

Graia Scribe

Graia Scribe is an AI-powered Quality Management and Interaction Intelligence solution designed to analyse **100 percent of customer interactions across voice, chat and email**. It replaces manual sampling with a consistent, objective view of quality, performance and customer empathy at scale.

Unlike traditional QM tools that focus on process adherence alone, Scribe measures **how customers actually felt**, identifies coachable behaviours, and turns every interaction into actionable insight for agents, managers and leadership.



What Graia Scribe Enables:



Understand customer intent and emotional drivers



Measure empathy, escalation, and resolution quality consistently



Identify recurring issues and systemic experience gaps



Compare experience outcomes across all channels



Turn interaction data into practical coaching and operational insight



Support better CX, operational, and commercial decisions

Scribe helps teams move from **guesswork to intelligence**, and from **reactive monitoring to proactive improvement**.



The Challenge

Most organizations capture vast volumes of customer interactions but struggle to turn them into meaningful insights.

- **Data spread** across calls, chats, emails, surveys, and reviews
- **Heavy reliance** on small, manual QA samples
- **Over-focus** on volume, handle time, and surface metrics
- **Limited visibility** into emotional escalation and empathy
- **Decisions based on symptoms** rather than root causes

As a result, the same problems repeat and real experience drivers remain hidden.

The Solution

Graia Scribe analyses every interaction across every channel to deliver a complete, objective and actionable view of quality and customer experience.

Scribe combines AI-driven interaction analysis with proprietary empathy intelligence to move beyond simple compliance checks. Scribe does not just indicate whether an interaction met a standard. It explains **why it succeeded or failed**, and what should change next.

Key capabilities include:

- Full interaction coverage across voice, chat and email
- Objective, consistent scoring based on your defined quality signals
- Granular insight into coachable skills and behaviours
- Practical measurement of emotional dynamics and de-escalation effectiveness

Data can be uploaded manually or ingested automatically via API. Once analysed, Scribe applies channel-agnostic analytics and KPIs, enabling meaningful comparison across all interaction types.

Top Benefits

- Move from monitoring activity to understanding customer experience
- Detect recurring issues and emerging trends early
- Understand emotional outcomes, not just interaction volumes
- Support root-cause analysis over surface-level reporting
- Enable faster, more confident decision-making

Key Features



- 1 Multi-Channel Interaction Analysis**
Analyse voice, chat and email interactions using channel-agnostic analytics.
- 2 Automatic Transcription and Analysis**
Categorize every transcription by duration, topics, and outcomes.
- 3 Topic and Trend Identification**
Identify recurring topics to surface systematic issues and operational friction early.
- 4 Emotion and Empathy Analysis**
Measure empathy assessment across recognition, response quality, and de-escalation
- 5 Customisable KPI Frameworks**
Apply customisable, channel-specific KPI framework with flexible scoring and benchmarking per use case

What Makes Scribe Different

Empathy Intelligence

Scribe measures emotional recognition, response appropriateness, de-escalation and resolution satisfaction. For the first time, teams can see and coach the emotional journey of a conversation, not just its outcome.

Cross-channel and platform independent

Scribe works across channels and is agnostic to CCaaS, CRM and recording platforms. It provides a single, consistent source of truth regardless of how or where interactions take place.

Flexibility by design

You define what “good” looks like. Quality signals, KPIs and scoring frameworks are fully configurable, without hard-coded models or black-box logic.

Key Features

Graia Scribe can be deployed as a standalone solution or as part of the broader Graia Agentic Experience Platform. It integrates with leading CCaaS platforms and supports both cloud and on premise deployments.

If your organisation wants to understand not just how interactions are handled, but to understand your customers, Graia Scribe is the place to start.

Because better customer experiences start with understanding.