**Slide Title: Call Center Analytics – Automating Agent Performance Evaluation**

### **1. Problem Statement**

At SAB Bank, customers contact the support center via phone for help with queries or issues. A small internal QA team manually reviews recorded customer-agent conversations to assess agent performance based on key soft-skill metrics:

* **Responsiveness**
* **Empathy**
* **Accountability**
* **Connectedness**

However, this process is: - Time-consuming and labor-intensive - Inconsistent due to subjective human interpretation - Limited in scale and scope

### **2. Solution Overview**

To overcome the limitations of manual evaluation, we have developed an AI-powered pipeline that automates the entire process, ensuring faster, unbiased, and consistent analysis.

#### **How It Works**:

1. **Input Audio**: System accepts call recordings in WAV format (supports both Arabic and English).
2. **Speech-to-Text Transcription**: A state-of-the-art speech-to-text model transcribes the audio into text.
3. **Speaker Diarization**: Diarization segments the transcript and labels speakers (agent vs. customer) accurately.
4. **LLM-Based Evaluation**: A large language model (LLM) analyses the agent’s part of the conversation using predefined soft-skill metrics, generating both scores and reasoning.
5. **Output Report**: A structured report is generated for each call, detailing agent performance and rationale behind each metric.

This solution is modular, scalable, and can be integrated into SAB’s quality assurance workflow.

### **3. Outcome / Benefits**

✅ **End-to-End Automation**  
Eliminates manual intervention, saving time and operational cost.

✅ **Objective & Consistent Evaluation**  
Removes human bias, delivering standardized and fair assessments.

✅ **Actionable Insights for Training**  
Provides detailed reasoning for each metric, supporting targeted training and continuous improvement.

✅ **Scalable & Reliable**  
Supports high call volumes with multilingual capability, enabling broad quality monitoring coverage.