

Overview: Written announcement introducing new performance evaluation tool; part of QA Automation rollout communication plan

Audience: Department staff

Title: New QA Automation System Launches In October

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Starting this October, Chick-fil-A HELP will begin the phased roll-in of an automated Quality Assurance (QA) management platform, Clarabridge. Using text and speech analytics, Clarabridge will automatically evaluate and score Analysts' interactions with Restaurants and vendors, leading to faster QA results, more consistent scoring and a broader view of Analyst performance over time.

How Does Clarabridge Work?

During Analysts' interactions with Restaurants, Clarabridge will use artificial intelligence to analyze the interaction and provide a score based on a custom Chick-fil-A rubric. The QA team will continually validate and update the rubric as needed.

The Automation Difference

Broader view of Analyst performance: Currently, the QA Team manually evaluates four percent of cases per month – this equates to six cases per Analyst. Clarabridge has the ability to evaluate 100% of interactions across phone and HELP Online. This will provide a broader look at Analysts' performance over time.

Faster QA Scores: Every Analyst will have a personalized dashboard providing near real-time visibility into their interactions and scores. Analysts will be able to go directly to the moment in an interaction when they received or lost points. This timely feedback will help Analysts understand growth opportunities while they are relevant and top of mind.

More Consistent Scores: Clarabridge's artificial intelligence software will score all interactions, resulting in less scoring subjectivity.

What's next?

As we approach the rollout date, training will be available for Analysts and People Leaders. Be on the lookout for more details, resources and training information in the coming weeks.

Timeline

October: Pilot group begins using Clarabridge

November: QA Team begins validating system's scoring rubric

December: Training for HELP Analysts and People Leaders

January: Clarabridge rolls out for all Analysts