing
NORDSTROM
- Personalized service
- Above and Beyond

Make You Feel Special and Elite

Superstores
COSTCO WHOLESALE
- Generous return policy
- Wide variety, high quality, low prices

You're Part of a Special Club

Technology
Apple Store
- The Genius Bar
- Entire store is an in-person customer service station
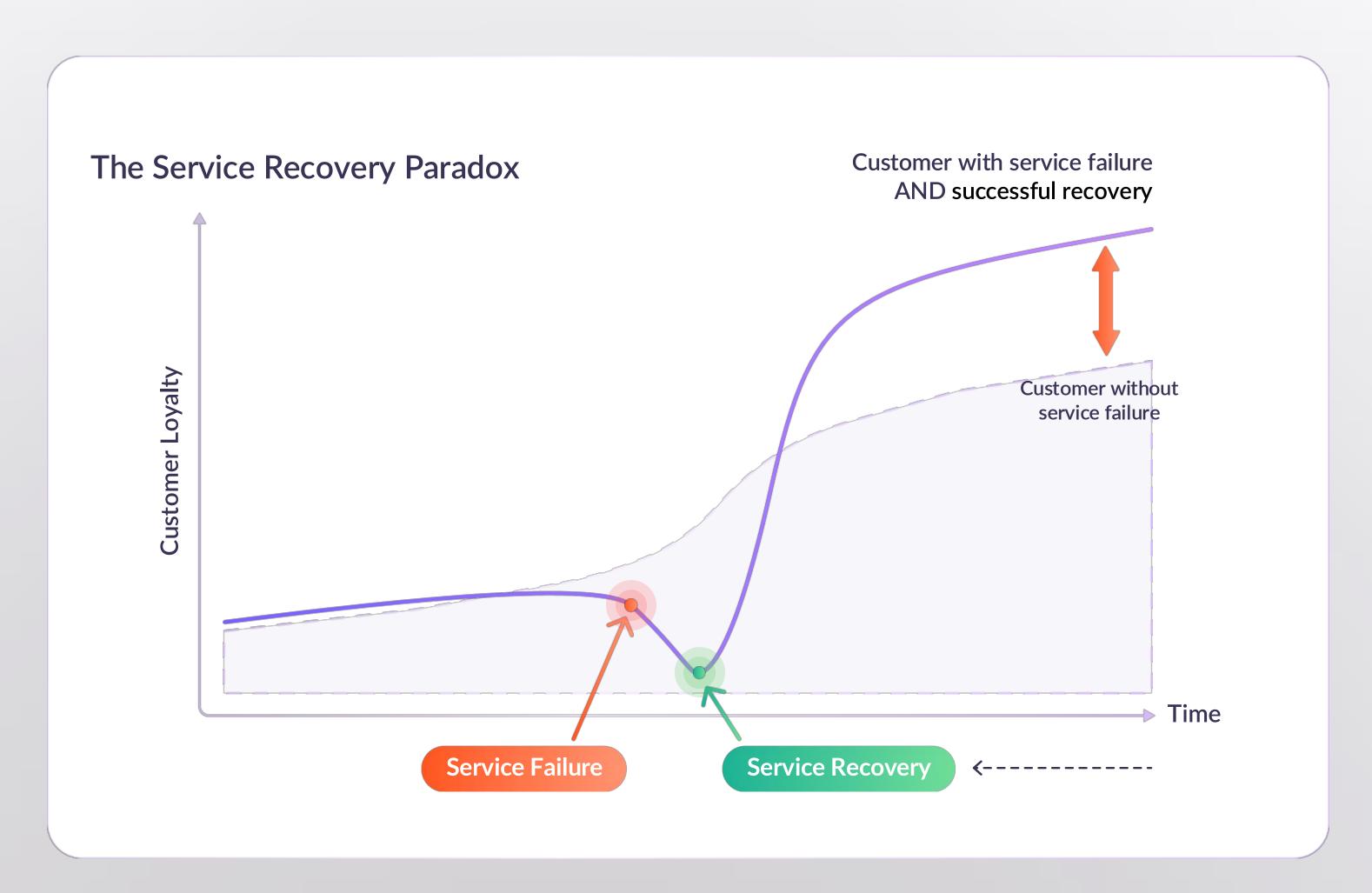
They are Always There for You and Want to Help

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AI for CX

Service Recovery Paradox

**Retail has always been about customer experience →
brand loyalty drives revenue.**

The Service Recovery Paradox

Customer with service failure
AND **successful recovery**

Customer Loyalty

Customer without
service failure

Time

Service Failure

Service Recovery

What specific impacts can CX make in Retail KPIs?

Business Metrics

Net Promoter Score (NPS): likelihood to shop again.
CSAT and Customer Effort Score: reduce friction in support.
Annual customer value (retention + loyalty).

Revenue Opportunities

Cross-sell, upsell, conversion from quotes, rentals, or appointments.
Objection handling effectiveness.
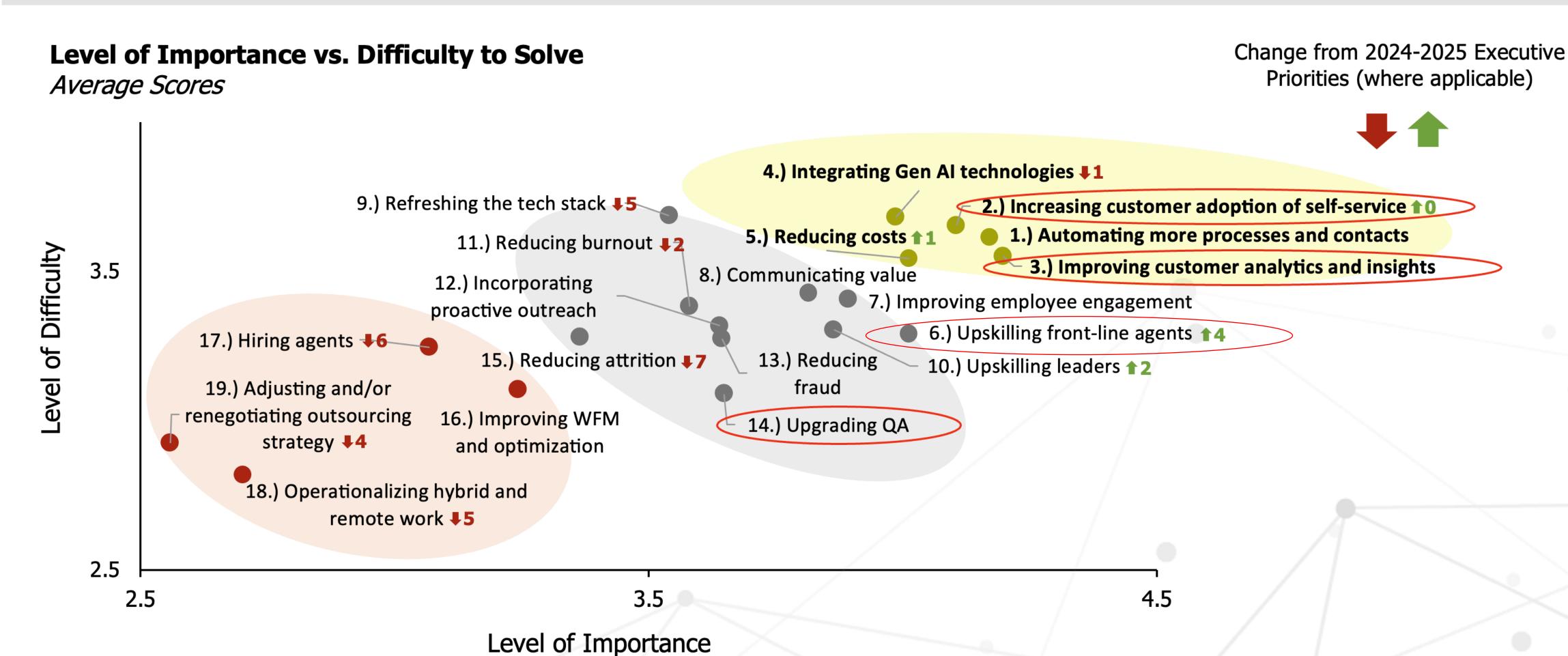
Cost Protection

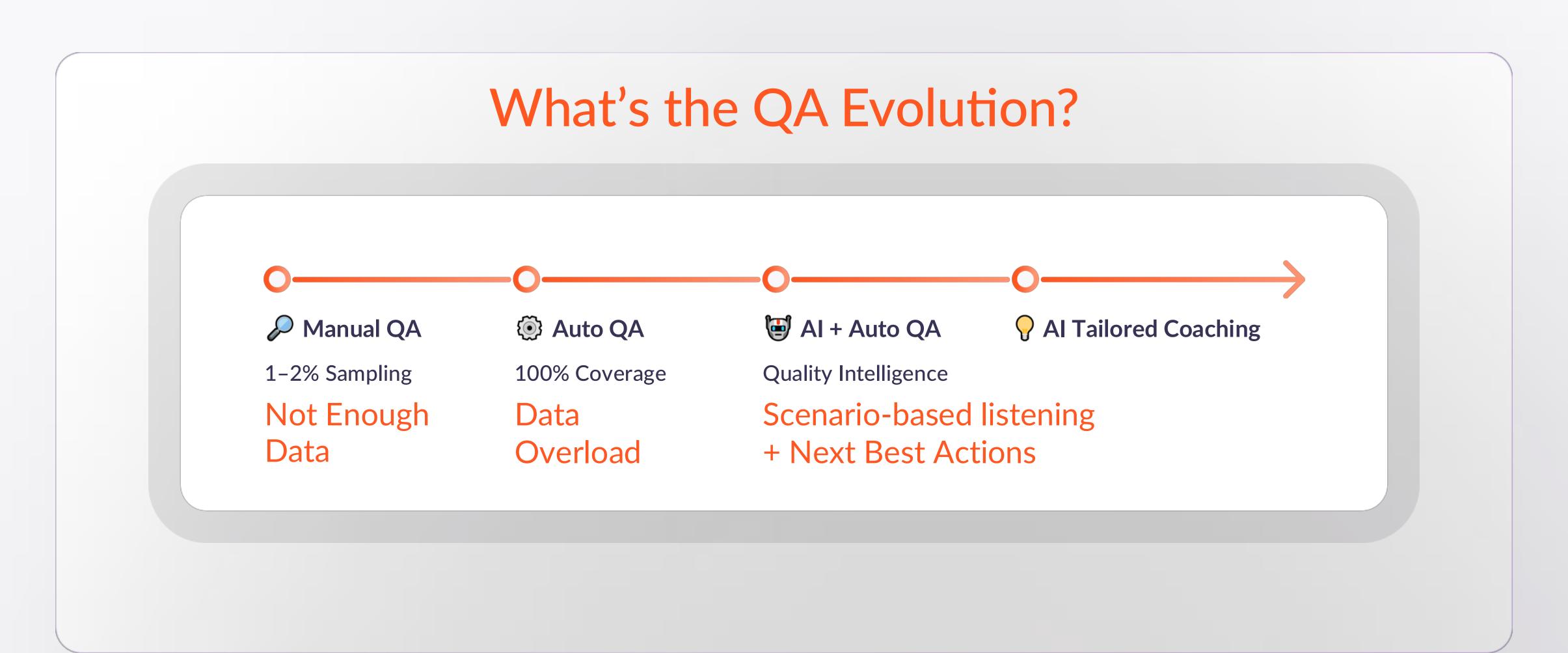Reduce concessions and refunds by resolving issues well.

Executive Priorities 2025-2026

Once a year, CMP Research surveys customer contact and CX executives at discrete companies of all industries to uncover shared and urgent strategic challenges.
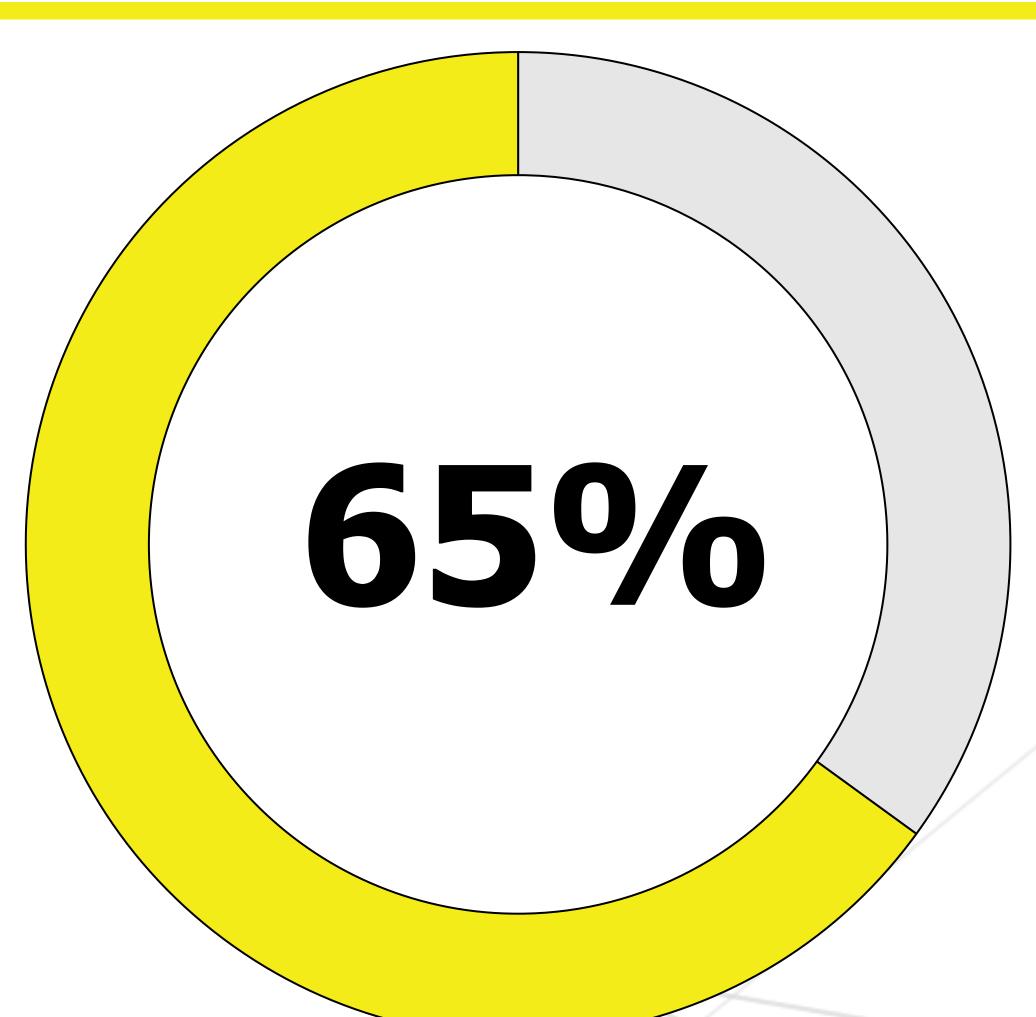
Level of Importance vs. Difficulty to Solve
Average Scores

Change from 2024-2025 Executive Priorities (where applicable)

Plot — Level of Importance (x-axis, 2.5 to 4.5) vs. Level of Difficulty (y-axis, 2.5 to 3.5+):

- 4.) Integrating Gen AI technologies ⬇1
- 9.) Refreshing the tech stack ⬇5
- 2.) Increasing customer adoption of self-service ⬆0
- 5.) Reducing costs ⬆1
- 1.) Automating more processes and contacts
- 11.) Reducing burnout ⬇2
- 3.) Improving customer analytics and insights
- 12.) Incorporating proactive outreach
- 8.) Communicating value
- 7.) Improving employee engagement
- 17.) Hiring agents ⬇6
- 6.) Upskilling front-line agents ⬆4
- 15.) Reducing attrition ⬇7
- 13.) Reducing fraud
- 10.) Upskilling leaders ⬆2
- 19.) Adjusting and/or renegotiating outsourcing strategy ⬇4
- 16.) Improving WFM and optimization
- 14.) Upgrading QA
- 18.) Operationalizing hybrid and remote work ⬇5

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VoC is gathered through the QA process.

What's the QA Evolution?

🔍 **Manual QA**

1–2% Sampling

Not Enough Data

⚙️ **Auto QA**

100% Coverage

Data Overload

🤖 **AI + Auto QA**

Quality Intelligence

Scenario-based listening + Next Best Actions

💡 **AI Tailored Coaching**

Companies are still looking to improve QA

65%

Executives saying upgrading QA is important to their functional strategy in the next two years.

CMP CUSTOMER MANAGEMENT PRACTICE RESEARCH

Which KPIs are directly affected by adding AI?

👉 **Detect Sales Language**
Urgency, persuasion, assumptive closing

👉 **Monitors Objections**
Identify your objections and when they are missed or mishandled.

👉 **Measure Conversion Steps**
Appointment → Sale, Rental → sale, Quote → Sale

👉 **Spot Consistency Issues**
Drives higher conversions and coaches to effective sales strategies

Metadata Captured by Auto QA for Agent-Customer Interactions

1 **Sales and Upsell Opportunities**

- **Missed Sales Opportunities**: Highlights instances where agents could have cross-sold or upsold products/services.

- **Closing Techniques**: Assesses whether the agent used assumptive close techniques to encourage customer commitment.

2 **Objection Handling and Churn**

- **Objection Handling**: Evaluates how well the agent addressed customer hesitations and concerns.

- **Churn Risk Assessment**: Detects signs of potential customer churn, including dissatisfaction, competitor mentions, and negative past experiences.

3 **Resolution and Customer Effort Score**

- **Resolution Outcome**: Categorizes whether the issue was resolved, escalated, pending further action, or unresolved.

- **Customer Effort Score**: Rates the difficulty the customer faced in resolving their issue, from minimal effort to significant frustration.

4 **Repeat Contacts and Escalations**

- **Repeat Contact Detection:** Identifies whether the customer has reached out multiple times for the same issue.

- **Escalation Tracking:** Detects when, why, and how an issue was escalated, assessing whether it was handled at the right time.

Go beyond traditional quality monitoring to deliver actionable intelligence that informs key business strategies.

AI *for* **CX**

amplifAI.

How do you connect these AI-based analytics to long-term improvement in your customer experience?

👉 Integrate Auto QA findings directly into AmplifAI coaching workflows.

👉 Align coaching with specific customer expectations and retail service standards.

👉 Unify surveys, insights, and QA into a single action path for leaders.

👉 Build high-performing teams through targeted development, not generic training.
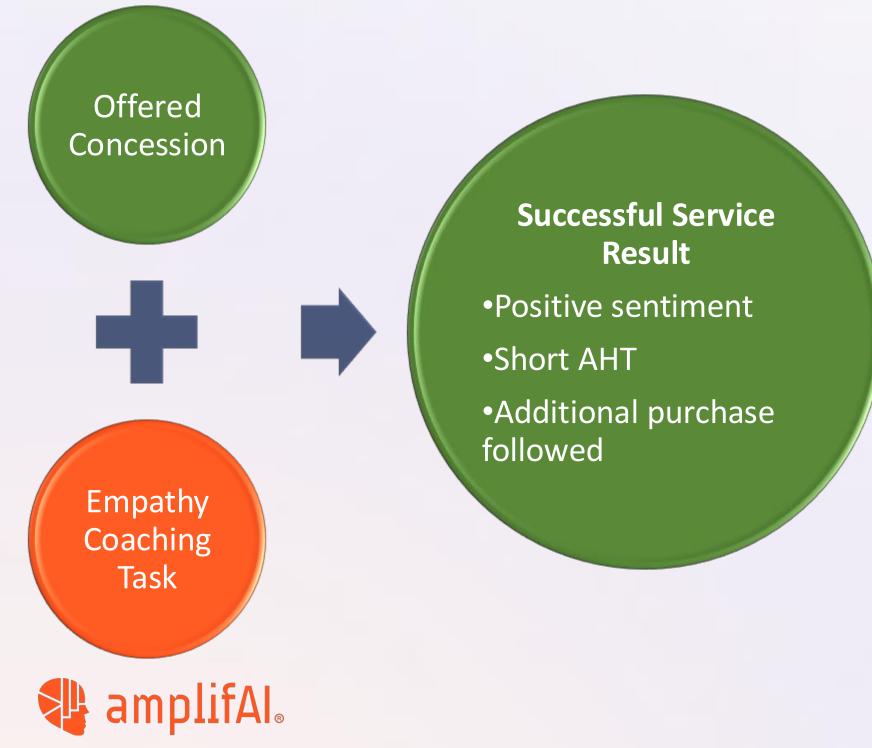
💡 **Gaps in Agents' Skill Set = Lost Revenue**

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Example AI + Auto QA + Coaching Scenarios

AI *for* **CX**

👉 **Customer Interaction**

👉 **Action**

Customer calls about a missing item ────────→ resolution + no concession required

Associate converts an appointment to a sale ────────→ check persuasive language and close

Rental return conversation ────────→ upsell conversion opportunity

Call Flow & Delivery (25 Points)

AI

Question 1.1 - Greeted the beep?

Yes - Graded by AI | Add Notes

Question 1.2 - Followed the script as per verbatim prompts?

Select Response | Add Notes

Question 1.3 - Used appropriate tone, pace, confidence?

Maranda Hillam
Advisor   5/27/2   Coach Maranda

⚡ **AI QA | AgentBehavior Insight:** Struggling with Setting Expectations

Low CSAT ──── MH ──── P T ✦   63
                                        90

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What metrics and use cases matter? Where should we start?

Sales: Inside and Direct

Productivity • Sales Conversion • Revenue / Sale • Compliance • Upsell %

Collections

Productivity • Dials Per Hour • RPC • RPC Conversion • $ Collected / RPC

Quality

Evaluation Coverage % • Auto QA Accuracy • Compliance Adherence • Calibration Consistency

CX

CSAT • NPS • Sentiment • Call Reason Analysis • Resolution Rate

Customer Care

Productivity • CSAT • VOC • NPS • Agent SAT • FCR

Technical Support

Productivity • Solves Per Day • THT • MTTR • FCR

Field Service / Back Office

Productivity • Response Time • CSAT / Tech SAT • Time to Complete • FTFR

HR

Automated Reviews • Attrition Prediction • Employee EX Engagement • Flexibility

AI for CX

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1 Data

Don't worry, you already have a data foundation to build from.

Data Sources:
- CCaaS
- WFM
- CRM
- In-House Applications
- Surveys, etc.

2 Focus on a specific challenge

- Sales conversion
- Loyalty programs
- Cross/Upselling

3 Refine Nuanced, yet Important Interactions

AI can now report on Human interactions that are hard to detect by traditional key word filters.
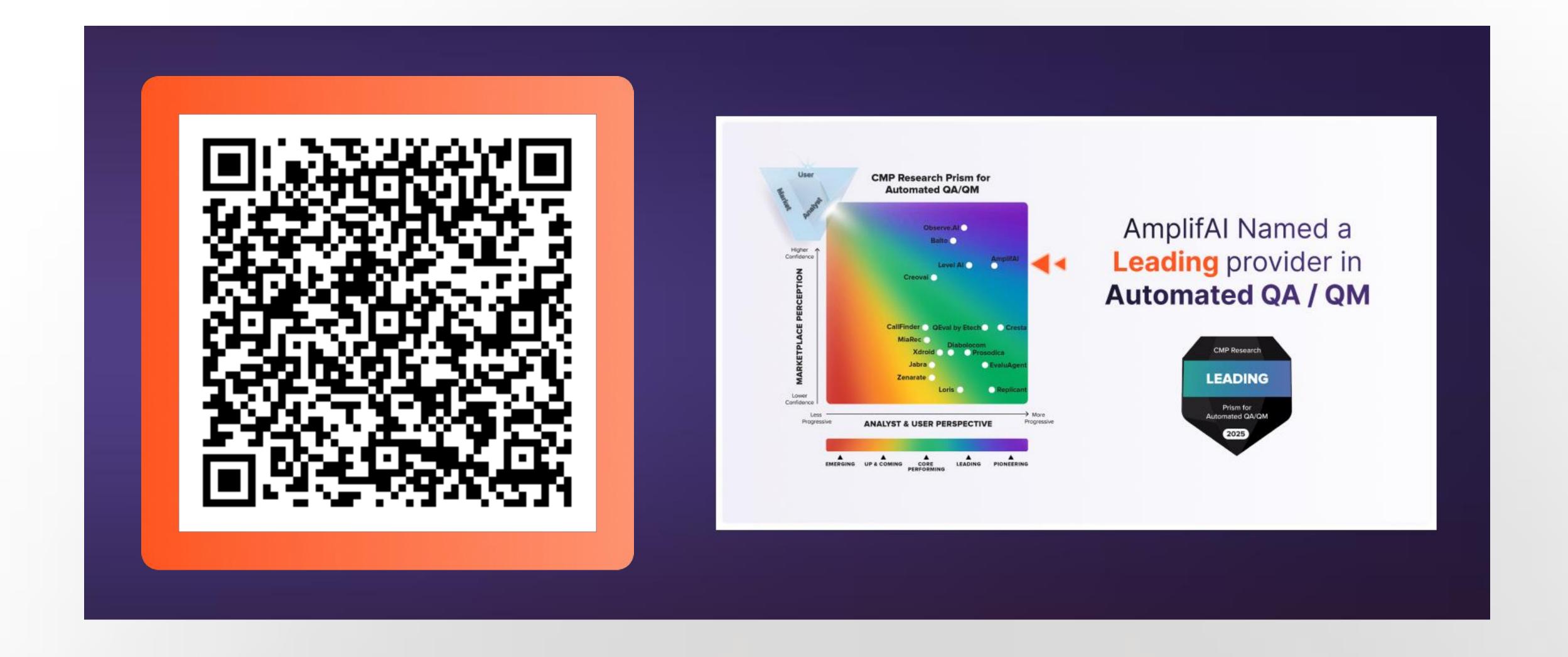
- Empathy
- Sales strategies
- And more…

Go beyond traditional quality monitoring to deliver actionable intelligence that informs key business strategies.

Download the CMP report

amplifAI® **CMP** RESEARCH

Let's talk about AI + AutoQA

What should you expect from your AI + Auto QA vendor?

Process Expectations

- Experienced CS team (former operators)

- Data-first onboarding (structured, clean, accurate)

- 90-day quick-start path

Company Proof Points

- Low churn on CS team

- Offers expertise in your industry

- Provide measurable metrics aligned to improvement

What are the AI + Auto QA differentiators?

🤝 Collaborative model design, not self-serve

👩 **Agent and Team Lead Next Best Actions (goal-aligned tasks with due dates)**

🛡️ Simplified prompt design & calibration

🤖 Chatbot Auto QA

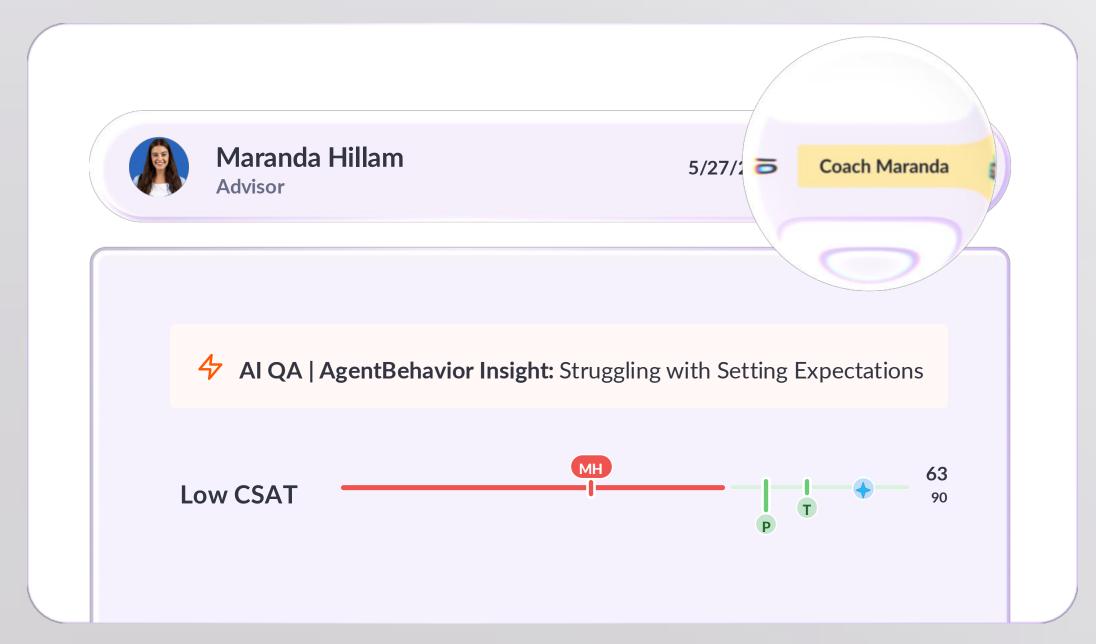📝 Multichannel coverage + adaptive intake forms

Example of Auto QA scenario

👉 Credit Bureau Dispute

Agent is supposed to Confirm clock start, disclosure language, and resolution steps.

👉 Action

Escalate exceptions to compliance; coach agent on missing step.

Call Flow & Delivery (25 Points)

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P   T   90

AmplifAI AI QA/QM platform capabilities

AI for CX   **amplifAI**

- Quality Admin

- Complex Forms

- Flexible Setup of Questions and Answers

- Branching Questions

- Nesting Questions

- QA Dashboard and Advanced Reporting

- Auto QA

- Calibrations

- Supported Workflows

- Transcription and Summarization

- 360-degree performance insights

- Unified Performance Management and Coaching Workflow

Scoring Methods

- Flexible Setup of Scoring

- Critical Scoring Mechanism

- Auto Fail

- Bonus Points

Auto QA instant demo link

Want to try it out? Scan the QR code