

# Don't gamble with Compliance:

## Why AI + Auto QA is better than DIY

# Speakers



**Mark Ezell**

AmplifAI

With a career running CX and contact center operations at American Express and Discover



**Kotei Kotey**

CMP Research

With experience at Deloitte, Gartner, and Bank of America, Kotei brings a research-driven perspective on how finance leaders are adopting AI and Auto QA to close compliance gaps, improve operations, and raise the bar on customer experience



# Enterprise analysts are recognizing AmplifAI's leadership

Gartner

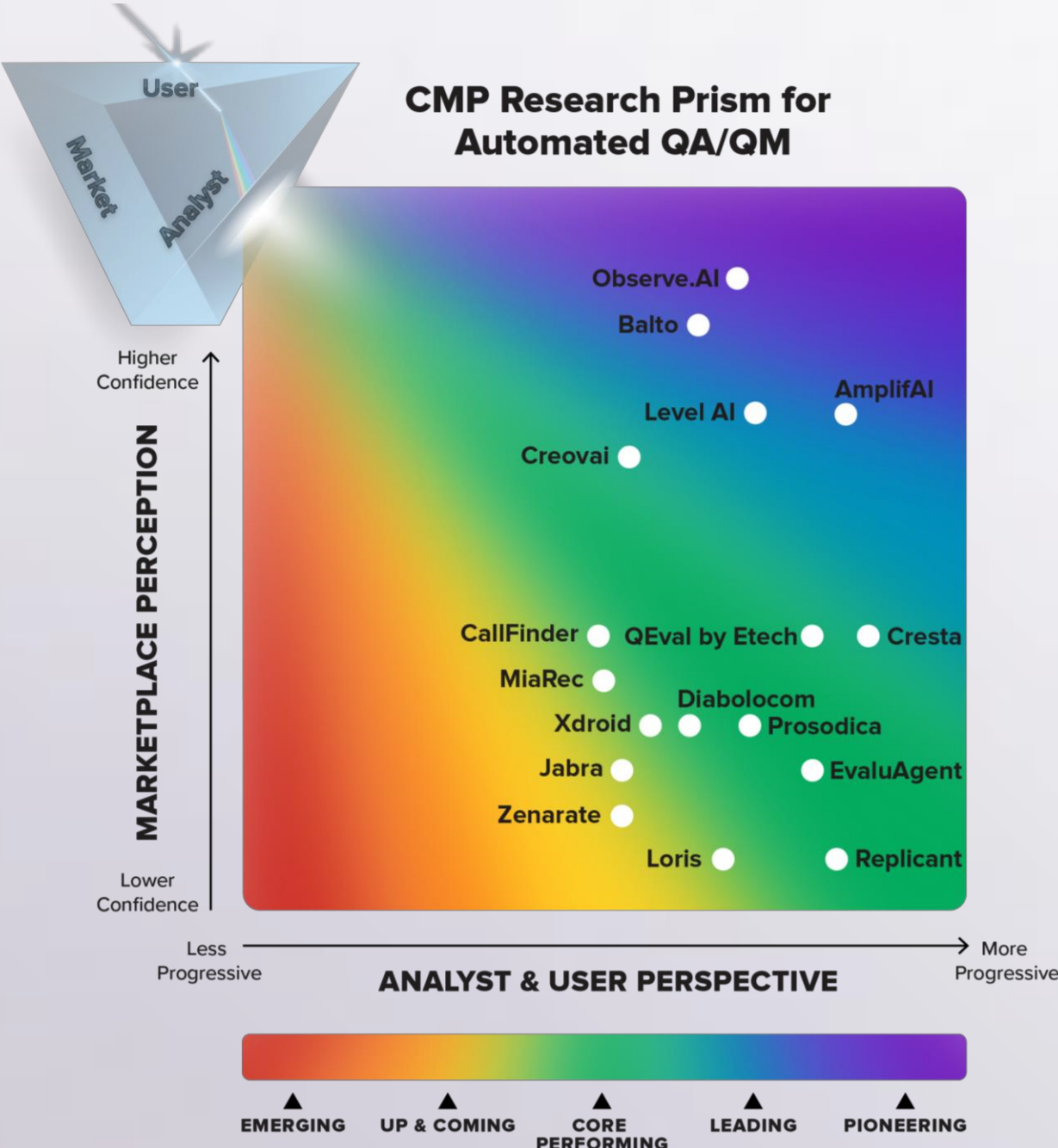
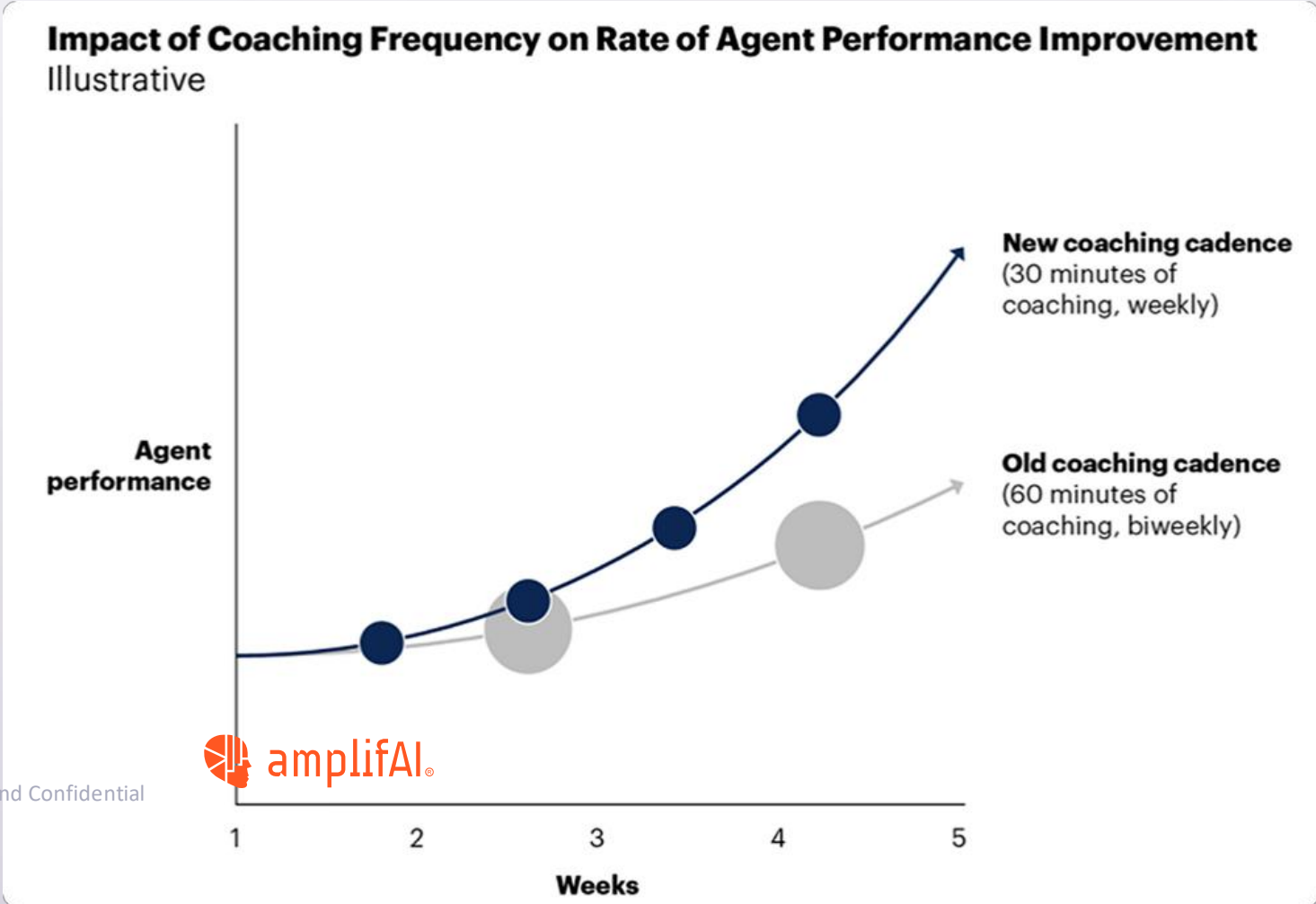
Case Study: AI-Enabled Coaching to Accelerate Performance Improvement

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.



12 Gartner Cool Hype Cycle Mentions

Vendor in 12 hype cycles reports 2023 - 2024

Gartner

G2 High Performer

High Performer 2024

High Performer 2024

High Performer 2024

High Performer 2024

High Performer WINTER 2025

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

AI for CX

AI + Auto QA

Panel Discussion

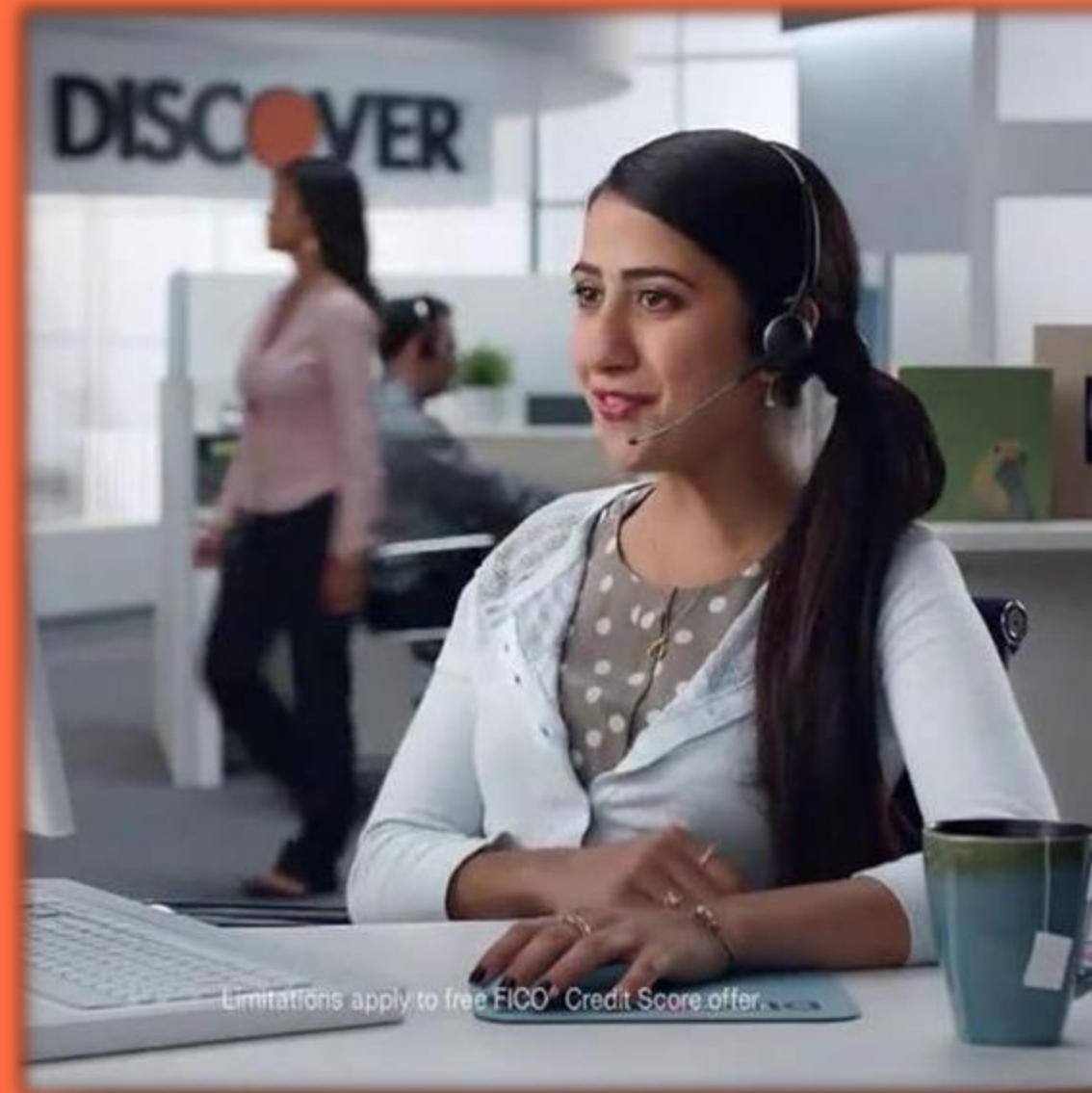




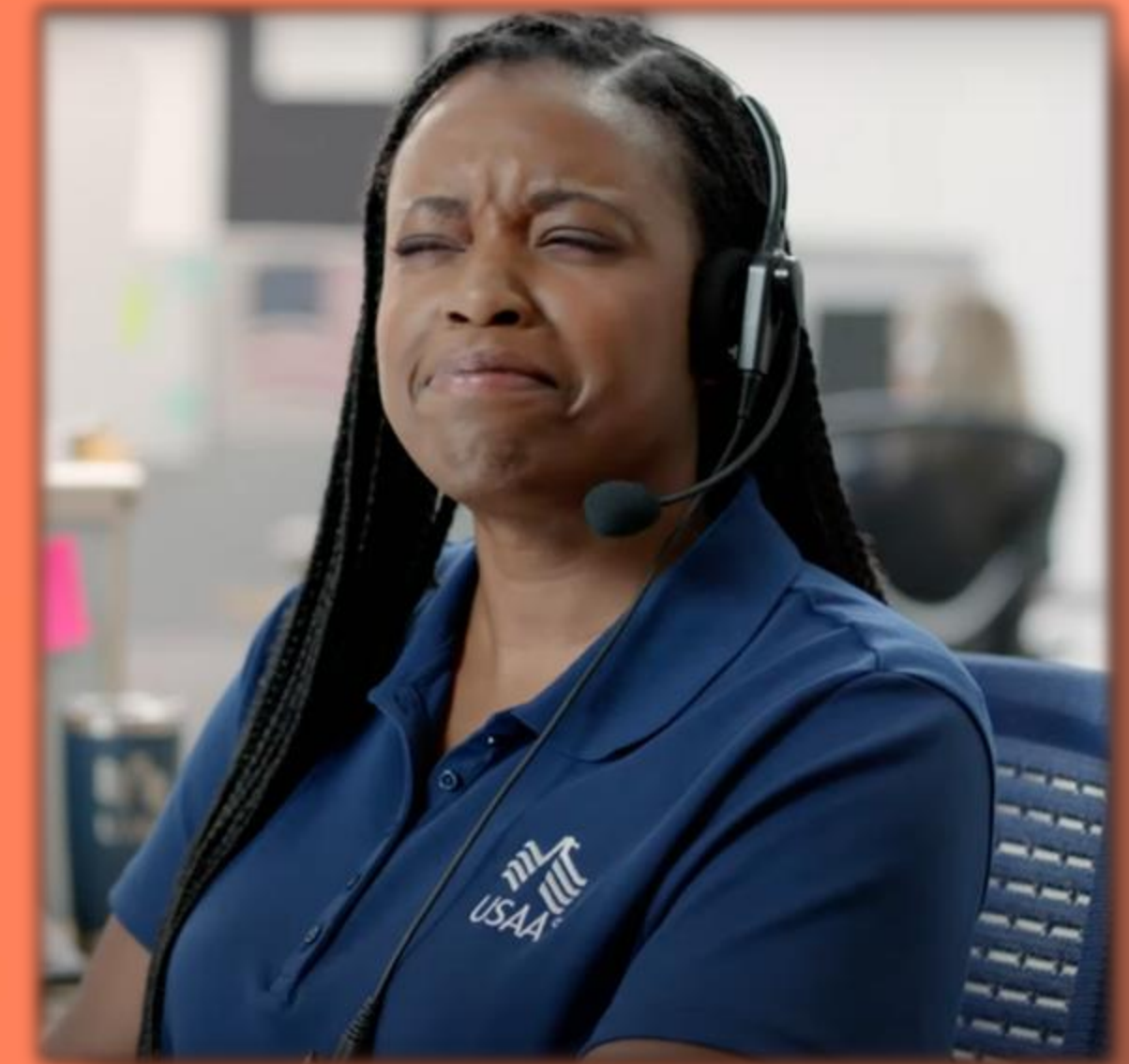
# Financial Companies Differentiate Through Exceptional Customer Service



**Insurance**



**Credit Cards**



**Banking**

# Why does service matter so much for FinServ?

## 👉 Anecdote

Amex Centurion (“black card”) as shorthand for elite service; brand and loyalty built on exceptional, consistent experiences—not just rewards.

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## 👉 Credit unions

Call people **members**, underscoring service-centric culture and trust



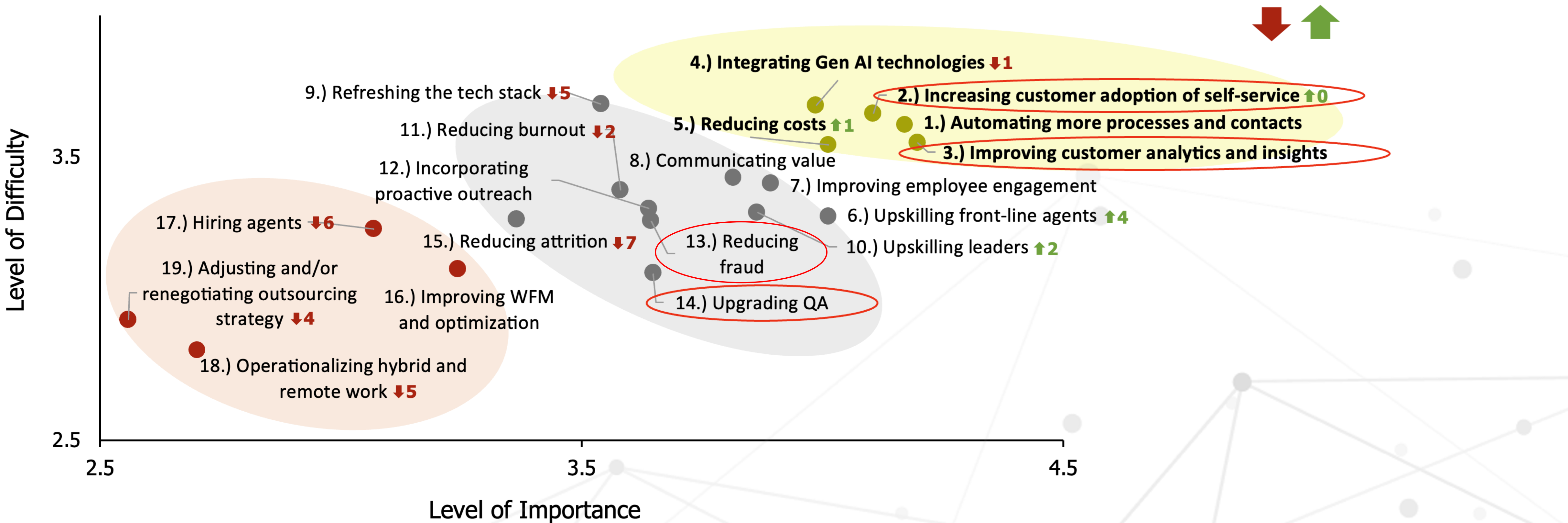


# Executive Priorities 2025-2026

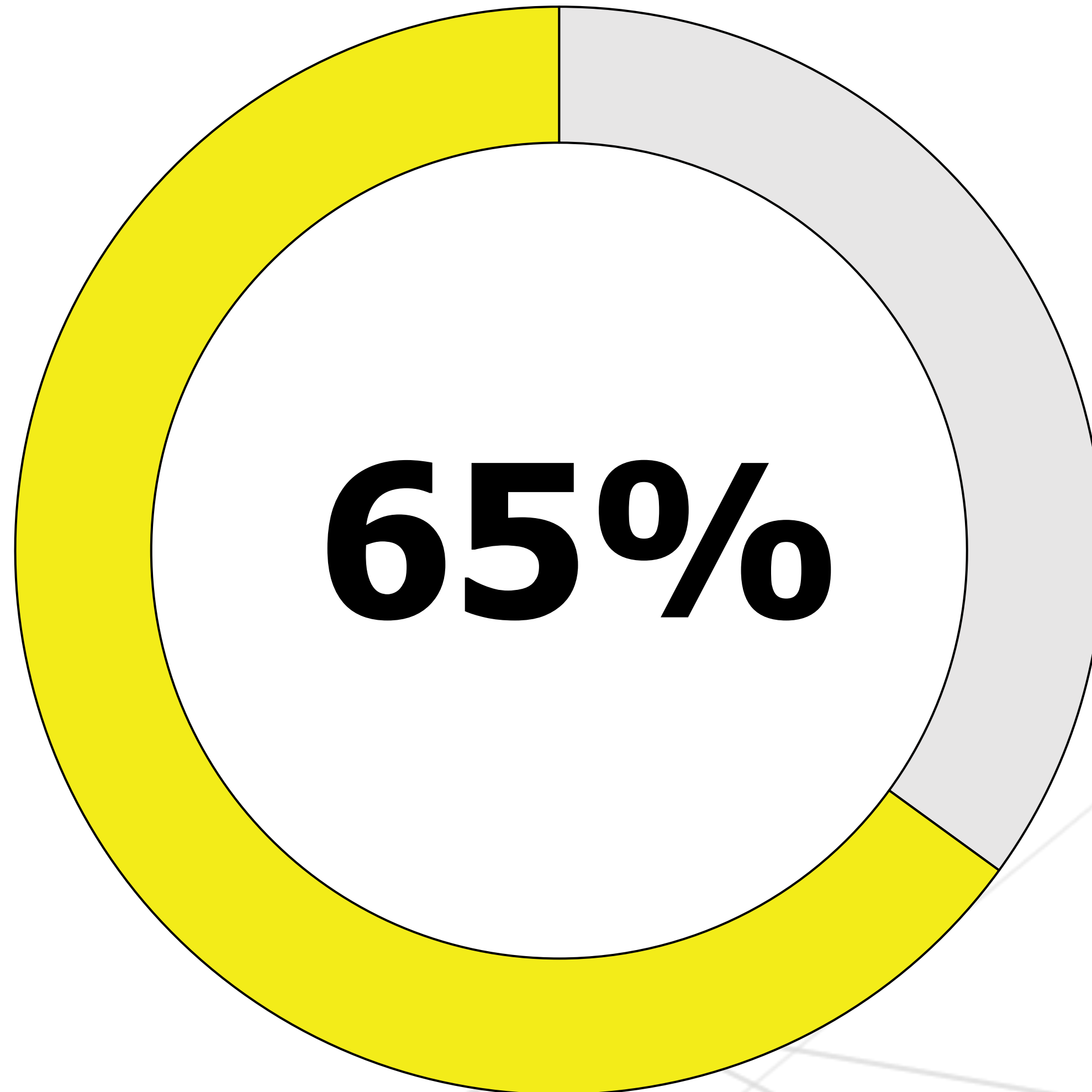
Once a year, CMP Research surveys customer contact and CX executives at discrete companies of all industries to uncover shared and urgent strategic challenges.

## Level of Importance vs. Difficulty to Solve *Average Scores*

Change from 2024-2025 Executive  
Priorities (where applicable)



# Companies are still looking to improve QA



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



VoC is gathered through the QA process.

## What's the QA Evolution?



## What is the value of AI + Auto QA in FinServ?

👉 Compliance

👉 Compliance

👉 Compliance

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💡 Adding AI + Auto QA allows you to improve risk mitigation



# What is the value of AI + Auto QA in FinServ?

## **Business Metrics**

New accounts, Collections, Disputes, Universal agent enablement

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## **Voice of the Customer**

Themes → Actions

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## **Coaching and Performance**

Route insights to leaders, Happier agents/customers

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## **Efficiency**

Real-time operationalization, No data science expertise needed

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## What kind of risk is involved?

### Perceived Risk

Data breach, Cloud, Governance

### Removed Risk

Compliance, Fraud, Disputes, Credit-line changes

### Risk Mitigation

On-Prem / Controlled cloud options



# Example of AI + 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)**

AI

**Question 1.1 - Greeted the beep?**

Yes - Graded by AI

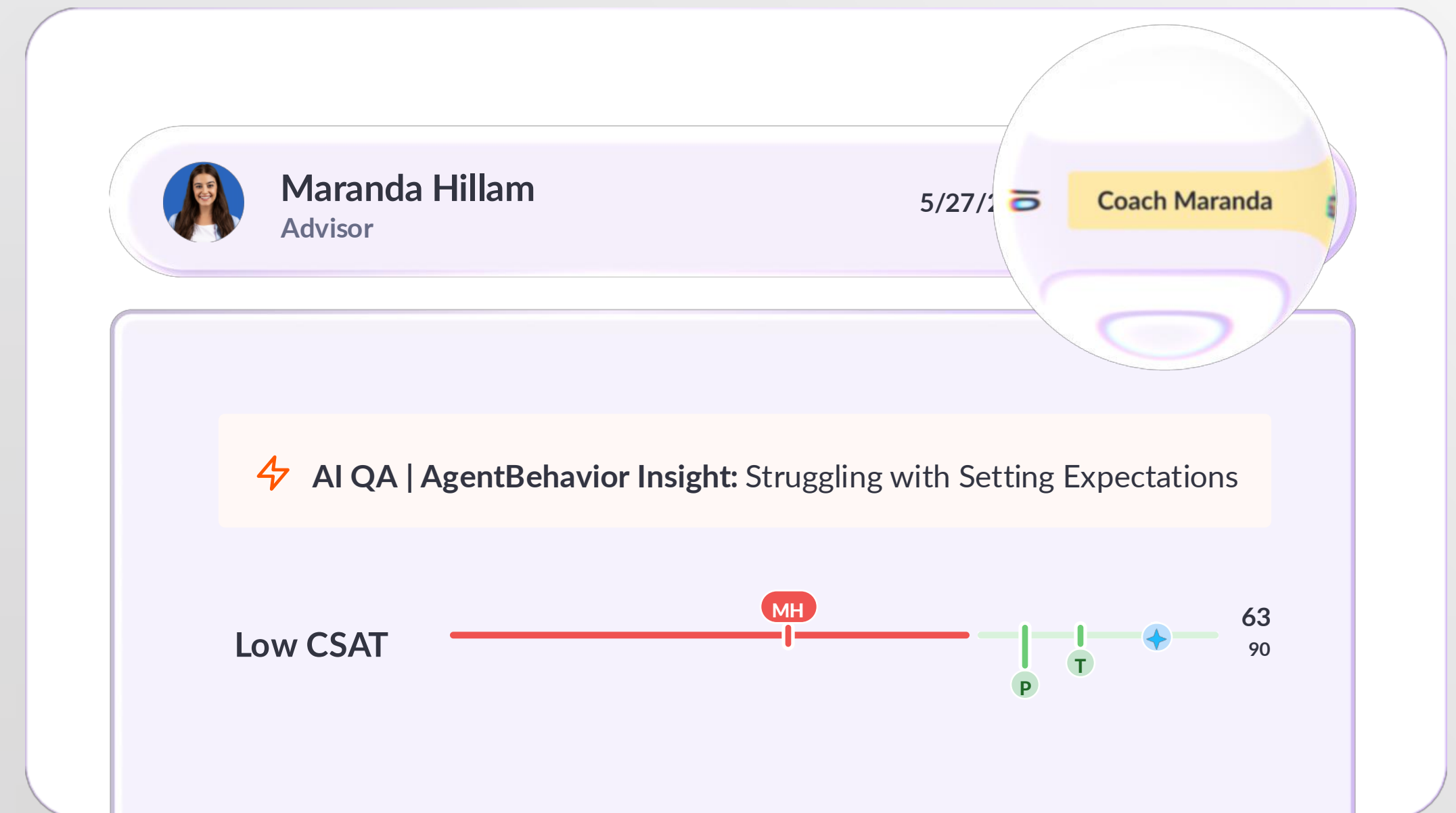
Add Notes

**Question 1.2 - Followed the script as per verbatim prompts?**

Select Response

Add Notes

**Question 1.3 - Used appropriate tone, pace, confidence?**

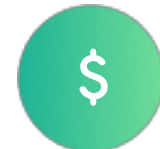


# Where should we start? What metrics and use cases matter?



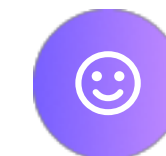
## Sales: Inside and Direct

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



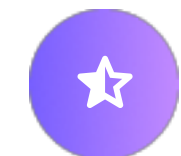
## Collections

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

## Where do you start?...

### With the metrics that matter

● CX

NPS/CSAT, Effort, Repeat purchase

● Compliance

Adherence, Disputes resolved

● Sales

Conversion lift

● Operations

Coaching effectiveness, Time-to-proficiency



# Am I ready for AI + Auto QA?

## 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

- **Collections:** Can I identify you?
- **Fraud:** Did I validate customers properly?
- **Basic and/or Required Interactions:** Did xyz occur?

## 3 Refine Nuanced, yet Important Interactions

AI can now report on Human interactions that are hard to detect by traditional key word filters.

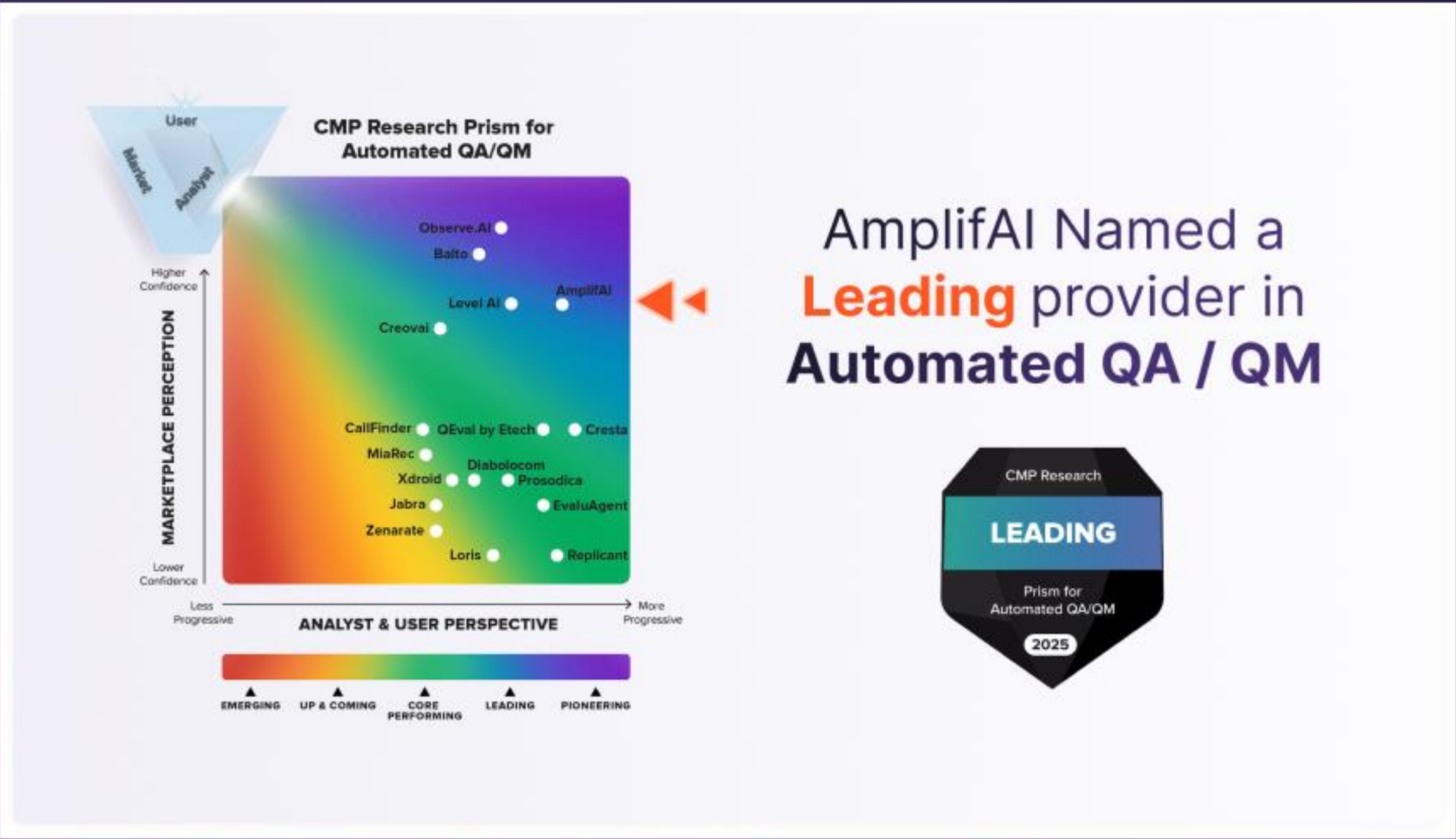
- Empathy
- Compliance
- Sales strategies, etc.



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

Download the CMP report

AI for CX





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



Simplified prompt design & calibration



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



Chatbot Auto QA



Multichannel coverage + adaptive intake forms

# AmplifAI AI QA/QM platform capabilities

● 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

