Exotel's
Conversation Quality Analysis Tool

Automate conversation quality analysis to uncover friction points and boost agent performance

AI-powered Conversation Quality Analysis tool

Maximise efficiency and savings with automated call and chat analysis

100%

of daily conversations can be analyzed, far surpassing the 10% coverage of manual tools

60%

reduction in operational costs by reallocating resources from manual initiatives

Go beyond superficial analysis & dive deep into multi-channel conversations for actionable insights

Analyze conversations against detailed runbooks

Minimize bias and errors with objective evaluations

Integrate with knowledge bases, contact centers, and other conversation platforms

How it can streamline your operations cost-effectively?

- **Reduce manual effort-** Automate quality management with AI scoring.

- **Drive improvement-** Identify performance gaps with detailed chat and call analytics

- **Enhance satisfaction-** Enable targeted interventions for higher customer loyalty

- **Automate updates-** Tool adapts to SOP changes without manual syncing
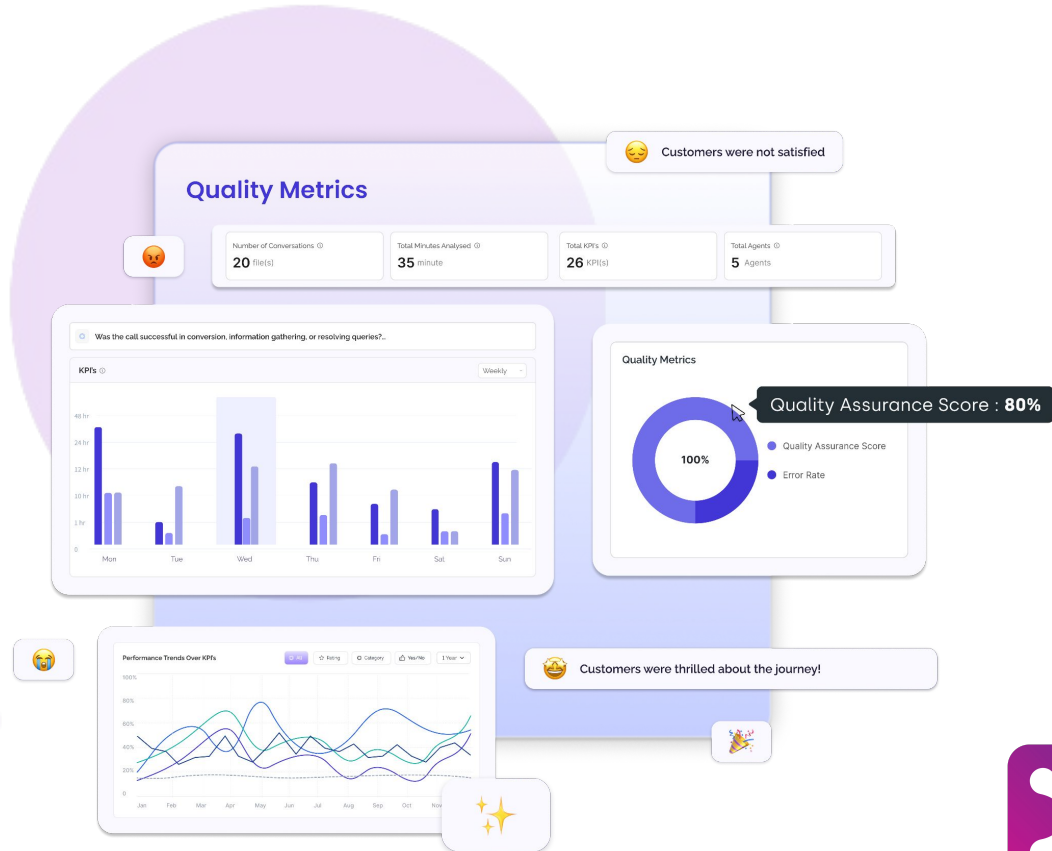
- **Empower agents-** Provide real-time dashboards for self-training

Data at a Glance

- Spot customer behaviors and patterns

- Analyze key performance metrics to refine business strategies

Measure, Analyze, and Improve for Smarter Conversations

Gain AI-driven Insights
Uncover hidden trends, actionable insights, and empower managers with detailed reports.

Automate Call Analysis
Analyze recorded conversations to save time, and spot issues instantly.

Adapt to Changes
Customize KPIs to align with goals for accurate assessments & quality management.

Score Agent Performance
Score agents precisely and fairly to identify challenges and target train.

Seamless Integrations
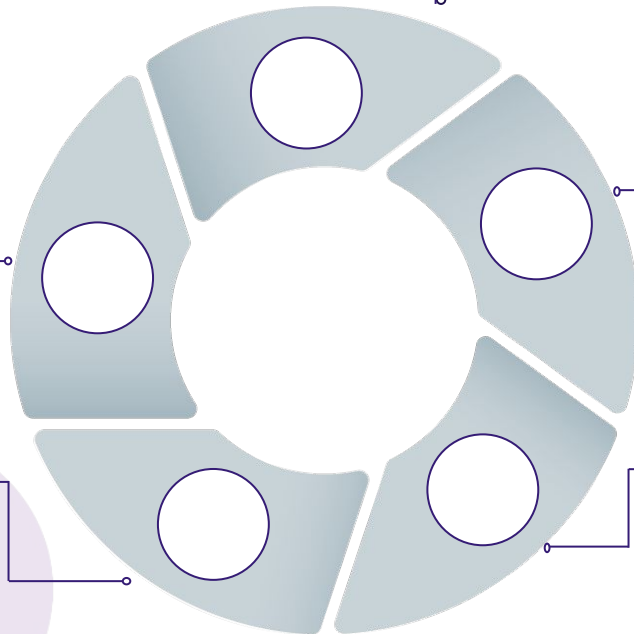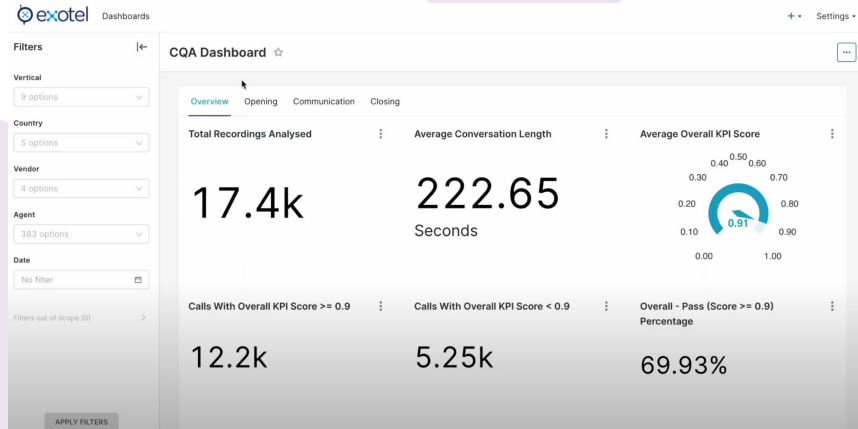Integrate effortlessly to avoid disruptions and streamline quality management workflow.
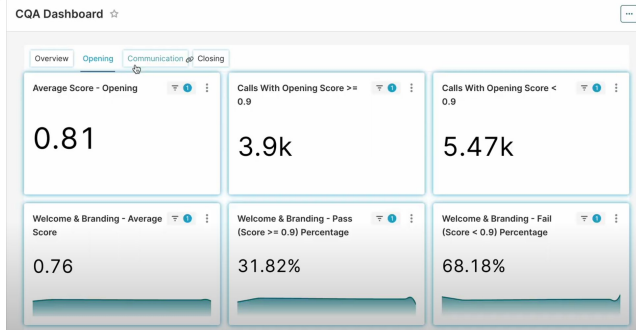
Identify, Improve, Excel: CQA for Agents

Agent Coaching and Training
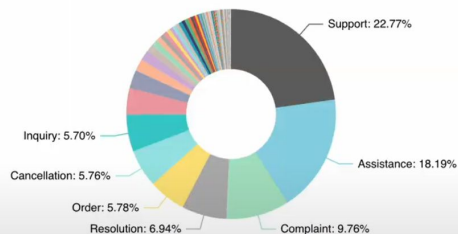Pinpoint agent strengths and weaknesses, enabling precise coaching to boost skills and enhance customer interactions.

Compliance Monitoring
Ensure regulatory and policy adherence, mitigating risks and securing compliance.

From Good to Great: **Boost Customer Experience**
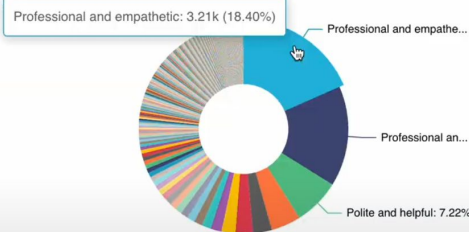

Customer Experience Improvement
CQA reveals customer sentiment and pain points, driving data-driven enhancements.

Product and Service Feedback
CQA identifies recurring issues, guiding product and service improvements.

The **Catalyst for Business Growth**

Failed Calls - Table (Overall KPI Score < 0.9)

Show 200 entries

Search 5247 records...

call_id	agent	vendor	vertical	opening	communication	closing	overall_kpi_score	call_notes
PK...		Pakistan	FOOD	0.50	0.94	0.92	0.84	The agent did not use the caller's name in the initial greeting.,The agent addressed the caller by name only after confirming it and did not use it in the initial greeting.,The agent incorrectly addressed the caller as 'Ms. Jersey' and 'Ms. Daisy'.,The agent asked the caller to repeat information multiple times.,The agent asked the caller to repeat her name and order number.,The agent did not use a branded closing.
E...	m.a...		FOOD	0.67	0.97	0.75	0.84	The agent did not use the caller's name in the greeting.,The agent did not address the caller by name during the call.,The agent did not summarize the concern before providing a solution.,The agent did not confirm if all concerns were covered.,The agent did not offer further assistance.,The agent did not use a branded closing.
F...	m...		B2B	0.83	0.53	0.83	0.63	The agent did not use the caller's name in the initial greeting.,The caller

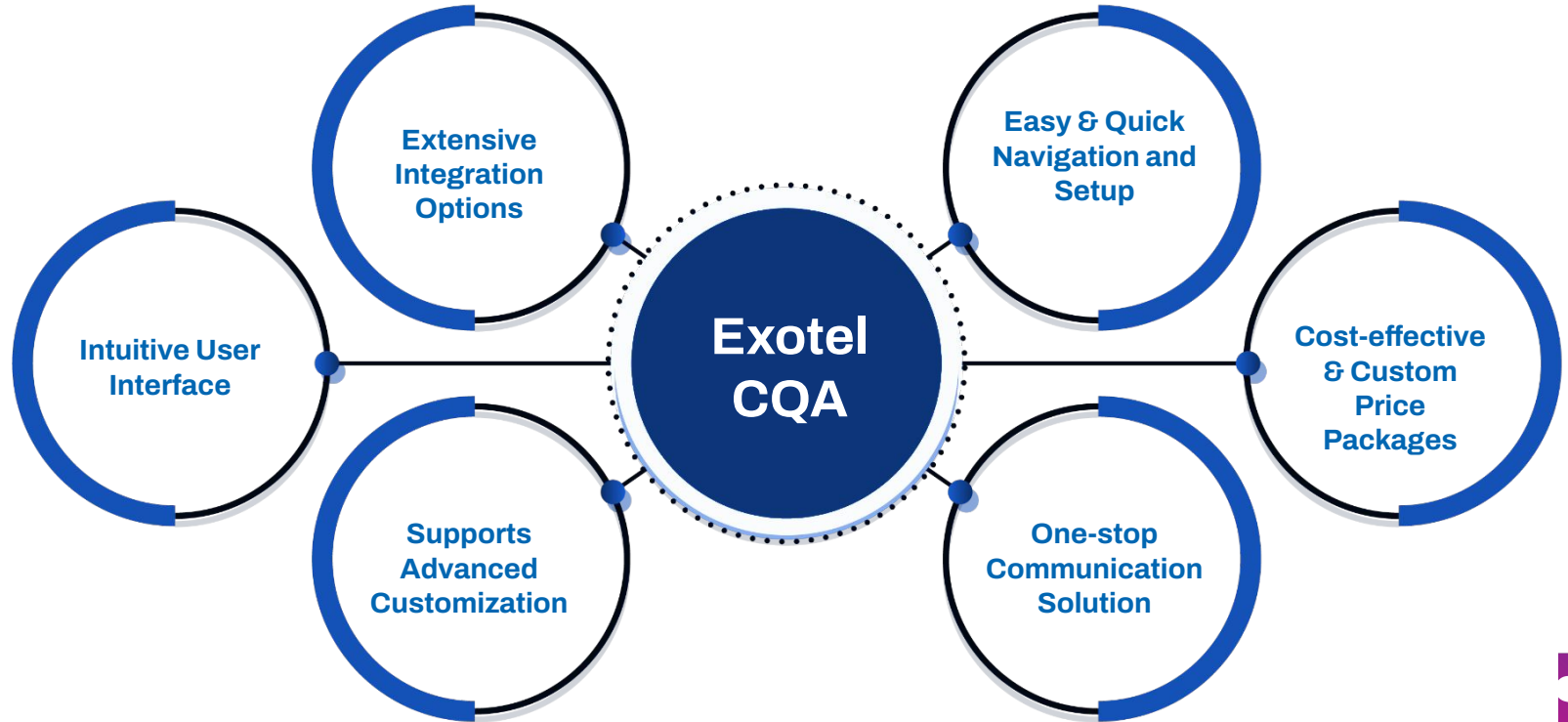1 2 3 4 5 6 7 ... 27

Campaign Effectiveness Evaluation

Analyze sales and marketing calls to assess strategy effectiveness and inform future campaigns.

Performance Benchmarking

Compare agent performance over time and against industry standards to drive continuous improvement.

How Exotel is Leading the Pack in Quality Analysis

Exotel CQA

- Extensive Integration Options
- Easy & Quick Navigation and Setup
- Intuitive User Interface
- Cost-effective & Custom Price Packages
- Supports Advanced Customization
- One-stop Communication Solution

Why partner with Exotel?

Reliability

- Monitor system health in real-time
- Console to download reports
- On prem and cloud deployment

Quality

- Advanced algorithms to identify patterns & anomalies
- Insights into customer behavior
- Data points for agent performance improvement

Security & Compliance

- Adherence to compliance and data privacy
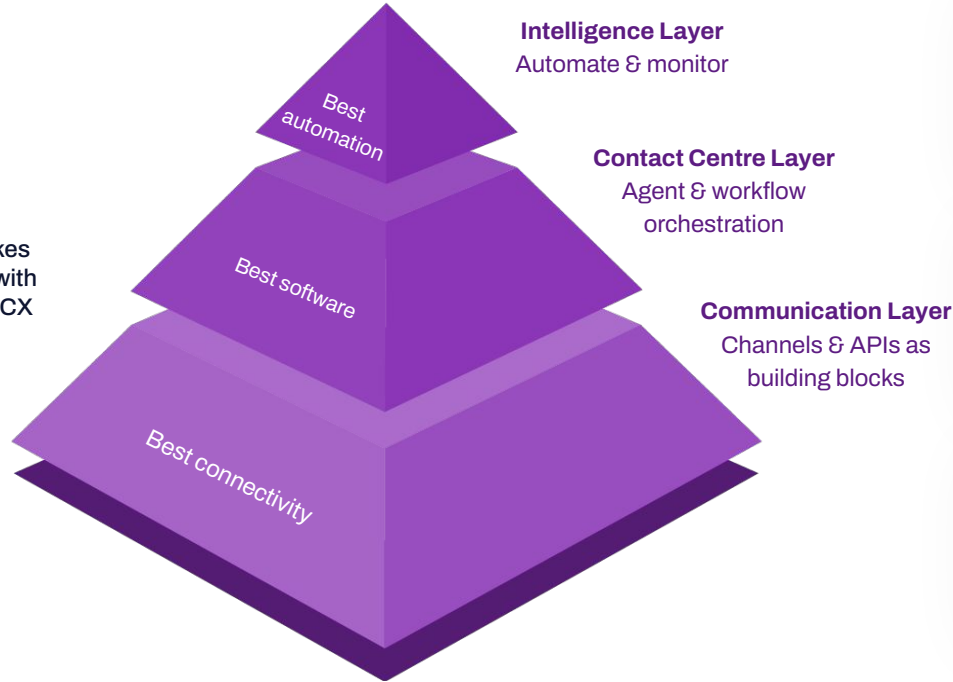- ISO, PCI-DSS, SOC 2 certifications

Faster Time to Market

- Experienced delivery team
- Hassle-free integration
- Bundled offerings

Integrating **CCaaS**, **CPaaS**, and **CQA** provides a holistic solution

What it takes to engage with connected CX

Best automation

Best software

Best connectivity

Intelligence Layer
Automate & monitor

Contact Centre Layer
Agent & workflow orchestration

Communication Layer
Channels & APIs as building blocks

Gen-AI Platform

Enterprise Contact Center
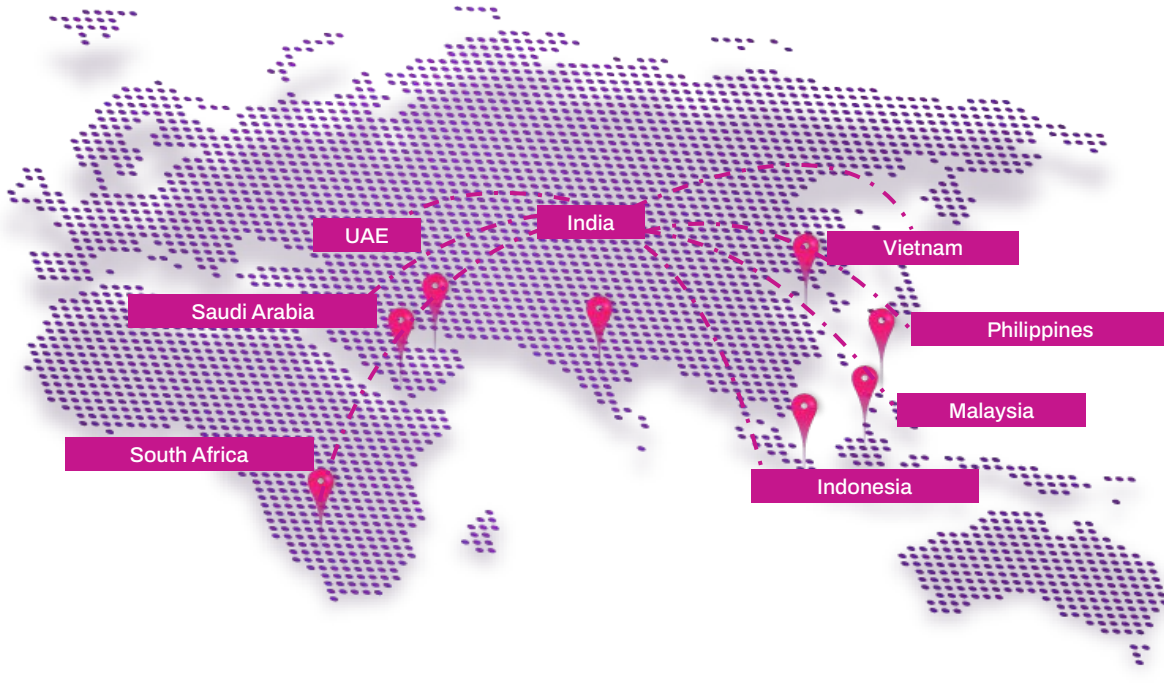
Communications Platform

Vertically Integrated Ecosystem

Contextual Customer Data Platform (CCDP)

Single Vendor

Built for enterprises

60+ countries
Including India, SE Asia, the Middle East, Africa and Latin America

7000+ customers
Large scale enterprises and new-age startups

20 bn+ annual engagements
Across channels - voice, video, SMS and chat

Map labels: UAE, India, Vietnam, Saudi Arabia, Philippines, Malaysia, South Africa, Indonesia

We are building the future of customer engagement

Partner with us on this journey!

Schedule a consultation