

QA AI

ConVox AI-Powered Post-Call Quality Analysis



OVERVIEW

ConVox QA AI is an advanced solution for automating post-call quality evaluations. It mimics manual QA workflows and provides deeper insights by leveraging AI.



Call Recordings



Custom Questionnaire



AI Analytics

WHY QA AI?



Manual QA is time-consuming and inconsistent



Excel-based processes (used by Indian Bank, Warfield, Bank of Baroda) are inefficient



Need for scalable, objective, and real-time analysis



Language-specific audits are hard to scale with manual QA

QUESTIONNAIRE PANEL

Questionnaire

Process	Prompt	Questionnaire Name
Select Process	0 <input checked="" type="checkbox"/> <input type="button" value="▼"/>	<input type="text"/> 0/40 characters used
<input checked="" type="checkbox"/> Active	<input checked="" type="checkbox"/> Copy Questionnaire	<input type="button" value="Close"/> <input type="button" value="Create Questionnaire"/>



Panel For Creating Questions, Parameters, Sub-parameters, Scoring Type, Weightage



Templates Available For Various Sectors (Banking, Support, Medical, Collections)



Editable And Extendable By Users



Answer Types Supported: Yes/No, Paragraph, Numeric, Multi-select



Same Question Bucket Can Be Attached To Multiple Processes



RECORDING SUBMISSION PANEL

S.No	Agent Name	Phone Number	Process Name	Disposition	Call Type	Dialing Mode	Completed By	Call Start Time	Duration Time	Agent Extension	DID	Call Recording Path
1	nikitha	9360216173	DeepijaSupport	BUSY	OUTGOING	manual	agent	2025-07-25 15:26:06	0:00:00	6281955114	N/A	▶ 0:00 / 0:00
2	navya	9355231083	DeepijaSupport	CHANUNAVAIL	OUTGOING	manual	agent	2025-07-22 13:44:45	0:00:00	9603126170	N/A	▶ 0:00 / 0:00
3	pramod	9030797387	DeepijaSupport	NOANSWER	OUTGOING	manual	agent	2025-07-22 15:54:40	0:00:00	6376781165	N/A	▶ 0:00 / 0:00
4	pravallika	9676302071	DeepijaSupport	AUTOWRAPUP	OUTGOING	manual	agent	2025-07-22 15:16:21	0:07:20	9014072829	N/A	▶ 0:00 / 0:00
5	mekalavamsi	9673905032	DeepijaSupport	AUTOWRAPUP	OUTGOING	manual	caller	2025-07-22 13:46:46	0:00:00	9100339863	N/A	▶ 0:00 / 0:00
6	Pintu_L0	7829647479	DeepijaSupport	AUTOWRAPUP	INCOMING	inbound	caller	2025-07-08 09:45:07	0:01:44	6268456946	35616666	▶ 0:00 / 0:00
7	shafeer	7358112789	BFL_SUPPORT	AUTOWRAPUP	OUTGOING	manual	caller	2025-07-08 09:46:58	0:00:00	9347860764	N/A	▶ 0:00 / 0:00
8	Arshiya	7055716754	DeepijaSupport	AUTOWRAPUP	OUTGOING	manual	caller	2025-07-22 11:16:49	0:01:57	8464829799	N/A	▶ 0:00 / 0:00



Upload call recordings manually or via scheduler



Scheduler can notify on task completion via mail or bell icon



Custom filters to assign calls to AI or manual QA based on process, agent, disposition, duration



Option to resubmit calls for re-audit by AI or another manual agent



PROMPT MANAGEMENT

The screenshot shows the AI Prompts Management section of the ConVox platform. The left sidebar includes options for Dashboard, Reports, QA Module, QA Analysis, AI Module, Analytics, Insights, Rules Management, AI Prompts (which is selected), and Download Manager. The main area displays six prompt categories:

- Sales Process Compliance** (Sales Process): Prompt Preview: "This prompt is designed to generate a comprehensive call analysis report in the banking collections domain by analyzing transcripts between" Bucket: 3. Default Prompt: Used 10 times.
- Payment Follow-up** (Call Analysis): Prompt Preview: "Analyzing agent-customer conversations for missed payments involves carefully reviewing call recordings, chat transcripts, or email exchange...." Bucket: 1. Default Prompt: Never used.
- Loan Recovery Call Summary** (Call Analysis): Prompt Preview: "This prompt analyzes conversations focused on loan recovery efforts, identifying payment commitments, customer objections, and emotional ton...." Bucket: 1. Default Prompt: Never used.
- Customer Objection Handling** (Sales Process): Prompt Preview: "This prompt identifies how agents respond to customer objections during calls, capturing tactics used, tone shifts, and success rate...." Bucket: 1. Default Prompt: Never used.
- Follow-up Commitment Analysis** (Call Analysis): Prompt Preview: "This prompt detects and extracts details related to customer follow-up requests, promises to pay, or deferments." Bucket: 1. Default Prompt: Never used.
- Escalation Behavior Detection** (Support Interaction): Prompt Preview: "This prompt analyzes support calls to identify escalation behavior, agent response, and resolution effectiveness." Bucket: 1. Default Prompt: Never used.



AI uses custom prompts to evaluate recordings



Insights include Summary, Recommendation, Sentiment, Improvement areas



Customers can request new or updated prompts



Prompts are developed backend but linked with respective question buckets



AI ANALYTICS & REPORT PANEL

ConVox
MANAGEMENT INFORMATION SYSTEM

Current User: admin

Dashboard >

Reports >

QA Module >

QA Analysis >

AI Module > ▾

Analytics

Insights

Rules Management

AI Prompts

Download Manager

Template Manager

Back

Call Details & Analysis

- 7386035735 negative 6.0% 16/7/2025
- 9550603483 negative 66.0% 16/7/2025
- 7702192930 N/A 0% 1/1/1970
- 7386035735 negative 67.0% 16/7/2025
- 7386035735 frustrated 2.0% 16/7/2025
- 7386035735 negative 50.0% 16/7/2025

Call 7386035735

0:00 0:32

Summary Insights Quality Conversation

Agent: Arshiya Duration: 00:32

Conversation Summary

Emotion Analysis

Agent	Customer
joy	joy
anger	anger
neutral	neutral
sadness	sadness

Overall Sentiment: negative Score: -0.8

Contact Intent

Low Score: 12/200

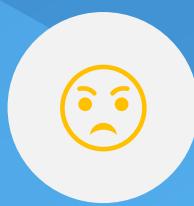
Customer did not show any interest in resolving the issue and ended the call abruptly.



Summary and Quality Metrics per call



Sentiment detection:
Positive, Negative,
Frustrated



Emotion and abusive word detection



Agent Performance Overview

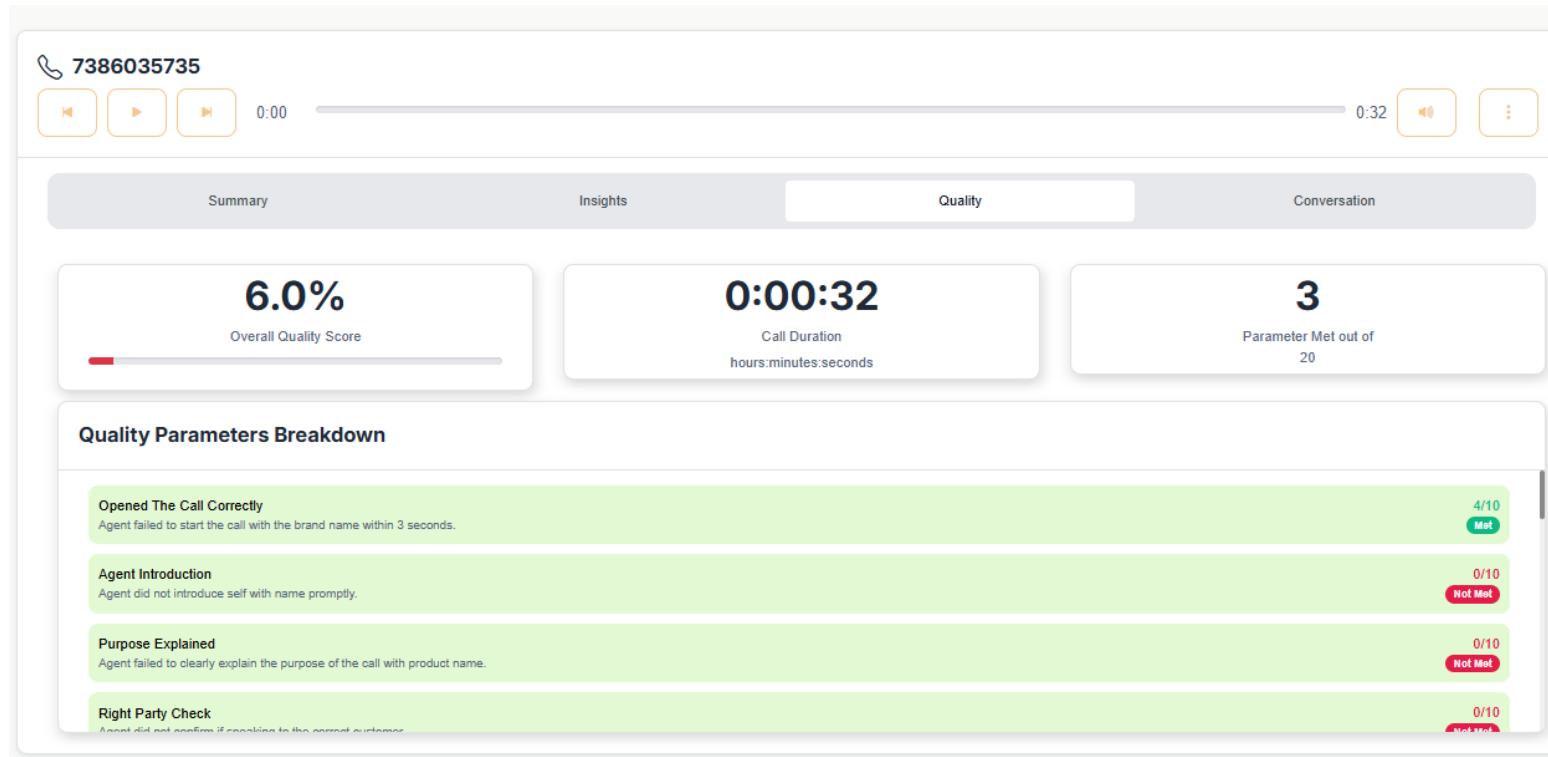


Transcript and recording playback



Insights are customizable
based on business needs

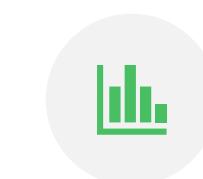
SAMPLE QA OUTPUT



Phone number, Call mode, Duration, Score, Disposition



Parameter-wise breakdown



Exportable as Excel report



View AI's reasoning (Question and its evaluated Answer)

LANGUAGE & ACCURACY

Supports 10+ Indian languages: Hindi, Telugu, Tamil, Kannada, Bengali, Assamese, etc.

Odia support being verified

Feasible for Arabic (pending validation)

80-85% match with manual scoring; improves with continuous usage

SPEED AND SCALABILITY



Single call analysis: <2 minutes



Scheduler triggers batch processing post-campaign



High-volume processing supported



Dashboard shows status of all analysis jobs



MANUAL QA SUPPORT



Manual QA panel mirrors Excel process



Panel supports inline call listening and scoring



Reports include QA scores and call metadata



Manual scores can be compared with AI-generated scores



Manual evaluations can be fed into AI for further training

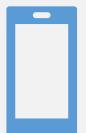
The screenshot displays the ConVox Quality Assessment module. The left sidebar shows navigation links: Dashboard, QA Module (selected), QA Call Recordings, QA Submissions (highlighted in blue), QA Analysis, AI Module, Download Manager, and Template Manager. The main content area is titled 'Quality Assessment' and shows 'Agent Information' for agent 'nikitha' (Disposition: BUSY, DID No: 93602161731753437366, call date-time: 2025-07-25 15:26:06, Process: DeepijaSupport, Call Type: OUTGOING, Duration: 0:00:00, Phone No: 9360216173, Call Mode: manual, Extension: 6281955114, Completed: agent). Below this is a 'Recording Playback' section with a play button and a progress bar at 0:00. The 'Quality Score Dashboard' shows an 'Overall Quality Score' of 200/200 (0.00%) and an 'Opportunity Score' of 200/200 (0.00%). The 'Achieved Score' is also shown. The 'Call Opening' section contains a scoring form for 'Opened the call correctly' (Section Weight: 20). It includes a description: 'Start with greeting within 3 sec Start the call with the brand name.', a 'Comments on Opened the call correctly:' text area with placeholder 'Enter your comments here...', and a 'Select scoring option:' section with three buttons: 'Yes +10' (green), 'No +0' (yellow), and 'NA na' (grey). The top right corner of the interface shows the current user icon.

COMPARISON WITH MANUAL QA

Feature	Manual	QA AI
Time	High	Low
Accuracy	Varies	85-90%
Scalability	Limited	High
Consistency	Depends on agent	Uniform
Insights	Limited	Rich (Sentiment, Suggestions, Emotion)
Language Support	Limited	10+ Indian Languages, Feasible for Arabic



THANK YOU



Deepija Telecom



www.deepijatel.com



+91-40-49325555 | Toll Free: 1-800-102-DTEL(3835)