

# AI training & assessment consulting

*'Building a good customer experience does not happen by accident. It happens by design.'*

— Clare Muscutt, Customer Experience expert expert, Founder of Women in CX

Make AI-supported evaluation accurate, CX-driven, and coachable, so you can scale AI QA with confidence and drive real behavioural change.

Our AI training & assessment consulting helps teams using AI-supported QA turn increased visibility into clear, trusted, actionable evaluation.

We define the CX, compliance, and risk behaviours that drive outcomes, align AI and human scoring to the same behavioural standards, and convert evaluation data into practical coaching and governance rhythms that create measurable performance uplift.

## Our approach

- Start with performance goals and clarify what people need to do differently
- Define observable micro-behaviours tied to CX, compliance, and risk
- Calibrate AI + humans to the same definitions to build trust in outputs
- Translate insights into practical coaching focus, development plans and a 'close-the-loop' rhythm

## WHAT THE NUMBERS SAY

As of early 2026, Amazon Connect announced that its platform handles

**12 billion**

minutes of AI-assisted interactions annually

In July 2025 alone, Genesys Cloud Agent Copilot generated

**17 million**

automated summaries

How are you turning this data into insight in your business?

## How it works

YakTrak will work with your line of business and QA assessment provider to define the micro-behaviours that matter to your performance and train your AI evaluation to pick them up accurately.

We then work with you to create and implement a change management plan that ensures the data you receive is turned into actionable development opportunities for your frontline teams.

