

# The Coaching Revolution: How QI Is Changing What Good Leadership Looks Like in CX

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**Human-First. Tech-Powered. Results-Led. Adaptable by Design.**

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TLCX LAUNCHPAD

# A Number That Should Stop Every CX Leader

In most traditional quality assurance programs, supervisors are manually reviewing somewhere between **two and five percent of calls**.

Two to five percent. Out of every hundred interactions your agents have with your customers, ninety-five to ninety-eight of them are invisible to quality oversight.

That is not a quality program. That is a sampling exercise with a quality program's budget.

And yet, this is how most organizations have operated for decades, not because they did not want better visibility, but because the economics of human review made full coverage impossible.

**Until now.**

# 2-5%

**of calls reviewed in traditional QA programs**

That means **95 to 98 out of every 100 interactions** are completely invisible to quality oversight.

# What 100% Coverage Actually Changes

TLCx QI, the quality intelligence layer within LaunchPad, delivers AI-powered review across **100% of interactions**. Every call. Every chat. Every email. Scored, flagged, and fed back into the system in real time.

## Every Call

No interaction slips through the cracks. Full audio and transcript coverage across all agent activity.

## Every Chat

Digital channels scored and analyzed with the same rigor as voice, in real time.

## Every Email

Written communications reviewed for tone, compliance, and performance signals automatically.

## Real-Time Feedback

Insights fed back into the system immediately, closing the loop between interaction and improvement.

The compliance implications of this are obvious and important. But the more profound shift is what full coverage changes about *management itself*. When supervisors could only see a fraction of what was happening, quality programs were by necessity backward-looking and reactive. QI changes that loop entirely.

"A 2-5% sample rate is not a quality program. It is a sampling exercise. Full visibility changes everything about how you manage."

### Before QI

Backward-looking, reactive sampling with slow feedback loops. Only 2-5% of interactions reviewed.

### After QI

Real-time, proactive full coverage. 100% of interactions scored and fed back immediately for continuous improvement.

The old feedback loop was slow, incomplete, and disconnected from the moments when coaching would have been most impactful. Full coverage rewires that loop from the ground up, turning every interaction into a data point that informs the next coaching conversation.

# From Inspector to Coach

Here is what QI represents at its most significant: **a redefinition of what it means to be a CX manager.**

## The Inspector Model (Before QI)

- Looking for problems after the fact
- Calibrating scores on sampled calls
- Managing exceptions reactively
- Asking: "What went wrong in the calls I happened to review?"
- Disconnected from real performance patterns

## The Coach Model (With QI)

- Building capability systematically
- Using real data about real performance
- Identifying patterns across all interactions
- Asking: "Where should I focus coaching energy this week?"
- Grounded in evidence, context, and cadence

QI generates intelligent coaching prompts based on interaction patterns. It flags not just compliance issues but performance opportunities: moments where an agent came close to a great outcome but did not quite land it. It gives managers the evidence to be specific, the context to be fair, and the cadence to be consistent.

- ✔ That shift from inspector to coach matters for everything: performance, retention, culture, and ultimately, the customer experience your team delivers.

# The Human-First Dimension

QI is not surveillance. It is not a tool for catching agents out. It is a tool for helping people be better at what they do.

It is easy to misread what AI-powered quality means for the people doing the work. Let us be direct about what QI is and is not.

## Feedback That Lands Differently

When an agent receives feedback grounded in a real interaction they actually had (not a sampled one, not a hypothetical) it resonates. Specificity creates credibility, and credibility creates change.

## Timely, Not Retrospective

Coaching tied to actual performance patterns rather than a supervisor's subjective impression of a random call changes how people receive and act on feedback.

## Supported, Not Surveilled

The agents who perform best in QI-enabled environments are not the ones being watched most carefully. They are the ones who feel most supported. There is a difference, and it shows up in CSAT and retention.

# What Changes When You Have Full Coverage

**EARLIER RISK DETECTION**  
compliance issues caught before they escalate

**FASTER PERFORMANCE IMPROVEMENT**  
coaching compounds rather than resets

**COMPLIANCE CONFIDENCE**  
no longer dependent on hoping the right calls were sampled

**EMPOWERED MANAGERS**  
building great teams instead of auditing random samples

If you are a CX leader who has accepted two to five percent call coverage as a structural reality, the business case for change is unambiguous. Full coverage means earlier risk detection, faster performance improvement, coaching programs that compound rather than reset, and compliance confidence that does not depend on hoping the right calls were sampled.

QI does not replace human judgment. It gives human judgment better material to work with, and more time to actually manage.

# The LaunchPad Ecosystem: Closing the Loop

Within the LaunchPad ecosystem, QI is not a standalone capability. It is the intelligence layer that powers continuous organizational learning across every function.

## QI Reviews 100% of Interactions

Every call, chat, and email scored and analyzed in real time.

## Feeds Engage AI

Coaching prompts and performance signals flow directly into agent engagement workflows.

## Informs Customer 360

Interaction intelligence enriches the full customer view, connecting quality to experience outcomes.

## Continuous Improvement Loop

Every interaction becomes a source of organizational learning, compounding over time.

# The Coaching Revolution in Practice

This is what continuous improvement actually looks like in practice. Not a periodic review cycle. Not a corrective conversation triggered by a sampled call. A living system that turns every interaction into a coaching opportunity, every pattern into a development plan, and every manager into the leader their team actually needs.

**100%**

## Interaction Coverage

Every call, chat, and email reviewed automatically with no sampling required.

**0**

## Invisible Interactions

No interaction escapes quality oversight. Every moment is visible and actionable.

**3x**

## Coaching Cadence

Managers shift from reactive exception handling to proactive, pattern-based development.

**i** The agents who thrive in QI-enabled environments are not the most closely watched. They are the most consistently supported. That distinction defines the coaching revolution.

# Ready to Move Beyond Sampling?

See what full coverage changes for your team. The shift from a sampling exercise to a true quality intelligence program is not just a technology upgrade. It is a management transformation.

1

## Human-First

Technology that supports people, not surveils them. Every insight serves the agent's growth.

2

## Tech-Powered

AI-driven quality intelligence across 100% of interactions, in real time, at scale.

3

## Results-Led

Measurable improvements in CSAT, retention, compliance confidence, and team performance.

4

## Adaptable by Design

Built to evolve with your team, your channels, and your customers as needs change.

Book a consultation and discover what the coaching revolution looks like for your organization.

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