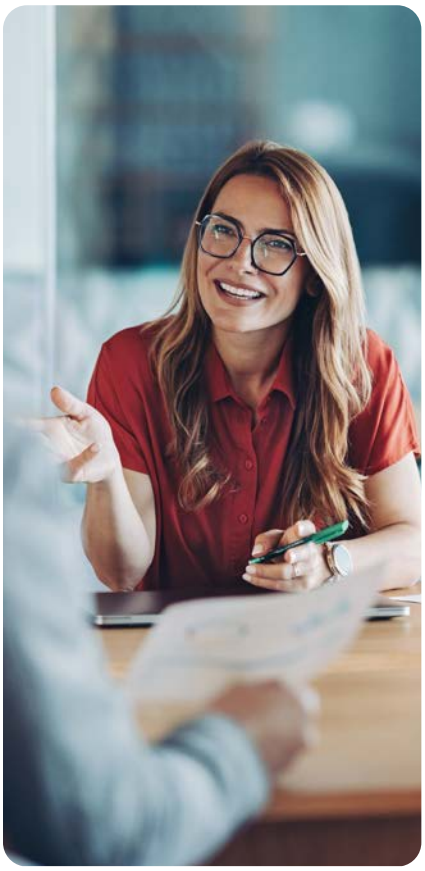
CMP THE CUSTOMER CONTACT RESEARCH COMPANY

amplifAI

CMP PRISM

Automated QA/QM

Provider Spotlight



Foreword

Quality assurance is not about reviewing scorecards. It is about designing blueprints.

This mindset has been the driving force for the quality assurance and management technology market, with standout providers focusing on active improvement versus passive investigation. The emphasis was not simply on what to measure but on how to turn those measures into better coaching, workflow orchestration, and experience design.

Though admirable, this ambition would ultimately fall flat if the recommendations came from the wrong evaluation lens. If organizations could not trust their foundational performance judgments, how could they confidently draw conclusions? How could they convincingly rally their teams to take action?

The importance of trustworthy, consequential quality scoring has only risen in the agentic AI era. The success of a *single customer interaction* is now the product of various AI and human agents delivering specific messages, accessing disparate systems, and taking independent actions. Each introduces a new variable — and a new risk of inconsistency and inaccuracy — to the quality evaluation.

To understand how the market is navigating the ever-challenging and complex quality landscape, CMP evaluated providers for its Prism for Automated QA/QM. The evaluation accounts for three perspectives – user, market, and analyst – across ten critical investment criteria.

A Leader in the QA/QM space, AmplifAI's solution is predicated on building the confidence needed to drive meaningful action and measurable improvement.

Trust is the foundation of the solution, starting with its rigorous commitment to validation. The included Auto QA Design Studio puts every scorecard through viability review, prompt development, statistical assessment, and human sign-off, with a complete audit trail. With an ability to reconcile ratings against human evaluations, democratize input, and use ongoing AI calibration, the solution establishes credibility in the QA program.

Offering more than methodological affirmation, AmplifAI's solution enables organizations to confidently validate whether the qualities and behaviors they are measuring align with the business outcomes that matter.

In one example, AmplifAI's solution helped a large retailer determine that existing "rapport-building behaviors" actually had an inverse correlation with CSAT in chat interactions. As a result, they were able to retune the scorecard to prioritize the right signals (directness and resolution).

Methodologically sound scorecards are futile, however, without access to robust data for them to score. AmplifAI's solution meets this elevated standard for depth and breadth; its more than 150 integrations provide detailed coverage of human and AI agent interactions across all channels.



FOREWORD CONTINUED

Notably, this coverage goes beyond *transcripts* to include behaviors and moments-of-truth across the entire journey. The resulting quality assessment, then, accounts for more than just what the employee or AI agent *said* during a specific conversation. It scores AI-to-human handoffs, checks process adherence against knowledge base guidance, and validates agent actions and commitments against CRM data and screen recordings.

Ultimately, the framework helps remedy the lapses and blind spots that have historically hindered quality assurance programs. Quality is measured in terms of customer journeys (not just isolated interactions) and overarching work performance (not just isolated conversations). It becomes a window into complete experiences.

Compellingly, the breadth of evaluation does not come with the collateral damage of added fragmentation. Whereas AmplifAI's solution does valuably apply AI-specific criteria to evaluate emerging factors like hallucinations and answer grounding, it still scores the entire AI and human agent workforce in a single system. This provides the consistency and simplicity quality leaders need to reach the most accurate conclusions and achieve the most worthwhile improvement.

Neither leaders nor individual contributors are left to their own devices when pursuing that improvement. AmplifAI's solution empowers the right outcomes thanks to its dynamic engine for creating workflows, sequences, and coaching plans based on the quality data.

Befitting AmplifAI's commitment to driving action, these coaching plans are pointed and interactive. Rather than simply highlighting a list of a given agent's strengths and weaknesses, the solution will identify improvement opportunities and then provide real examples of how top-performing peers addressed these matters. This helps teams escape the limitations of classroom teaching and deliver immersive *learning* grounded in real-world scenarios.

By providing the accompanying ability to measure the impact of these adjustments, the solution effectively lets users QA their QA program. This accountability extends to coaching conversations between leaders and frontline agents, helping organizations evaluate the quality and impact of the guidance they are delivering.

Ultimately, AmplifAI offers organizations confidence they are measuring the right things, deriving the right takeaways, and taking the right actions.

Ongoing innovation will help further democratize and elevate this accountability. Deep Query functionality lets users search across 100% of transcripts, and the in-development integration of the company's proprietary Max AI assistant will empower agents and leaders to use real calls for tailored coaching. Much like the Customer Analytics solution, the quality offering includes role-based dashboards that help individual stakeholders see and act on the quality signals most relevant to their objectives.

By scoring the right way, evaluating the right things, and informing the right people, AmplifAI's solution establishes legitimate trust, credibility, and actionability needed to amplify customer contact performance.

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Executive Summary

CMP evaluated 18 solution providers offering automated QA/QM tools for customer contact and CX. The providers are segmented into five categories—pioneering, leading, core performing, up and coming, and emerging—based on analyst evaluations, user feedback, and marketplace data across ten investment criteria.

This report compares each provider with its peers and the broader market to help inform investment decisions.



Analyst Observations

Customer contact leaders face growing pressure to understand and improve the quality of every customer interaction. As interaction volumes, channels, complexity, and AI usage increase, traditional approaches to quality assurance are struggling to keep pace with this demand. As a result, Automated QA is receiving greater attention from CX leaders.

Heads of Customer Contact and CX identified Automated QA as the sixth highest tech priority in the next two years, according to CMP's Executive Priorities data. 46% of leaders already have automated QA as part of their existing tech stack, and 41% will increase investment in the tool within the next two years.

Automated QA tools have evolved from sampling interactions to assessing all customer interactions. Manual QA and sampling made it harder for leaders to identify systemic performance issues, understand emerging customer needs, and act on insights quickly enough to improve outcomes. Automated QA addresses this gap by evaluating a broader share of interactions with greater consistency and speed.

Automated QA helps develop frontline capacity for more complex interactions. The percentage of contacts resolved in customer self-service is rising, at 40% in 2026 versus 25% in 2023. As simpler contacts are automated and pushed to customer self-service, live support requires a more sophisticated customer service skillset. Automated QA can help monitor, develop and coach these behaviors in the human frontline workforce.

Handling more complex live interactions requires agents to maintain specialized product, policy, and regulatory knowledge while also understanding how their respective systems operate. Automated QA can help build and sustain these capabilities by identifying knowledge and performance gaps, enabling targeted coaching, and evaluating whether agents apply product knowledge accurately and meet regulatory and security requirements. These tools can also help enable an AI-ready workforce by supporting the effective use of new technologies, including AI tools, and promoting consistent experiences across live and self-service channels.

The next opportunity for automated QA capabilities is assessing and improving voicebots and chatbots. CMP analysis shows that 25% of total customer contacts begin in self-service, down five percentage points from 2023. At the same time, 30% of customers prefer self-service to live service, up six percentage points over the same period. This gap suggests that existing self-service experiences do not meet customer expectations. To improve these experiences, contact leaders are turning to Automated QA providers to identify performance gaps in self-service channels and support more consistent experiences across channels. This reinforces the need for quality programs that can evaluate interactions across both assisted and digital channels.

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INTRODUCTION CONTINUED

Distinct from CX testing, which simulates customer interactions against AI agents, QA for voicebots and chatbots is about evaluating the technology against real-life customer interactions. It remains to be seen how the CX testing and automated QA for bots converge, if at all.

CMP analysis identified four macro forces driving urgency towards automated QA tools:

- **Shift from Sampling to 100% Coverage:** With self-service deflecting many Tier 1 contacts, frontline employees are handling more involved and difficult interactions. This increases the need to monitor quality, adherence, and compliance across every customer interaction. Traditionally, QA teams have selectively chosen which interactions to assess, often reviewing a small fraction of the total. This sampling was neither representative nor sufficient to reveal customer interaction patterns or frontline employee behavior. As AI-powered tools have improved QA capabilities, achieving coverage closer to 100% across voice, chat, email, and digital interactions is attainable for customer contact organizations.
- **Ensuring Consistent Quality in Hybrid and AI-Augmented Workforces:** AI-augmented workforces are a reality in customer contact operations as organizations invest more in customer self-service. Customers may interact with chatbots, voicebots and human employees in a single customer journey. Interactions can begin in one channel and transfer to another. Across this customer journey, customer contact leaders need to apply consistent standards of quality to both live and automated interactions. To support consistent engagement, QA tools must evaluate both live and self-service channels using comparable standards.
- **Real-Time Quality Management:** Traditional quality management has been retrospective, with QA managers identifying compliance issues and security risks long after the interaction has occurred. By the time the issue has been identified, any damage to the customer relationship, organization, or brand has already been done. As part of improving the customer relationship, CX leaders are looking to address these issues sooner by conducting real-time quality management, identifying common behavioral issues in human (or AI agent) performance and correcting them quickly.
- **Compliance, Security, and Explainability:** As regulatory scrutiny increases and AI becomes more prevalent in customer interactions, customer contact leaders must ensure that Automated QA systems produce explainable, auditable, and defensible outputs. These systems must also protect sensitive customer information through strong data governance and PII redaction. Human-in-the-loop oversight is necessary to validate AI-generated evaluations, address potential bias, and maintain compliance with organizational and regulatory requirements.



Key Findings

CMP conducted a comprehensive evaluation of Automated QA solutions to address the demand for these capabilities.

Current and prospective enterprise buyers of these tools are most confident in their security capabilities and the customer support provided post-implementation. However, they are least confident in the user experience of the platform and pricing.

Users and prospective buyers are aligned on the strengths of automated QA/QM tools in the marketplace. Users – defined as enterprises who have been using a specific Automated QA tool for an extended period – are most confident in the support they receive from the solution provider towards managing the tools and the security of the solutions. They are, however, least confident in the quality of the AI underlying the tools and the pricing of the solutions.

Across CMP's market evaluations of this category, analysts observed the following trends in the automated QA/QM solutions' features and capabilities:

- **AI-Driven Scoring and Insights:** Most platforms leverage various AI-powered capabilities to automate scoring, detect sentiment, and surface compliance or behavioral issues. These insights are then used to tie performance on individual contacts to overall business metrics, showing how improvement of certain behaviors directly ties to KPIs such as CSAT, NPS, and first contact resolution.
- **Closed-Loop Coaching and Performance Management:** Automated QA solutions provide real-time feedback on performance for targeted interactions. This is improving coaching workflows as QA managers and team supervisors are receiving insight into areas to focus improvement for their employees, while front-line team members are given immediate, actionable feedback on their own performance. Many tools now trigger coaching or training automatically based on QA findings and track the impact of interventions on agent performance. Some solutions are incorporating simulation training within the platform to aid in performance management for front-line employees. This is a continued evolution in QA's transformation from compliance to coaching and development.
- **Advanced Automated QA Calibration:** Many solutions provide QA managers and supervisors with the ability to dispute evaluations conducted by the Auto QA platform. The variance between automated and manual QA is then tracked within the system and displayed through internal reporting. As these tools have evolved, many have included the capability for the AI to provide recommendations on how best to improve the performance of the Auto QA evaluation, whether through prompt changes or updates to existing customer knowledge management.

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KEY FINDINGS CONTINUED

- **Dynamic and AI-Optimized Scorecard Building:** As solution providers seek to improve the enterprise experience, many now include AI-driven scorecard creation and optimization. Rather than offering only prebuilt scorecards, AI copilots can build scorecards from scratch through prompts and ingest existing client scorecards in multiple formats, including text and images. These tools can also test scorecards and recommend changes to improve how effectively they measure the behaviors associated with desired business outcomes.
- **Security, Compliance, and Data Governance:** Certifications related to AI management are becoming more important for demonstrating that providers govern and manage AI responsibly; ISO 42001 is one example. Standard data-protection and healthcare requirements, such as GDPR and HIPAA, are now firmly table stakes.



Methodology

The *CMP Prism for Automated QA/QM* evaluates qualifying providers of auto QA tools. It is not an exhaustive review of every provider in the category; inclusion depends on the qualification, participation, and data-availability requirements described below.

Each provider was evaluated only on its Automated QA/QM tools. These products/suites were evaluated in isolation from providers' other offerings.

Solution providers are placed on the Prism according to progressiveness of capability (X-axis) vs. market confidence (Y-axis). This yields five segments: pioneering, leading, core performing, up & coming, and emerging.

The X-axis indicates the progressiveness of each provider's automated QA/QM capabilities. It combines CMP analyst evaluations with feedback from companies actively using the evaluated tool. Analyst evaluations carry greater weight to account for newer market entrants. Analysts and users assess the same ten investment criteria, which are weighted equally within the evaluation.

- For purposes of this Prism, Automated QA/QM tools are defined as: Tools that utilize Natural Language Processing and AI to automate the quality assurance of every interaction between customer service agents (employees and bots) and customers on all channels. These tools help identify potential issues, improve agent performance, and ensure consistency in service delivery. These tools include automated scorecards and coaching tips for individual agents but also focus on the broader management of customer service quality across an entire team, department, or organization.

To determine progressiveness of capability, solution providers are evaluated on ten investment criteria, defined in context of Automated QA/QM:

1. **Pricing:** flexibility in pricing models, range of customers the provider is willing to work with, pricing satisfaction and perceived ROI.
2. **Customization & Flexibility:** capability to QA multiple/all channels, including both live and self-service; level of sophistication in building scorecards; languages supported.
3. **Integration:** integration capability differentiating between custom and out-of-the-box integrations across key CRMs/ERPs/Ticketing Systems and CCaaS.
4. **Security:** compliance with security standards and regulations; data governance and privacy; protection of customers' personally identifiable information and data-scrubbing capabilities.



METHODOLOGY CONTINUED

5. **User Experience:** look and feel of interface; ease and intuitiveness of use; trend analysis across contacts; common issue identification and resolution; performance management and coaching; agent and team views of platform; clear and easy-to-generate data visualizations; AI assistant with natural language.

6. **Reporting:** scorecard performance visualizations; correlations/analysis against QA/QM drivers vs. outcome metrics like CSAT, NPS, CES; automated and manual QA variance tracking.

7. **Customer Support:** customer success and support resources available to enterprise clients post-implementation.

8. **Innovation & Future Strategy:** innovation in QA/QM current offering; clarity and quality of future roadmap for QA/QM.

9. **AI Quality:** open vs. closed models; LLM fine-tuning, confidence levels and training validation; model accuracy in production; AI that informs, recommends and/or acts.

10. **Implementation:** ramp time; training time for staff; ease of back-end programming, setup and configuration.

Prism's Y-axis measures market confidence in each evaluated tool. Market confidence is an index composed of two equally weighted factors: market awareness, defined as the percentage of respondents aware of the tool, and market perception, defined as how respondents who recognize the tool perceive it, from very negative to neutral to very positive. The data comes from a survey of 300 executives at distinct companies who currently control their organization's CX or customer contact technology stack and who are currently or were recently in the market for Automated QA/QM tools. Respondents are a representative sample of company sizes and industries.

CMP collected market-confidence data for 45 automated QA/QM providers in a survey. Respondents were leaders who were currently or had recently been in the market for an automated QA/QM product. They reported whether they were aware of each provider's tool and, when aware, rated their perception of it on a scale from very negative to very positive. CMP calculated market confidence from awareness and perception, then compared the evaluated providers with the broader set of 45 providers to determine their relative positions on the Y-axis in Figure 1.

Providers may be excluded from the Prism for one or more of three reasons: their product did not meet CMP's category definition; sufficient market or user data was not available; or the provider did not participate. Standard participation requires completion of both a live technology demonstration and an RFI. CMP made an exception for two providers evaluated as passive participants under the process described below.



METHODOLOGY CONTINUED

Passive participants are companies with high levels of market confidence according to CMP's survey of customer contact and CX executives who were recently or are currently in the market for this technology.

For this Prism, CMP evaluated two passive participants, identified by black dots in Figure 1. These providers did not complete a live demonstration or submit an RFI. CMP analysts instead assessed them using publicly available information, demonstration videos, and primary and secondary research. CMP collected market and user data for these providers using its standard methodology; user evidence for passive participants came from independent, non-referral users.

CMP selected the two passive participants because they had high market-confidence scores, based on the combined index of market awareness and market perception.

CMP still collects market and user data for non-Prism participants that are identified by the analyst team as key vendors in a category. The Market Confidence axis reflects all these vendors (see Appendix A).

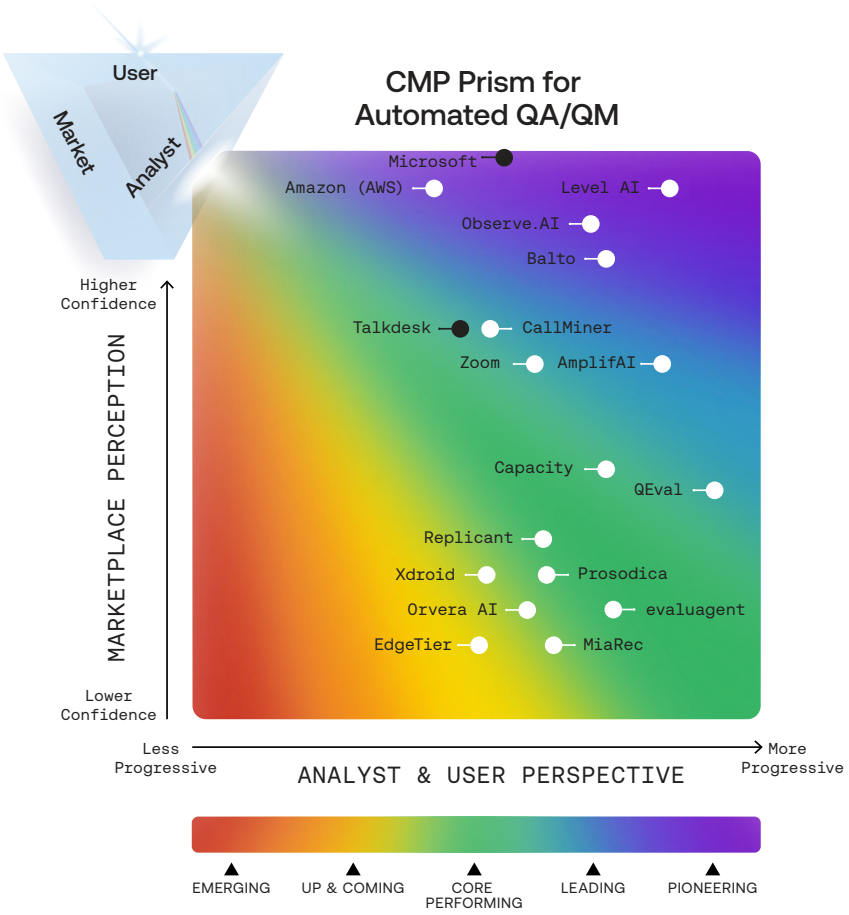
Except for the two passive participants, every evaluated provider submitted an RFI on its solution and demonstrated the solution to CMP analysts. Analysts used the RFI responses and demonstrations to inform their evaluations. CMP also collected two forms of user evidence for evaluated providers: feedback from customer references supplied through the research process and feedback from independent users.

Solution Providers Evaluated

(ALPHABETICAL ORDER)

- Amazon (AWS)
- AmplifAI
- Balto
- CallMiner
- Capacity
- EdgeTier
- evaluagent
- Level AI
- MiaRec
- Microsoft
- Observe.AI
- Orvera AI
- Prosodica
- QEval
- Replicant
- Talkdesk
- Xdroid
- Zoom

Figure 1



Source: CMP analysis

Market Confidence (Y-axis) is an index of two equally weighted factors: market awareness and market perception. Awareness is the percentage of the practitioner/buyer market that is aware of the automated QA/QM tool being evaluated. Perception is the average score of how the practitioner/buyer market who is aware of the solution, perceives it, from very negative to neutral to very positive.

● Black dots represent passive Prism participants.

LEADING

AmplifAI

HQ: **Plano, TX**

Private

Size: **150 employees**

AmplifAI's Automated QA (Auto QA) product is an AI-driven quality assurance and quality management solution for customer service interactions across all channels—including voice, chat, email, SMS, social, and AI agent conversations. The product is designed to deliver 100% coverage of interactions, replacing traditional manual QA sampling and enabling organizations to evaluate both human and AI agent performance on a unified platform. AmplifAI began offering its Automated QA/QM product in 2024.

Core Capabilities:

1. Full Lifecycle QA Automation:

- The Auto QA Design Studio provides a governed environment for managing the entire QA lifecycle, including scorecard import, prompt building, statistical validation (F1, precision/recall, kappa, confusion matrix), human sign-off, and audit trails.

2. Multi-Channel & Hybrid Workforce Coverage:

- Scores human and AI agent interactions on comparable scorecards, including the critical AI-to-human handoff moments. Supports voice, chat, email, SMS, social, and chatbot channels.

3. AI Calibration:

- Automated calibration workflows sustain 90%+ calibration accuracy without ongoing data science or prompt engineering support.

4. Knowledge Base & CRM Validation:

- Integrates with knowledge bases (static or intent-based retrieval) and CRM systems to validate agent actions and data entry, not just what was said.

5. Advanced Analytics:

- Deep Query semantic search across 100% of transcripts, outcome correlation (QA to CSAT, NPS, FCR, AHT, revenue, churn), and multi-dimensional reporting by agent, team, channel, and more.

6. Customizable Scorecards & Workflows:

- Visual, drag-and-drop form builder with branching logic, custom weighting, and support for both automated and manual evaluations. Role-based dashboards and custom task routing.

7. Self-Service & Governance:

- Clients can directly manage and validate AI-driven scoring before deployment, with full transparency and auditability.

8. API-First & Integration Ready:

- Secure, documented REST APIs for bi-directional data flow, native integrations with 150+ systems (CCaaS, CRM, WFM, QA), and support for major BI tools (Power BI, Tableau, Looker).

CONTINUED

LEADING

AmplifAI

9. Reporting & Export:

- Out-of-the-box and customizable reporting, with data export options (CSV, Excel, JSON) and scheduled automated exports.

10. Security & Compliance:

- Third-party certified for SOC 2 Type II, ISO/IEC 27001 and PCI DSS; compliant with HIPAA and GDPR.

Integration Index

ERPs/CRMs/Case Mgmt.	Out-of-Box Integration	Custom Integration
Amazon Connect	▲	
Freshdesk	▲	
Gladly	▲	
HubSpot	▲	
Microsoft Dynamics	▲	
Oracle	▲	
Pipedrive	▲	
Salesforce	▲	
SAP	▲	
ServiceNow	▲	
Sprinklr	▲	
Talkdesk	▲	
Zendesk	▲	
Zoho	▲	

CONTINUED

LEADING

AmplifAI

CCaaS/Customer Contact Platforms	Out-of-Box Integration	Custom Integration
3C Logic	▲	
Alvaria	▲	
Avaya	▲	
Cisco	▲	
Dialpad	▲	
Five9	▲	
Freshdesk	▲	
Genesys	▲	
Gladly	▲	
HubSpot	▲	
Mitel	▲	
NiCE	▲	
ServiceNow	▲	
Sprinklr	▲	
Talkdesk	▲	
Twilio	▲	
Verint	▲	
Zendesk	▲	
Zoho Desk	▲	



In Focus: AmplifAI

CMP evaluated eighteen providers for its Prism for Automated QA/QM, and AmplifAI ranks in the Top 3 for progressiveness of capabilities.

Common to its full suite of offerings and essential to its commitment to comprehensive data coverage, Integration ranks as a particular standout. AmplifAI's solution achieved the highest possible score (4.0) for this criterion.

The solution also earned the maximum score for Pricing, a testament to its flexible cost structure. AmplifAI offers flat-rate, per-conversation, and per-minute pricing, a combination that allows customers to optimize the investment for their unique needs and use cases.

With scores of 3.8/4, the solution's Flexibility, User Experience, and Reporting also rank as comparatively progressive. These capabilities combine to help customers tailor the quality assurance and management program to their unique business cases, democratize access to the stakeholders responsible for turning scores into opportunities, and validate the integrity of their evaluation methodologies and the impact of the resulting actions. They ensure QA functions as a trusted vehicle for driving enhanced performance.

Further trust comes from a strong commitment to AI accuracy; AmplifAI's solution scores in the upper tertile for this capability.



Future Roadmap

Since CMP's last evaluation in early 2026, AmplifAI has worked to create an even more trusted, actionable QA solution. It will continue that commitment moving forward, enhancing the solution's ability to validate how quality is scored and ensure those scores reflect what matters.

Dynamic scorecard optimization will leverage AI to more astutely identify evaluation criteria with weak connections to outcomes like CSAT, NPS, and business metrics – and then propose alternative criteria (with statistical grounding).

Further actionability will come from the introduction of AI copilot tools for allowing directors, supervisors, and trainers to create monitoring, coaching, and notification workflows using natural language. Numerous innovations, including the general rollout of the Max AI assistant, will support personalized coaching on processes and conversational behavior. With full visibility into this coaching and their own AI support tools, team leaders will be able to recalibrate training to ensure the correlation between *scoring* and *improvement* is a favorable one.

Expanding its commitment to evaluating the *entire* agent workforce, AmplifAI is readying numerous features for developing AI agents. The ability to test AI agents against real, recorded conversations will help surface edge cases and validate experience quality. A closed feedback loop will connect failed interactions and problematic handoffs to suggested prompt or knowledge fixes, which will be tested and submitted for human approval before redeployment.

These enhancements will broaden and deepen the scope of data, improve governance and validation, and foster more measurable actions.