

A CASE STUDY

# TRANSFORMING QA AND COMPLIANCE VISIBILITY WITH AI

## CLIENT OVERVIEW

A mid-sized customer support organization operating across multiple business units faced persistent challenges in maintaining quality assurance (QA) consistency, compliance visibility, and agent productivity. With QA teams manually reviewing less than 3% of customer interactions, compliance risks and inconsistent customer experiences continued to grow.



# BUSINESS CHALLENGE

The client’s leadership team identified three core issues limiting operational effectiveness:

<b>Limited QA Coverage</b> Manual audits restricted insight into less than 3% of customer interactions, making it difficult to assess true service quality.	<b>Compliance Exposure</b> Missed deviations from scripts and regulatory requirements created risk exposure.	<b>Inefficient After-Call Work</b> Manual evaluation and documentation consumed valuable agent time, affecting productivity and response times.
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The client sought a scalable, AI-based solution to automate QA and compliance checks while improving accuracy and speed of feedback to agents.

# SOLUTION – PULSEAI360 AGENT ASSIST

Trellissoft deployed PulseAI360 Agent Assist, a Generative AI-powered platform designed to analyze 100% of customer interactions in real time. Key solution components included:



Deployment was completed in under six weeks with minimal workflow disruption, integrating seamlessly with the client’s existing CRM and telephony systems.

	<b>Automated QA Audit</b> AI models evaluated tone, sentiment, and compliance adherence across every recorded call.
	<b>Real-Time Agent Coaching</b> Instant feedback enabled agents to self-correct during live interactions.
	<b>Compliance Intelligence</b> The system flagged potential violations automatically, ensuring audit readiness and reducing legal risk.
	<b>Performance Insights Dashboard</b> Actionable metrics highlighted recurring issues, empowering supervisors to drive targeted training.



# RESULTS AND MEASURABLE IMPACT

Within the first three months of implementation, the client achieved measurable, enterprise-wide improvements:

Metric	Before PulseAI360	Before PulseAI360	Improvement
QA Coverage	~3% of calls received	100% of calls analyzed	30X increase
Compliance Violations	Frequent and manually detected	Auto-flagged in real time	60% reduction
After-Call Work Time	6–8 minutes per interaction	2–3 minutes per interaction	50–60% faster
Agent Productivity	Static across teams	Continuous improvement through AI feedback	+35% gain

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## CLIENT TESTIMONIAL

PulseAI360 fundamentally changed how we measure and manage quality. We’ve moved from reactive sampling to proactive compliance oversight. Our agents now receive feedback instantly, and our QA coverage has expanded without increasing headcount.

– Director of Operations,  
Client Organization

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## CONCLUSION

By automating QA and compliance audits with PulseAI360 Agent Assist, the client achieved full interaction visibility, reduced compliance risk, and created a data-driven foundation for continuous improvement. Trellissoft continues to partner with the client to expand AI coverage across chat and email channels.





PulseAI360 is an AI-powered call monitoring platform that is redefining Quality Assurance. Contact us for a demo to see what PulseAI360 can do for you.



Headquartered in San Jose, CA, Trellissoft AI specializes in transforming businesses with innovative AI-Powered solutions & Services.



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