

AI-Driven Approach in Quality Monitoring

AssisTT, a fully owned subsidiary of Türk Telekom, is a large-scale call center with over 14,000 employees.

With rising expectations for service quality and operational efficiency, AssisTT aimed to transition to a scalable and objective AI-supported quality assessment system capable of analyzing hundreds of thousands of interactions each month—quickly, accurately, and fairly.

Goals



Fully automate the quality assessment process with AI



Increase the number of evaluated calls from 5,000 to 300,000



Reduce evaluation cost from 49 TL to less than 0.5 TL



Achieve greater accuracy than human reviewers



Improve customer experience with fair, consistent, and rapid feedback



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Director of IT Services & Product Development – Türk Telekom AssisTT

“The AI-powered quality monitoring project we implemented with Obase delivered impressive and inspiring examples of how call center auditing processes can be fully automated.”

assisTT



International
Award-Winning
Project



Objective, Fast, and Reliable Quality Measurement with AI



Increased Efficiency



Objective Evaluation Processes



Enhanced Agent Performance



Privacy-focused Data Management

AssisTT's quality monitoring processes were redefined using the AI solution developed with **Obase's** advanced data engineering, NLP (Natural Language Processing), and LLM-based modeling capabilities.

- Automated quality analysis and scoring
- Objective and consistent evaluations
- Seamless customer experience
- Real-time and data-driven decision-making



Key Achievements



Cost: 49 TL → < 0.5 TL per call



Scope: 5,000 calls/month → 300,000 calls/month



Evaluation Time: 250 sec per call → 6 sec per analysis