SoftBCom   Webinar

Automated Quality Assurance
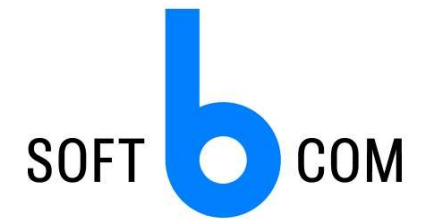# in Customer Service

Challenges, implementation, cases

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Introduction

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Vladimir V. Dudchenko, Jr.

SoftBCom, Managing director

Sergej Botschkarev

SoftBCom, Head of Sales & Presales

SoftBCom Berlin GmbH:

🏢 IT company, founded in Berlin in 2015.

🌍 Headquarters in Berlin, operates worldwide.

🎧 Customer service solutions: contact centers, service desk, process automation, and everything related.

⚙️ Full-service company: own software development, sales, integration, consulting, and support

🧠 Latest product: QAWacht, a SaaS quality assurance tool

FüE BSFZ -2025-

SoftBCom is recognised as a research company in Germany

Context Overview

AI for Contact Center Executives. Previous webinars:

1. How to Deliver Quick Results and Advance Your Career:

- 95% of AI pilots fail
- Rule of Thumb
- AI use cases that fall under the Rule
- Voice bots, Chatbots, Assistants, QA systems

2. Quality Assurance Tools in 2026

- Agent performance review
- Script and policy adherence
- Confidentiality and critical situations control
- Fraud detection
- Inside business analytics
- Transcript and voice recordings archiving for forensic analysis

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AI-Based QA System

What's on today:

1. Current situation and motivation to automation
2. What one needs to achieve
3. Challenges in AI use in QA business processes
4. Implementation principles
5. Features
6. Use Cases
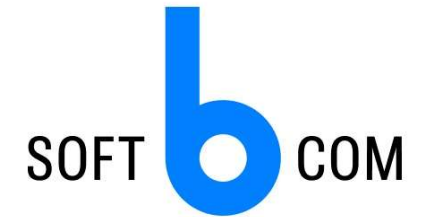7. Demonstration (illustrated by QAWacht)

1. Current Situation

Motivation to Automation

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Typical challenges:

➢ Limited QA resources with increasing quality requirements

➢ Sample-based quality controls with low coverage

➢ Subjectivity and limited comparability of manual assessments

➢ Increasing data protection and governance requirements (GDPR)

This situation calls for automation with AI

2. What One Needs to Achieve

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➢ The main task is to:

   automatically analyse the quality of service

➢ Analysis needs to be:

   continuous, scalable and traceable

➢ Quality parameters must be:

   measurable, comparable and actively controllable

3. AI Use in QA Business Processes

Tool must:

➢ Offer complete or almost complete coverage of up to 100 % of calls

➢ Allow supervision by specialist and quality managers at any given time

➢ Protect personal data

➢ Be based on user-defined quality criteria

➢ Provide:

- Objective individual assessments

- Aggregated key figures

- Transparent decision-making basis for management and training

4. Basic Principles

for Building an AI-Based QA Solution

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➤ SaaS

➤ Easy start

➤ Integration-free deployment

➤ Compatibility with legacy CC Systems

➤ Free trial

➤ Pay-as-you-go

➤ GDPR-compliant

5. Features

That's how we've built QAWacht

5.1. Universal call analysis

5.2. No integration hurdle

5.3. Manageability and human over AI assessments

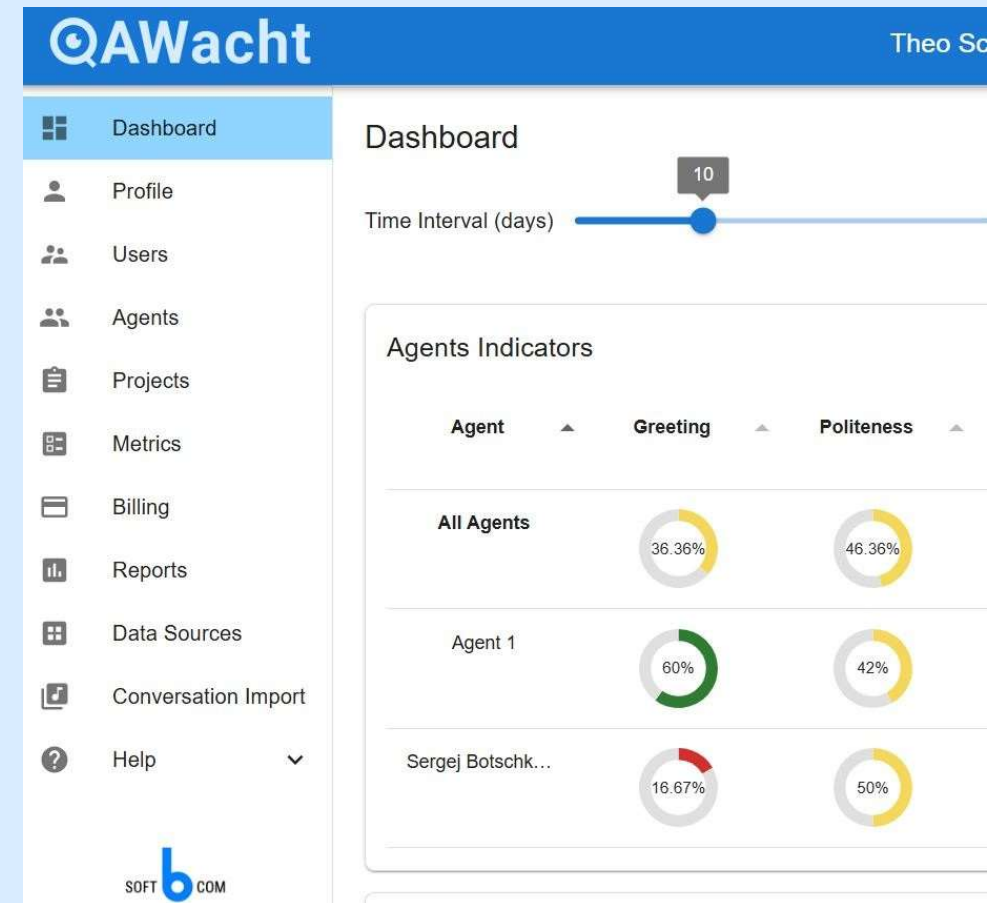5.4. Transparent dashboards with drill-down

5.5. Data protection by design (GDPR)

5.6. Departments and further integration

5.7. AI model independence

5.8. Freely configurable quality metrics

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QAWacht   Theo Sc

	Dashboard
	Profile
	Users
	Agents
	Projects
	Metrics
	Billing
	Reports
	Data Sources
	Conversation Import
	Help

Dashboard

10

Time Interval (days)

Agents Indicators

Agent	Greeting	Politeness
All Agents	36.36%	46.36%
Agent 1	60%	42%
Sergej Botschk...	16.67%	50%

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5.1 Universal Call Analysis

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➢ QAWacht supports different technical scenarios:

- Quasi-real-time analysis without audio recordings saving

- Analysis of recorded calls uploaded by customers

➢ Capable of processing mono audio with AI-based diarization

➢ All modes can be operated in parallel without manual switching

5.2 No Integration Hurdle

Central design principle of QAWacht: very low entry barrier

- ➢ All what's required:
  - Softphone on agents' workstations
  - QAWacht connector module installed on agents' workstations
- ➢ No mandatory server-side integration into the contact centre platform
- ➢ Connection possible in practice within approx. 15 minutes
- ➢ Benefits:
  - Lesser implementation risks
  - Reduced project runtimes
  - Independence from communication software

5.3 Manageability and Human Control over AI Assessments

QAWacht is not a black box system

- AI evaluations:

  - Verifiable at any time

  - Manually configurable

- AI supports assessment

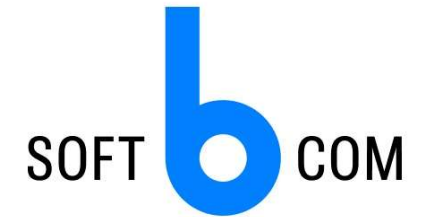- AI does not replace human responsibility

Human Control Over AI Assessments

5.4 Transparent Dashboards with Drill-Down

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➢ The integrated dashboard enables:

- Aggregated overviews (teams, agents, time periods)

- Drill-down to individual conversations

- Traceability of the evaluation logic

➢ Managers can:

- Analyse causes

- Identify training needs

- Make data-based decisions

5.5 Data protection by design (GDPR)

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QAWacht was developed with data protection in mind right from the start:

➤ Processing and storage in accordance with GDPR

➤ Technical and legal levels

➤ Flexible operating models:

- Hosting in Germany / EU

- Private cloud at the customer's premises

➤ Minimisation and protection of sensitive data

➡️ Real technical control instead of purely formal compliance

5.6 Departments and Further Integration

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- ➢ No integration is needed in a normal case

- ➢ Departments: allocation of agent by project or skill group

- ➢ Integrated CTI interface:

  - Project-specific evaluation logics

  - Contextualisation of the analysis

  - Simplifies configuration of session boundary definitions

  - Allows transfer of custom metadata to the system

➡️ The only requirement is an available CTI interface on the contact centre side

5.7 AI Model Independence

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➢ QAWacht is AI-based, but not tied to a specific model:

- Support for various LLM and ASR models

- Replacement or addition without system conversion

- Protection against vendor lock-in

5.8 Freely configurable Quality Metrics

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➢ Definition of quality criteria in natural language

➢ Basic level: 15 parameters per metric

➢ Customisable to:

- Company standards

- Projects

- Regulatory requirements

6. Use Cases

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Some of the possible cases for QAWacht:

➢ Emergency service

➢ Quality control of employees in the field

➢ Content search in call archives

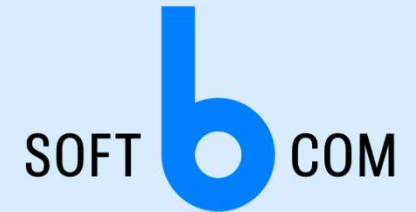➢ Compliance and audit use cases

➢ Coaching

Live Demo

SoftBCom's QAWacht

www.softbcom.com/quality-assurance

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Key Takeaways

We have explained:

the logic behind building AI-based QA solutions

We have shown:

how AI-based quality assurance can be implemented in real contact-center operations with minimal effort and full managerial control

We have demonstrated:

how automated QA works end-to-end—from call analysis to dashboards and governance.

Q&A

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Thank you for your attention!

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