GUIDE

Beyond Customer Experience

Master call quality assurance with Smarsh Call Recording and Analytics

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Call Quality Assurance (QA) is the disciplined practice of monitoring, evaluating, and continuously improving how agents engage with customers across every contact center function, including customer support, inbound and outbound sales, collections, retention, onboarding, and account management.

The goal is simple: to ensure every interaction, regardless of channel, purpose, or team, meets or exceeds your standards for performance, compliance, and customer satisfaction. Effective QA makes excellence consistent, measurable, and scalable across the entire customer journey.

Realize the benefits of call quality assurance

Empowering organizations with modern, compliant recording and quality assurance tools that elevate customer interactions and simplify governance is our top commitment. With Smarsh Call Recording and Analytics, you can scale quality, improve performance, and meet regulatory requirements without adding complexity.

Enhanced customer satisfaction

Consistent, high-quality interactions boost trust, accelerate resolution, and strengthen loyalty. QA makes great experiences repeatable.

Data-driven decision making

QA metrics and call analytics unlock actionable insights into customer sentiment, product satisfaction, and journey friction — so you can prioritize what moves the needle.
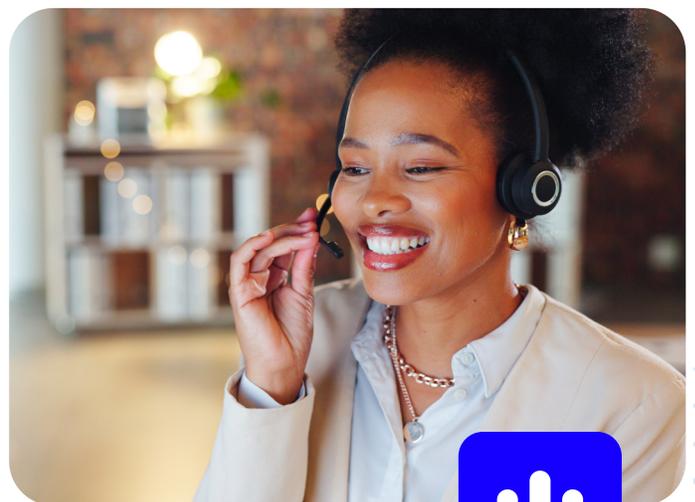
Improved agent performance

Provide targeted coaching at scale. QA insights highlight coaching opportunities, skills gaps, and top-performer behaviors to elevate productivity and accelerate skills growth.

Operational efficiency

Identify process bottlenecks, streamline workflows, and reduce call times. Drive cost savings while lifting service quality.

Employee engagement and satisfaction

Agents perform best when they're supported. Structured feedback, recognition, and clear development pathways improve morale, retention, and outcomes.

Risk mitigation

Monitor and proactively address regulatory violations, data exposure, and service issues before they escalate into legal or reputational damage.
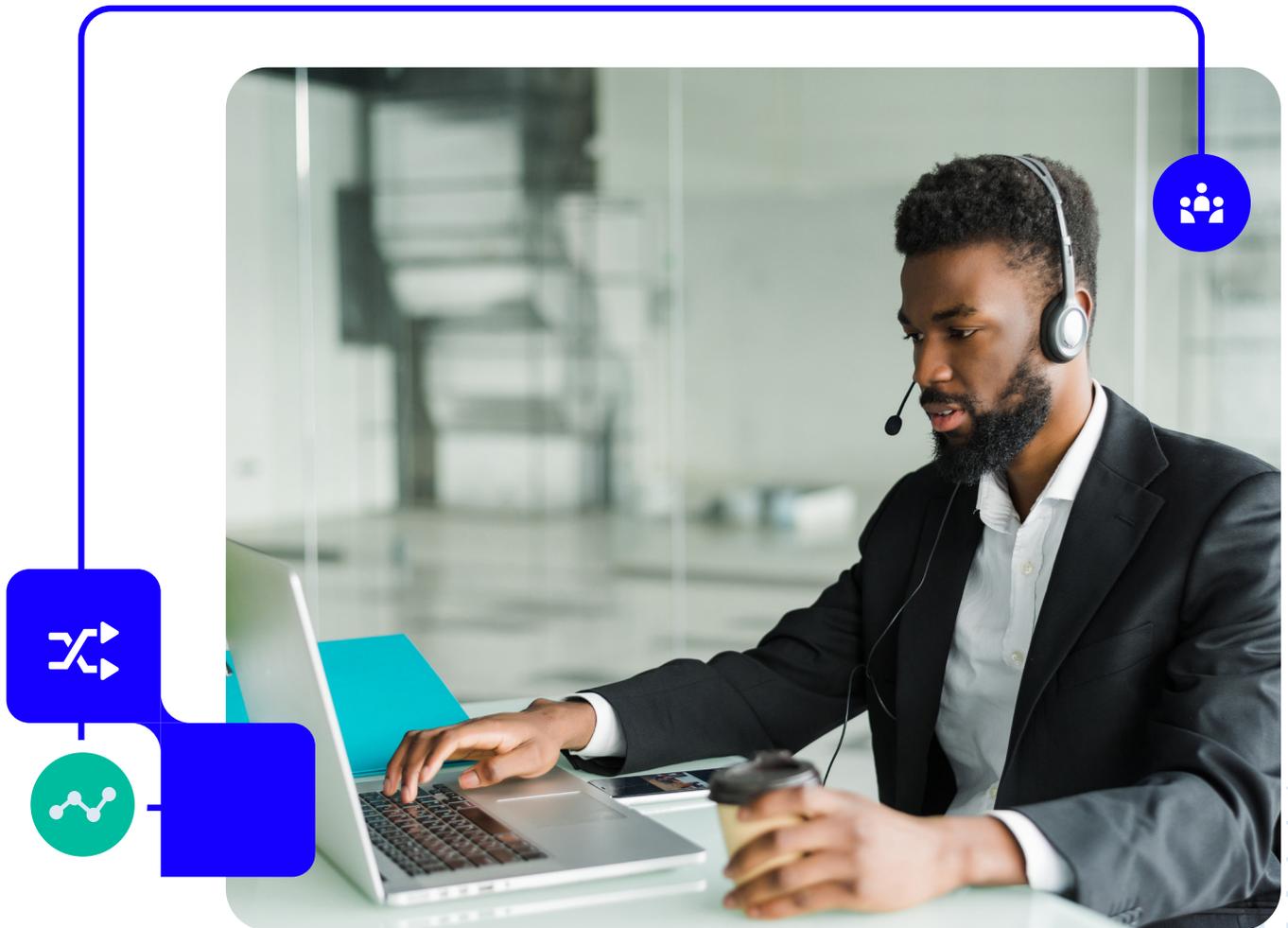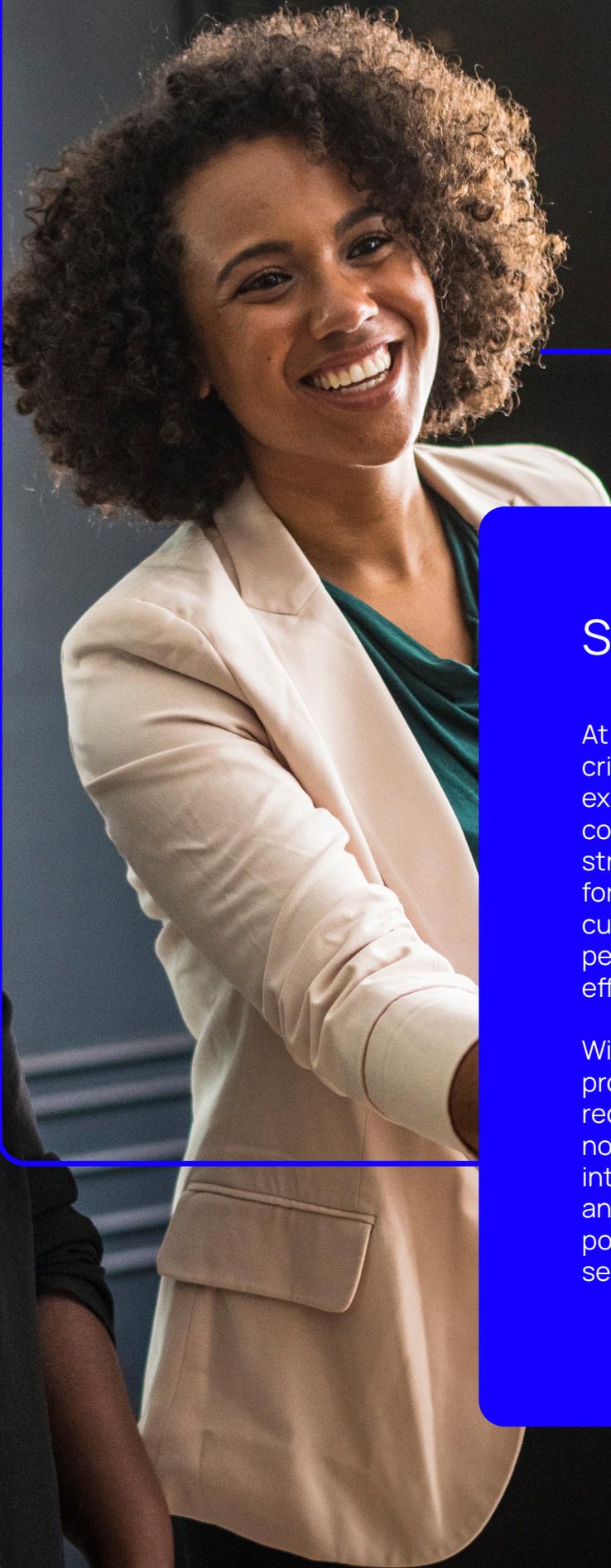
Regulatory compliance

Reduce risk with built-in controls. Enforce GDPR, HIPAA, PCI DSS, PHI, and PII compliance through continuous monitoring, redaction, and auditable workflows.

Competitive advantage

Superior service is a differentiator. Consistently excellent interactions set your brand apart and compound long-term growth.

Smarsh call QA tools

At Smarsh, we know call QA is mission-critical to outstanding customer experience and comprehensive compliance. Our tools deliver a streamlined, automated QA framework for organizations targeting optimal customer experience, agent performance, and operational efficiency.
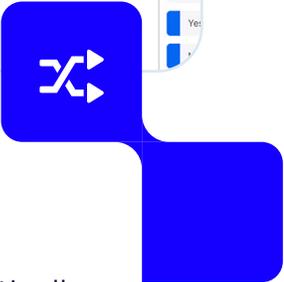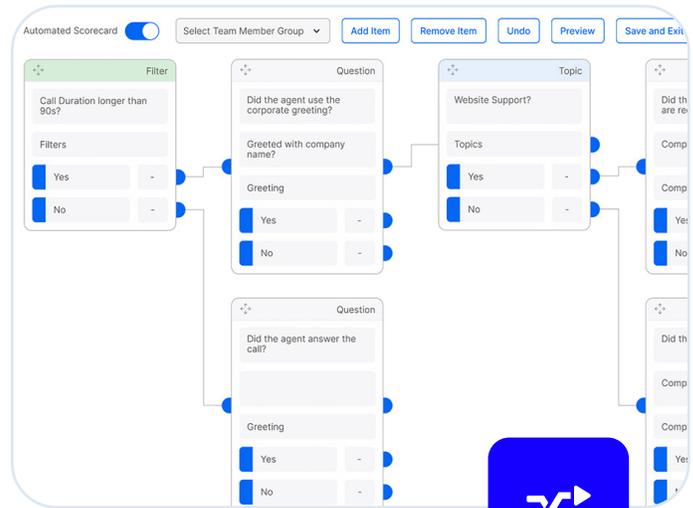
With no prescriptive limitations, proprietary restrictions, or coding requirements, businesses can leverage no-code scorecard editors and integrated AI analysis to streamline and automate QA like never before, powered by industry-leading self-service configuration.

Compliant call recording

Quality assurance starts with compliant capture. Smarsh securely and compliantly records every conversation across your communications mix, making interaction data readily available for analysis and review.

No-code scorecard editor

Personalize how you measure what matters. With our no-code scorecard and phrase editor, you can tailor evaluation criteria to your exact business objectives. Support any conversation flow (including multi-scenario interactions), refine criteria in minutes, and break free from rigid analysis constraints.

Multilingual transcription

Smarsh supports multinational operations with configurable language pairing to ensure accurate transcription aligned to your regional and operational needs.
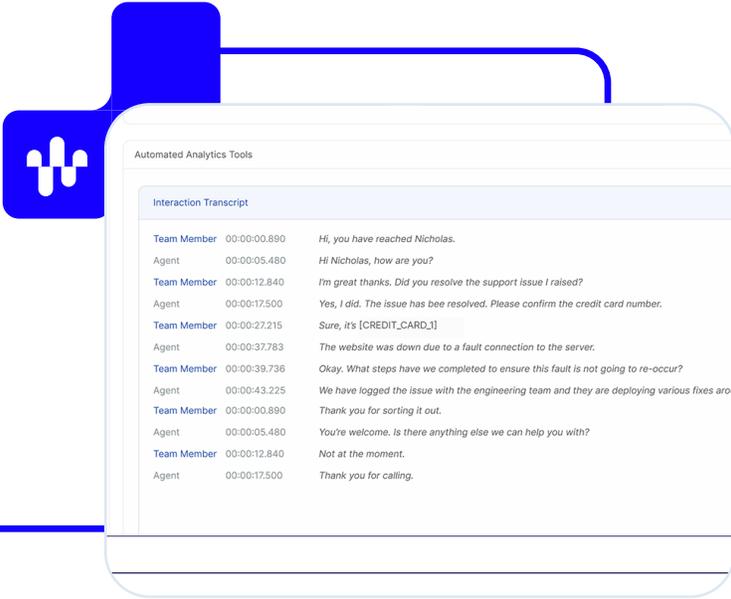
Automated QA and interaction scoring

Score every interaction automatically against your criteria to save hours of manual review. Surface performance trends, target coaching, and close revenue leakage, then watch top-line impact and agent outcomes improve. Smarsh delivers deep insights into contact center performance to uphold superior service standards and drive continuous improvement.
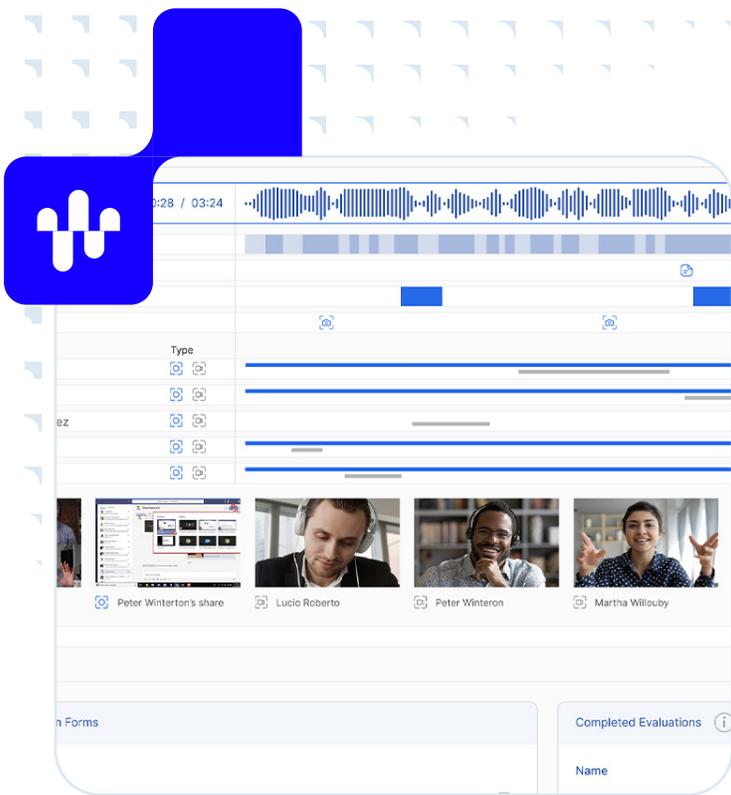
Drag-and-drop configurable dashboards

Make quality assurance actionable at a glance. Conversation analytics dashboards are easily configured via drag-and-drop, so your teams can focus on the metrics that matter most. Out-of-the-box dashboards include Overview, Agents, Agent Performance, Interactions, Customer Satisfaction, Business Risk, and Customer Experience. More dashboards are available on demand from the dashboard library.
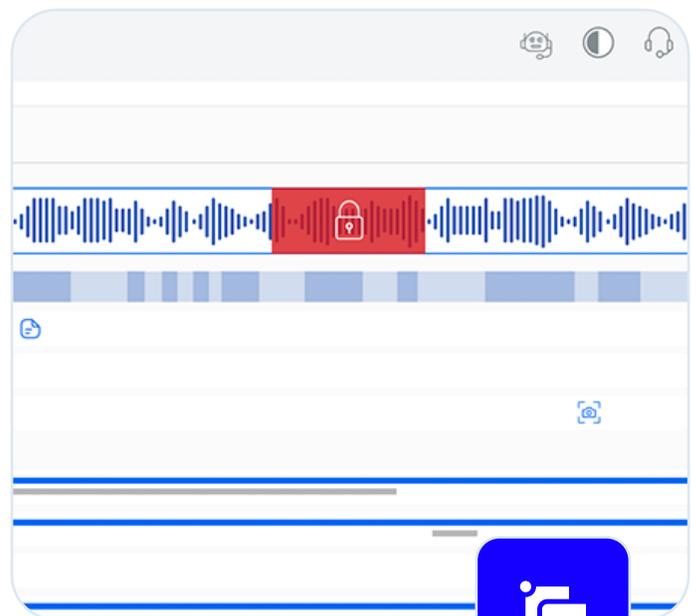
Manual + automated QA integration

Automate for scale, override for nuance. Pair automated scoring with optional manual reviews to maintain consistency, correct edge cases, and drive confidence in outcomes without sacrificing speed.

Granular search features

Find exactly what you need, fast. Filter by thresholds (clarity, crosstalk, silence), and cross-reference by user, group, call type, sentiment, content, or any criteria combination to pinpoint target interactions in seconds.

Screen capture and screen recording

See what agents see. Capture desktop activity alongside calls to validate processes, resolve conflicts faster, streamline workflows, and codify best practices with clarity.

Define your own language

Bring your business to the model. Upload custom vocabulary libraries (industry terms, product names, acronyms) and apply them across search, tagging, and evaluation metrics for superior precision.

Automated PCI DSS, PHI, and PII redaction

Meet privacy mandates automatically. Redact sensitive audio and transcript data (PCI DSS, PHI, PII) on ingestion, and without losing context, to protect customers and reduce compliance risk.

Speech-to-text transcription

Get a complete, precise record of every conversation, with who said what and when, plus speaker identification and multi-language support.

Ready to elevate your call quality assurance?

Speak to an expert and see how Smarsh Call QA can transform your operations.

CONNECT WITH US TO LEARN MORE.

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Smarsh® enables companies to transform oversight into foresight by surfacing business-critical signals from the most in-demand communications channels. Regulated organizations of all sizes rely upon the Smarsh portfolio of cloud-native digital communications capture, retention and oversight solutions to help them identify regulatory and reputational risks within their communications data before those risks become fines or headlines.

Smarsh serves a global client base spanning the top banks in North America, Europe and Asia, along with leading brokerage firms, insurers, and registered investment advisors and U.S. state and local government agencies. To discover more about the future of communications capture, archiving and oversight, visit www.smarsh.com

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