



How to Set Up a Customer Service QA Program:

Define Your Support Vision and Goals

Assess your current operations and set quality goals based on customer expectations and your team's objectives

Pick Rating Categories for Quality Assurance Scoreboards

Select appropriate scoreboard criteria (e.g., tone, product knowledge, empathy) to align with your support vision

Choose Which Conversations to Review

Use AI tools to focus on the most critical interactions based on your selected criteria

Plan Calibration Sessions

Ensure review consistency by planning regular calibration sessions for all QA evaluators and maintaining uniform grading standards

Measure Customer Service Quality

Regularly evaluate performance with KPI's like CSAT, FCR, and NPS to measure your QA program's effectiveness

Close the Feedback Loop

Use QA data and customer feedback to provide targeted coaching, optimize processes, and drive continuous improvement