

WHITEPAPER



# Real-time Analytics and Automated Quality Management for **Flawless Service**

Make your contact center agents more  
successful - in every call



## FOREWORD

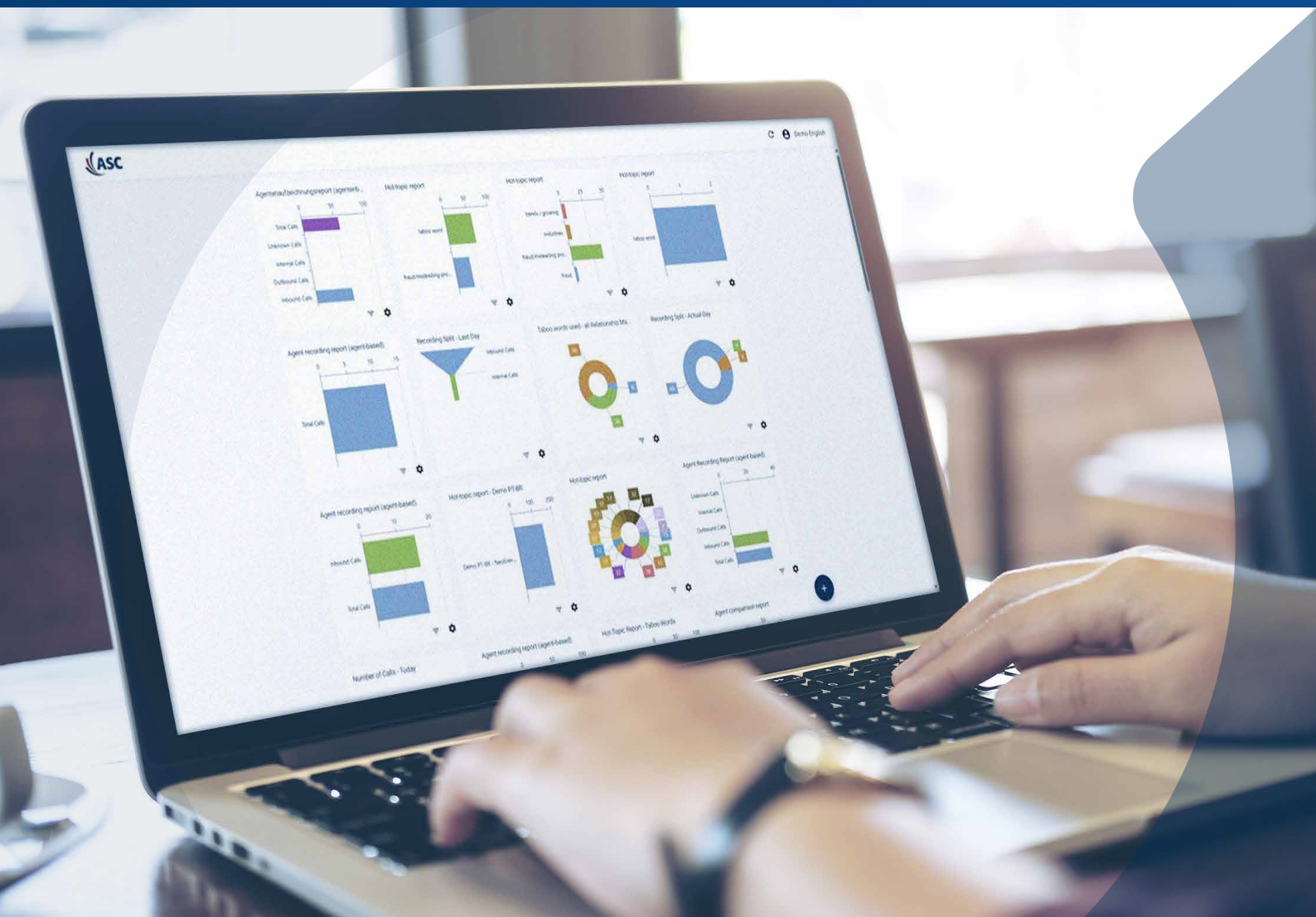
Fast, precise, personal - expectations of contact centers in 2025 are high. Customers demand seamless and satisfactory customer service across all channels. Yet, these standards can no longer be met with existing quality management methods. Manual analysis is too slow, resource-intensive and inefficient to meet the increasing demands.

This is where artificial intelligence (AI) can help: **Automated quality management** in real time enables contact centers to respond immediately to customer needs, increase service quality, and work more efficiently at the same time. Companies that use AI technologies not only secure a clear competitive advantage but also set the foundation for sustainable success.



# Increasing Customer Expectations, Automation, and Efficiency

But what does it actually mean to make service more efficient, precise, and personalized? Contact centers face challenges that affect not only technological but also personnel aspects. From the increasing pressure of rising customer expectations to the challenge of seamlessly integrating emerging technologies like AI - the requirements are many and wide-ranging. According to the Contact Centre Investment Study 2024 by the Contact Centre Network e.V., managers see the most pressing challenges in the following areas:



## 1. Increasing customer expectations

Customers today demand fast and cross-channel interactions. 63% of managers consider the implementation of AI to be one of the biggest challenges in meeting rising expectations.

## 2. Lack of skilled labor and automation

The shortage of skilled labor makes it difficult for companies to find and retain qualified staff in the long term. Automation is seen by many managers as the key to compensating for this shortage while maintaining service quality. 43% of managers are aiming for greater automation to free up human resources.

## 3. Omnichannel communication

Customers today expect service across multiple channels - from phone and chat to email and social media. 57% of managers plan to invest in omnichannel solutions to ensure consistent customer service across all communication channels.

## 4. Increasing efficiency through AI

The integration of AI is crucial to improve both employee efficiency and service quality. AI makes it possible to respond immediately to customer expectations in customer conversations and optimize the entire service process.

## 5. Quality management and compliance

In view of the increasing requirements for data protection and compliance, ensuring consistent quality is becoming ever more complex. Automated quality controls enable the efficient implementation of compliance requirements.

# What Really Makes Excellent Customer Service

Speed, precision, and empathy - excellent customer service requires contact centers to be not only **reactive** but also **proactive**. Today's customers expect their concerns to be dealt with quickly and competently across all communication channels and value clear, proactive communication. Efficiency and reliability are at the center of this: problems should be solved directly, and promises should always be kept.

To fulfill these requirements, companies must continuously monitor and improve service quality. From analyzing processing times and assessing conversation content to evaluating customer feedback, data-driven decisions are key to optimizing processes, maintaining quality standards, and fostering long-term trust.

However, manual analyses quickly reach their limits, being challenged by efficiency and scalability.

# The Limits of **Manual** Call Analyses

## **A missed opportunity for optimization**

Manual quality management is time-consuming, resource-intensive, and is often limited to spot checks. Since the majority of conversations and interactions between agents and customers go unevaluated, businesses risk missing key trends or weak points early on, leading to decisions based on incomplete or inaccurate information.

In addition, the evaluation only takes place after the conversation has ended, which means that valuable opportunities remain unutilized during the interaction with the customer.

This not only slows down improvement processes but also prevents proactive optimization.



# AI-based Solutions

## The Next Step in the Evolution of Contact Centers

With the rapid development of artificial intelligence, new opportunities for contact centers to process and analyze customer interactions are opening up. AI-based solutions enable real-time analyses, automated processes and a personalized customer approach.



## Key Benefits for Decision-makers: Efficiency, Quality, Scalability

AI-based solutions offer managers in contact centers three key advantages:



### Efficiency

AI automates routine tasks, reduces employee workload, and leaves more time to focus on core competencies. This leads to an increase in the productivity of the entire team.



### Quality

AI improves service quality through consistent, meaningful employee evaluations that enable the implementation of effective and rapid improvement and training measures. Inconsistent, time-delayed, and subjective evaluations are eliminated.



### Scalability

AI solutions make it possible to grow flexibly without compromising service quality. In high-volume call situations, the number of customer enquiries processed can increase without the need to provide additional human resources for analysis and evaluation.



# Real-Time Analytics

## The Key to Proactive and Precise Customer Service

The integration of AI in contact centers is fundamentally reshaping how agents interact with customers and meet their needs. AI analyses data in real time - immediately providing agents with contextual and relevant information they need to resolve the customer's issue competently. For instance, the generation of real-time transcripts is a significant advantage, as spoken words are instantly converted into text, providing agents with immediate support during conversations.

Another key benefit is the ability to gain an accurate, real-time view of service quality at any moment through data analysis. Supervisors can monitor agent performance on a minute-by-minute or daily basis, quickly identifying any shifts in service quality. This ensures that any areas needing attention are immediately visible, allowing timely actions to be taken.


In addition, the AI automatically identifies critical calls that are at risk of escalating, allowing for timely intervention and swift action. This leads to a reduction in customer churn, a higher initial resolution rate, and reduces the need for repeated contacts.

# Efficient Quality Management with AI

Automated quality management ensures objective and uniform performance assessments of all agents based on standardized criteria. This enables more precise comparability and well-founded assessments of individual development.

Thanks to AI-supported analyses, supervisors gain real-time insights into the performance of their teams. The AI evaluates interactions contextually according to defined criteria, eliminating the need for time-consuming spot checks. Furthermore, it provides an automatic overview of improvement potential, training requirements, and service quality.

Targeted training initiatives can be implemented more quickly and effectively, leading to motivated agents, enhanced efficiency, and greater customer satisfaction. The AI also extracts valuable, implicit customer feedback directly from conversations without having to rely on manual surveys. This provides sound insights for optimizing products and services.



# Your Agents - Always a Step Ahead

The combination of real-time analyses and automated quality management provide agents with the tools needed to proactively act. This not only increases the agents' performance but also reduces stress because they receive continuous feedback and support.



## **More efficient agents**

AI enables the automatic identification of each agent's unique support needs, allowing for targeted and personalized training. Agents not only feel well trained but also exhibit reduced stress and work more productively in the long term. This increases employee satisfaction.



## **Consistent quality**

AI-driven evaluations, based on standardized criteria, ensure consistently high service quality across all agents. Standardized evaluations not only allow fair comparisons between employees but also lead to greater satisfaction among supervisors and agents.



## **Cost savings**

Automation reduces the need for manual reviews and lowers operational costs. Supervisors are provided with objective and automatic profiles of their agents, saving them the need to manually create assessment profiles.

# More Time for Customers, less Stress for Agents: How AI Increases **Productivity**

AI is the key to optimizing workflows and prioritizing value-driven customer interactions.

## **Focus on the essentials**

Real-time analyses give supervisors immediate access to all relevant data. Routine tasks, such as quality assessments, are automated so that they can concentrate on important decisions:

How can I prevent customer churn?  
What measures can I take to improve service quality?



### **The result**

Improved service quality and higher customer satisfaction.

## Avoid repeat contacts

AI helps contact centers to fully resolve customer problems from the very first contact. Repeat contacts are reduced and potential escalations can be recognized and avoided at an early stage. This reduces agent workload and improves customer experience.

A high First Call Resolution (FCR) is crucial for efficiency and customer satisfaction. AI enables agents to provide the right answers immediately. This increases the FCR rate, shortens call times, and strengthens customer loyalty.

## Why AI increases the FCR:



### Real-time data analysis

AI analyses customer enquiries instantaneously and immediately provides agents with relevant information in the transcript during the call. This allows agents to look up information again in the transcript during the call, thus responding more quickly and precisely to customer enquiries.



### Intelligent categorization

AI recognizes whether a call can be resolved by a first-level support employee or whether a second-level agent is needed to resolve the customer's request. This ensures that customers are connected directly to a qualified agent who can solve their problem on first contact.



## Application of internal guidelines

AI enables the control and implementation of internal guidelines in every call. The AI can be trained with company-specific documents and guidelines to create prompts that analyze each call. This ensures that internal quality standards and compliance requirements are adhered to and that customer enquiries meet the highest standards from the first contact and that a satisfactory solution can be found immediately for customers and the company.



## Automated quality management

High-quality standards are essential for efficient customer service and therefore also essential for FCR. AI makes it possible to check the quality of all calls using fixed and standardized parameters. The advantages are objectivity, assessments quantity, and efficiency. This also allows for the timely identification of agents' training needs, enabling targeted improvements in the quality of the contact center.

# Future-proof Compliance Recording and AI Solutions for your **Customer Communication**

BOOK DEMO NOW



## About ASC

ASC is a worldwide leading provider of software and cloud solutions in the field of omni-channel recording, quality management, and analytics. We offer solutions for recording as well as AI-based analysis and evaluation of all communications – with full flexibility as a cloud service, on-premise or as a hybrid solution. Headquartered in Germany with subsidiaries in 14 countries and experienced system integration partners in over 60 countries, ASC is the #1 Europe-based player in its industry.

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