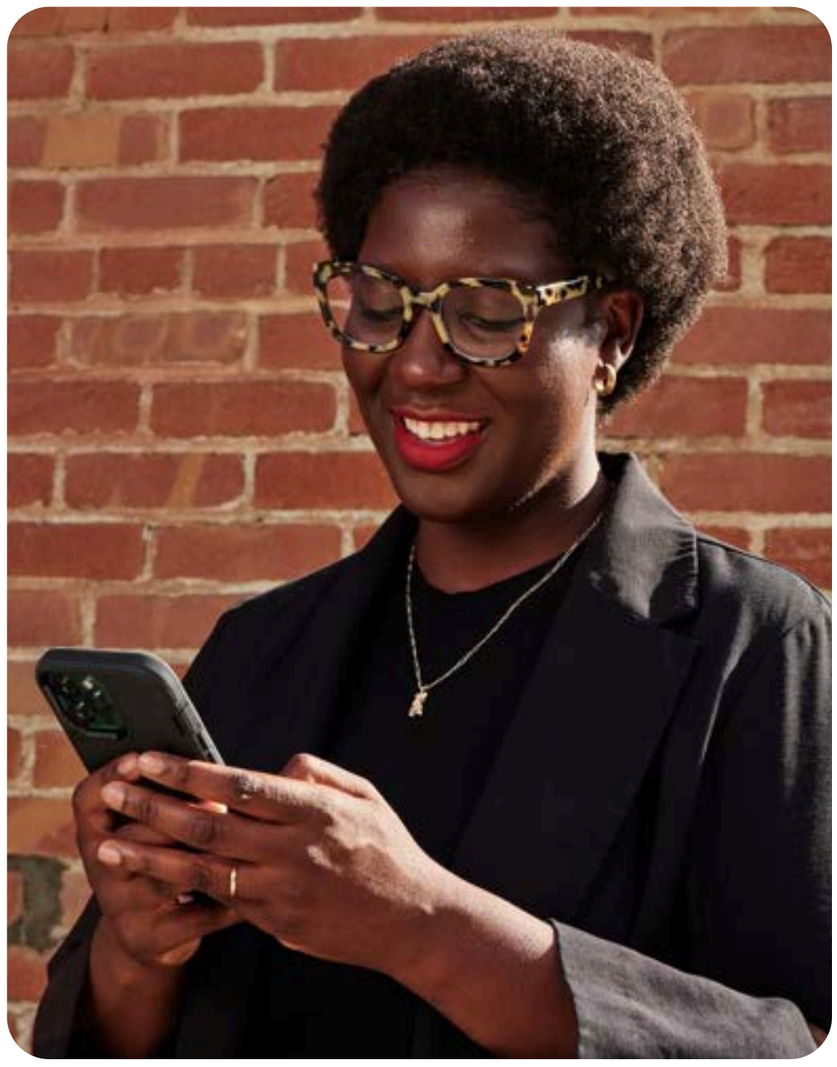
Front

How to build a customer service QA scorecard

Track your internal quality score (IQS) to consistently deliver exceptional service



QA is the key to consistent high-quality service



Delivering exceptional customer service can get harder as you grow — more customers are writing in, new teammates are hired, and additional channels join the mix. How do you make sure that the quality of your customer service scales alongside your business?

Classic metrics like customer satisfaction (CSAT) and Net Promoter Score (NPS) give you an idea of how your customers feel about your service, but they only tell one part of the story. For a more holistic view of your service quality, it's important to regularly review the conversations between your customers and your team against your *own* standards.

This practice is called customer service quality assurance (QA), which ensures that your customers have a top-notch experience by:

01

Ensuring a consistent experience across your agents and channels

02

Preventing service quality issues from repeating

03

Onboarding and training agents to resolve customer issues efficiently and empathetically

04

Revealing where your agents need more support, e.g. better access to resources, etc.

05

Uncovering insights that can improve the customer experience, as well as your product or service

QA with a scorecard is fast and easy



QA looks different for every company because of industry, company size, customer base, and other factors. A typical QA process starts by reviewing and scoring a sample of your customer-agent interactions.

Managers can grade the interactions with an internal quality scorecard, which evaluates your customer service agents' responses against a set of standards like accuracy, tone, and clarity. You can build your scorecard to reflect whatever is important to your customers and your company.

Using a scorecard for your QA is fast and easy to implement (not to mention free 😉). How often you decide to QA your customer conversations depends on your team size and bandwidth.

Averaging your scorecard ratings reveals your Internal Quality Score (IQS), a valuable metric for understanding the overall internal quality of your customer interactions as a team.

Front on Front

Here's a look into how our team reviews and scores customer interactions

- Average 1,200 conversations per week across channels
- 2% of total conversations from email and chat go through QA
- 3 support managers review about 6 conversations a week, one from each of our 19 support agents
- We use a five-point scale across four categories

SPEAKING OF FAST AND EASY

Jump to page 6 to grab your ready-to-use QA scorecard template.

Selecting customer conversations for meaningful review



Not every conversation needs to go through QA. To have more meaningful discussions about supporting customers, it's best to focus on conversations that:

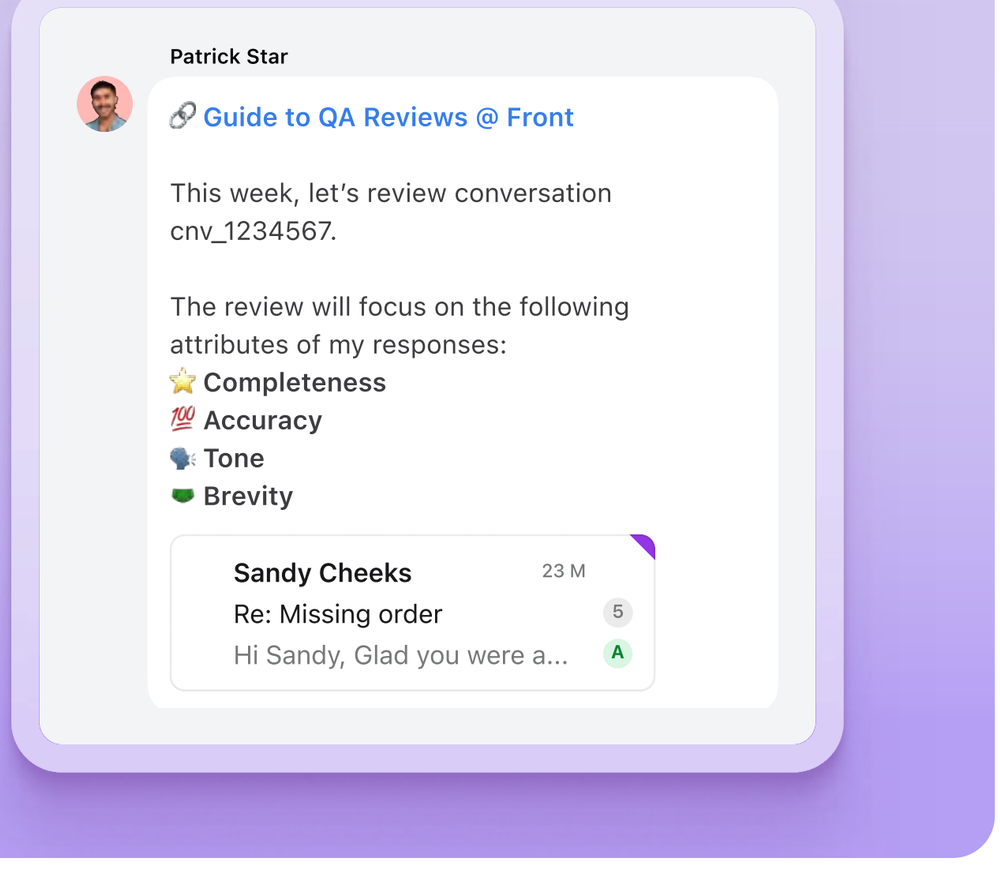
- Reached resolution
- Involved at least two replies
- Occurred recently (e.g. happened in the last week)

You'll want to flag which conversations are disqualified from the QA process, like simple password resets or feature requests.

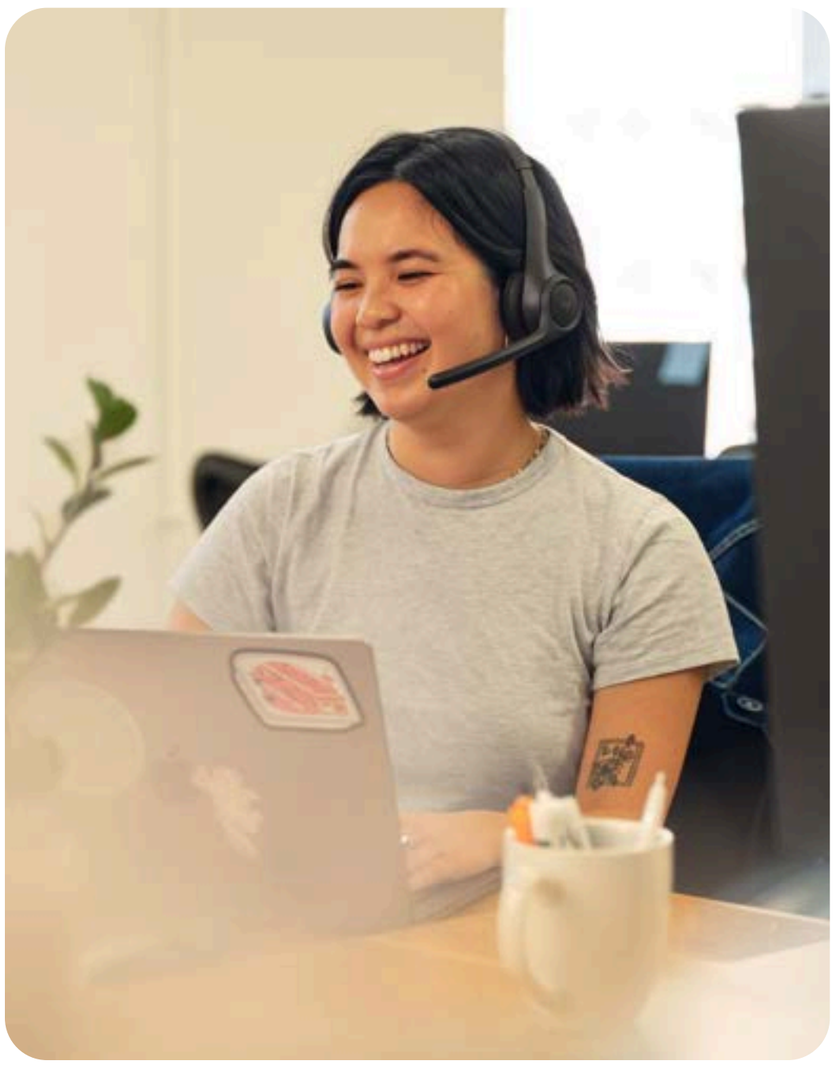
Once you've decided which conversations are more substantial for review, you'll also want to consider any risks that insert bias. For example, it might be more valuable to assess a conversation between a long-time customer and an agent they've never talked to before.

Front on Front

- Our team built an automated process using Front rules to select conversations that meet our criteria
- Once a conversation is tagged at random by the rule, it creates a Discussion using a message template to kick off the QA process with the assigned manager



Set standards for giving stellar customer service



As you begin setting up your scorecard, you'll first need to define and set expectations for what stellar customer service looks and sounds like for your company. Establishing these standards will help guide your agents when responding to customers while maintaining consistent service across your team.

It'll also help you define your scorecard's categories that the customer conversations will be evaluated against, like tone, professionalism, and personalization. Here's how to set service quality standards:

01

Establish your company and/or team values

EXAMPLE:

Front's core values are transparency, collaboration, care, high standards, low ego, and speed

02

Determine your voice and tone when responding to customers

EXAMPLE:

Front's customer service team uses a friendly and casual tone whenever possible

03

Make sure your company, department, and/or team policies are accessible

EXAMPLE:

How do you handle escalations? Are important policies readily available? e.g. refunds, data and privacy, etc.

04

Define your criteria for stellar customer service

EXAMPLE:

We score responses to customer inquiries on completeness, accuracy, tone, and brevity

Internal quality scorecard

Here's an example QA scorecard template scoring against four categories from a scale of 1 to 5. Feel free to duplicate it and make it your own.

Overview

You will be scored on five random conversations. The goal is to score 80% or above. Scores will be reviewed with your scorer to identify strengths and areas for development.

Scorecard explanation
The areas you will be scored on for each conversation are:

- **Completeness:** Did you answer all the customer's questions and/or ask the necessary clarifying questions to help move the conversation toward being resolved?
- **Accuracy:** Did you give the correct answer and provide the correct resources?
- **Tone:** Did you speak to the customer in a tone that aligns with our support tone? See Support response and tone basics
- **Brevity:** Was your answer clear and concise?

For details on scoring criteria, see the Support QA reviews article.

Summary

Scorer name:
Week scored (date range):
Strengths:
-
Areas of opportunity:
-

Scorecard

Conversation	Link to conversation or ticket number	Category	Score	Out of	Notes
Conversation 1		Completeness		5	
		Accuracy		5	
		Tone		5	
		Brevity		5	
Conversation 2		Completeness		5	
		Accuracy		5	
		Tone		5	
		Brevity		5	
Conversation 3		Completeness		5	
		Accuracy		5	
		Tone		5	
		Brevity		5	
Conversation 4		Completeness		5	
		Accuracy		5	
		Tone		5	
		Brevity		5	
Conversation 5		Completeness		5	
		Accuracy		5	
		Tone		5	
		Brevity		5	
		Total		100	

Sample scorecard

Here’s an example of what a scorecard looks like when it’s filled out for one conversation:

RE: Watch keeps dropping Bluetooth connection

Patrick Star
To: Karen the Customer
NOW

Hi Karen,

Sorry that the Bluetooth keeps disconnecting from your watch! I know how frustrating it is for the sync to fail, preventing you from easily accessing the data on your phone.

Let’s troubleshoot with a couple of steps:

1. Restart your watch - follow these instructions in this help center article
2. From the app, try restarting a sync by following these steps

Please let me know if you have any follow-up questions or if I can provide further assistance!

Best,

Patrick Star
Customer Support Representative

TONE: 5/5

COMPLETENESS: 4/5

ACCURACY: 5/5

BREVITY: 3/5

Scorecard

Conversation	Link to conversation or ticket number	Category	Score	Out of	Notes
Conversation 1	https://front.frontapp.com/open/cnv_1234567	Completeness	4	5	One solution that was missing was suggesting the customer try turning off / turning back on Bluetooth from their phone to see if that helps.
		Accuracy	5	5	Good job suggesting the right help center articles.
		Tone	5	5	Friendly + professional
		Brevity	3	5	The biggest thing that was missing was that the model of the watch was never confirmed, so the instructions in the help center articles provided might be slightly off. This caused the customer to be confused and added two additional messages before the issue was resolved.

Uplevel agent performance by tracking individual IQS

Using a scorecard to review a conversation with an agent is an insightful way to break down the interaction and assess the service quality. Here are some evaluation questions to help you grade the response:

- Was there a good understanding of the product or service for an accurate response?
- Were the right resources offered, such as help center articles or documentation?
- Was the communication clear, concise, and with the right tone?
- Was the issue resolved with minimal back and forth?

Calculating IQS

Once you have the final rating of a scorecard, you can calculate the IQS of a conversation.

$$\frac{\text{Sum of ratings}}{\text{Maximum available score} \times \text{Number of categories}} \times 100 = \textbf{IQS (\%)}$$

Example

If we take the scores from the sample scorecard, here's what the calculation would look like.

$$\frac{(5+5+4+3)}{(5 \times 4)} \times 100 = \textbf{85\%}$$

Tracking IQS by each agent is helpful for:

- Identifying personal strengths and areas for improvement
- Enabling personalized coaching and training
- Holding agents accountable for their service quality
- Helping recognize top performers and those needing support
- Motivating agents through performance-based rewards or career growth opportunities

Track service quality trends with team-wide IQS

By calculating the average IQS across your team's scorecards, you can determine your score as a team.

Example

Let's say across your team of five, you take the average across all of their scores to get your team IQS

$$\frac{85\% + 100\% + 100\% + 95\% + 95\%}{5} = 95\%$$

(Individual agent scores) / (Total number of agents) = Average IQS

Tracking IQS for your overall team is helpful for:

- Setting internal benchmarks and goals
- Identifying team-wide trends and common issues
- Informing training programs to address weak spots
- Making operational decisions like workload distribution and hiring
- Understanding overall support quality and the customer experience

"Tracking your IQS over time is helpful to see if you're continuously meeting your standards for providing the highest quality service. Our IQS OKR is 99%, and we report monthly and quarterly. See where you stand by comparing it against the industry average IQS of 88%. Whenever your score dips, you can pinpoint when and why your service was missing the mark."



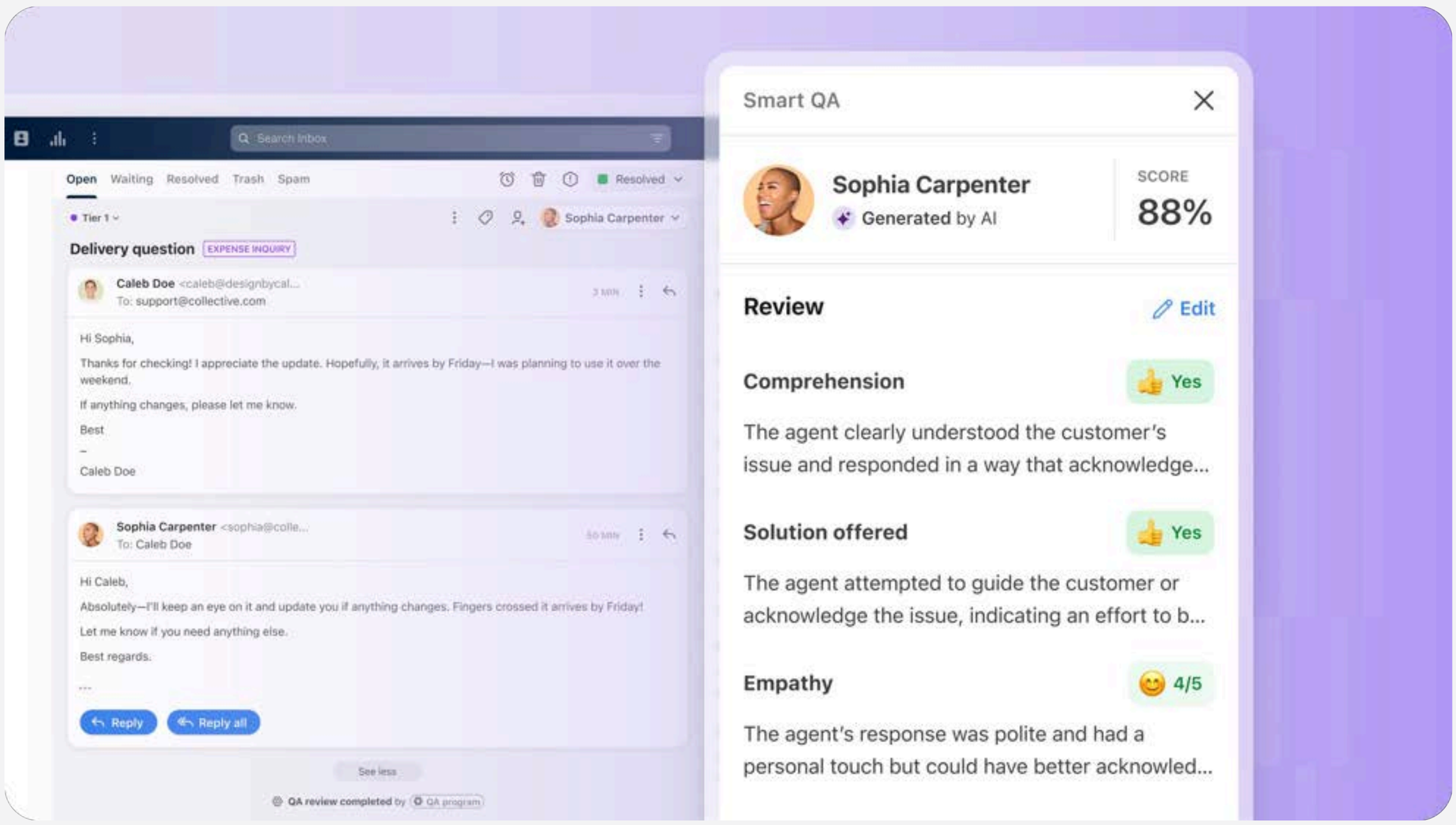
Kenji Hayward
Head of Support, Front

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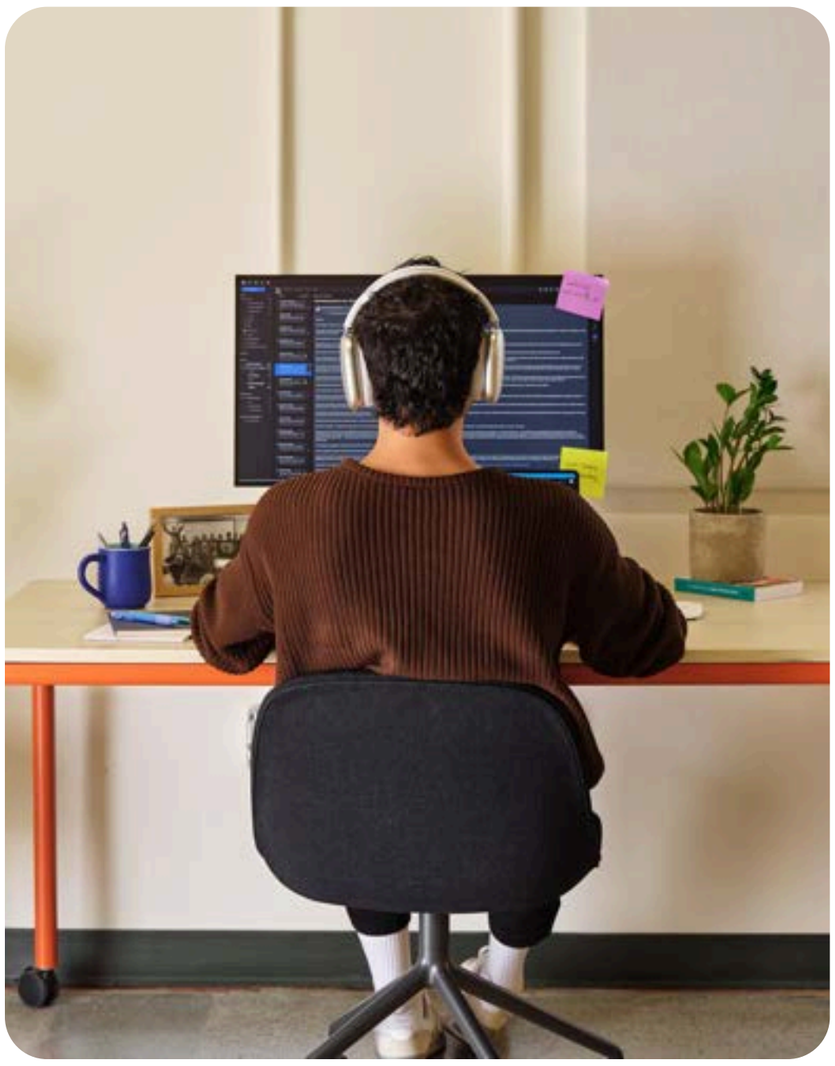
Skip the manual reviews. QA all conversations in a snap.

Want the full picture of your service quality? Automate your QA process with Smart QA, where AI analyzes all your conversations to give you full insights of your customer interactions.

Learn more



Service quality insights to drive better customer experiences



Tracking IQS can directly inform customer experience improvements. Here are just a few examples when you notice your scores are dipping:

- Note miscommunication or inconsistent responses to see where additional training or process improvements are needed
- Check against any triggering events like a product launch to identify any gaps in enablement materials or knowledge base updates
- Monitor customer effort in getting their issue resolved and trace back to any process optimization
- Understand customer expectations by monitoring recurring pain points to inform communication adjustments or product or service improvements

MaestroQA

Front

“Automating QA at scale gives support leaders full visibility into every interaction — but the real impact comes from what happens next. The best teams use automation to uncover trends, and then apply human oversight to dig into the ‘why’ behind the data. That’s how you move from checking boxes to making strategic, high-impact improvements that elevate customer experience and support performance.”



Vasu Prathipati
CEO & Co-founder, MaestroQA

Get the full picture: Don’t forget CSAT and NPS

Since IQS is an internal assessment, it’s smart to look at it alongside customer feedback to get a holistic picture of service quality. The two most common ways customers rate a business are the Customer Satisfaction Score (CSAT) and the Net Promoter Score (NPS).

Each metric gives you a better idea of how you’re handling customer service and where you can make the customer experience even better.

Metric	What it measures	How it’s collected	Common rating scale
Internal Quality Score (IQS)	The quality of your responses to customer inquiries scored to standards like accuracy, tone, etc.	Scorecards, spreadsheet trackers, QA software	Varies depending on individual companies, but could be point, star, or percentage scales
Customer Satisfaction Score (CSAT)	How satisfied or happy the customer is with the support they received	Post-interaction surveys or feedback ratings	10-point or 5-star scale
Net Promoter Score (NPS)	Customer loyalty and satisfaction with a company, brand, product, or service	One question survey that asks how likely customers would recommend the company to a friend or colleague	10-point scale that’s split into three tiers: Promoters, Passives, Detractors

HOW DO YOU STACK UP?

Here’s what exceptional scores looks like:

- IQS >80%
- CSAT >90%
- NPS >80

Make every agent an expert at elevating the customer experience

The secret to exceptional service is knowing what actually resonates with your customers. Smart QA captures those insights from every conversation to give each agent specific guidance on delivering service customers rave about. Turn every interaction into an opportunity to build loyalty beyond the ticket.

Learn more

