

AI QUALITY ASSURANCE 2026

AI Call Scoring: QA on 100% of Calls | Uniden Voice

Traditional call QA scores about two calls in a hundred, weeks late, by a team leader who would rather be leading. AI can score all of them.

Manual call quality assurance was never good, it was just the only option. Scoring a handful of calls per agent per month is statistically meaningless, arrives too late to coach, feels like judgement, and burns senior time. AI changes the coverage from a sample to **everything**, which turns quality from an opinion into a data set. But be precise about what it can do: **reliable** on whether things were said, on conversation mechanics like dead air and talk-over, and on topic classification; **partially reliable** on sentiment; **not reliable** on whether the answer was actually right for that customer. The three failure modes are **transcription error**, **scoring what is measurable instead of what matters**, and, the big one, **a team that experiences it as surveillance**.

■ The short version

Manual QA	Keyword spotting	AI evaluation	
Coverage	~2% of calls	100%, but only for phrases	✓ 100% of calls
Latency	Days to weeks	Immediate	✓ Immediate
Understands meaning	✓ Fully	✗ Not at all	Substantially
Consistent between calls	✗ Varies by assessor and by mood	✓ Perfectly	✓ Highly
Cost per call scored	High, senior labour	Negligible	✓ Low
Trusted by the team	Sometimes, depends on the leader	✗ Openly gamed	Depends entirely on rollout

■ Also worth knowing

Reliability	What it covers	How to use it
✓ Reliable	Was it said? Greeting, recording disclosure, required statements, identity checks, mandated next steps, the offer being made at all.	Automate fully. Report on it. Alert on it. This is the layer that earns the licence fee.
Partially reliable	Sentiment and customer effort. Genuinely useful across thousands of calls and over time.	Use in aggregate and for trend detection. Never quote a single call's sentiment score at a person.
✗ Not reliable	Was the answer correct for this customer? Requires knowledge of their account, history and circumstances.	Keep human. These are the calls a manager should be listening to, and AI is excellent at <i>finding</i> them for you.

The honest summary

Most quality assurance programmes are *performed* rather than useful. They exist so that the organisation can say it has one. That is not a criticism of the people running them, it is a description of what is possible when your only instrument is a human ear and a spreadsheet.

■ Questions the full guide answers

- ☐ What is wrong with the way call quality is scored today?
- ☐ What can AI actually score reliably on a phone call?
- ☐ Will my team see this as surveillance?
- ☐ How does AI QA support compliance obligations?
- ☐ Should we use AI scores in performance reviews and pay decisions?
- ☐ Does AI quality assurance apply to AI agents as well as people?
- ☐ What do we need in place before we can do this?

This is the summary. The guide has the detail.

Every point above is worked through in full on our site, with the Australian context, the numbers and the exceptions. If you would rather talk it through, call **1300 881 662** or visit **unidenvoice.com/get-started**.