

FREE GUIDE

5 Signs You Need a QA Program (And What to Do About It)

How to recognize when your customer service quality has outgrown informal oversight -- and what to build instead.

Most customer service teams start without a formal QA program -- and for a while, that is fine. But at some point informal oversight stops working. Problems slip through, customers experience inconsistency, and you can feel something is off but cannot pinpoint it. Here are the five most reliable signs you have crossed that line.

Sign #1**You Are Hearing About Problems After the Fact**

When quality issues reach you through customer complaints, escalations, or cancellations rather than through internal monitoring, your oversight loop is broken.

Why this matters:

You are operating reactively. By the time a problem reaches you through a complaint or a churned customer, it has already been happening for a while -- often affecting multiple customers.

What to do about it:

Build a proactive monitoring process: a structured scorecard, a sample of interactions reviewed each week, and a clear path for coaches to address issues before they become patterns.

Sign #2**Your Team Performance Varies Widely by Agent**

If some agents consistently resolve issues on the first contact while others generate repeat calls, you have a consistency problem -- not just a performance problem.

Why this matters:

Wide performance variance means your standards are not being applied uniformly. High performers have developed their own approaches; lower performers lack clear guidance. Customers get different experiences depending on who picks up.

What to do about it:

A QA scorecard makes your standards explicit and measurable. When every agent is evaluated against the same criteria, gaps become visible and coaching becomes targeted.

Sign #3

You Cannot Define What Good Looks Like

If you struggle to articulate what a great customer interaction looks like in specific, observable terms, you do not have a quality standard -- you have a feeling.

Why this matters:

Without explicit standards, QA is subjective. Coaches give inconsistent feedback. Agents feel unfairly evaluated. And when a performance issue escalates to HR, you have no documented baseline to point to.

What to do about it:

Before you can measure quality, you have to define it. Start with three to five observable behaviors that distinguish a good interaction from a poor one.

Sign #4

Your CSAT Has Plateaued or Is Declining

A flat or falling customer satisfaction score after your team has otherwise stabilized is one of the clearest signals that quality drift is happening beneath the surface.

Why this matters:

When CSAT stops improving despite headcount, training, or technology investments, the problem is usually consistency -- not capability. Your team knows what to do; they just are not doing it uniformly.

What to do about it:

A QA program identifies where the drift is happening. Are scores low for a specific issue type? A specific channel? A specific tenure group? The data tells you where to focus.

Sign #5

Coaching Is Ad Hoc and Undocumented

If coaching conversations happen informally -- based on whatever a supervisor happened to notice that week -- your team is being developed inconsistently.

Why this matters:

Ad hoc coaching creates perception problems, misses systemic issues, and cannot demonstrate improvement over time.

What to do about it:

A QA program creates a structured coaching cadence: regular reviews, documented scores, tracked trends, and written action plans. Coaching becomes a development tool, not a discipline mechanism.

■ What a QA Program Actually Looks Like

A QA program does not have to be elaborate. At minimum, it needs four components:

- A scorecard:** A list of observable behaviors, each assigned a point value. Reviewers score interactions against the same criteria every time.
- A sampling process:** A defined frequency and method for reviewing interactions -- how many per agent per week, which channel, how selected.
- A coaching process:** A structured cadence for sharing scores with agents, discussing findings, and setting improvement goals.
- A tracking system:** A way to record scores over time so you can identify trends, measure improvement, and document performance history.

Consumer Core Solutions offers a pre-built QA Scorecard Template -- a ready-to-use Excel workbook with 73 formulas, automated scoring, and a coaching summary tab. Ask us about it on your discovery call.

Ready to put this into practice?

Book a free 30-minute discovery call. No pressure. No obligation.

consumercoresolutions.com/contact