

# Sample QA Scorecard Template

How Hiwozen structures agent quality scoring — shared as a working example, not a finished product. Every real engagement gets a version rebuilt around your brand's tone, compliance needs, and resolution standards.

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## 1. Scoring categories

| Category              | What it checks                                                           | Weight |
|-----------------------|--------------------------------------------------------------------------|--------|
| Greeting & brand tone | Opens on-brand; matches the tone guide agreed with the client            | 15%    |
| Active listening      | Confirms the actual issue before responding; no assumptions              | 15%    |
| Resolution accuracy   | Correct information given; issue actually resolved or properly escalated | 30%    |
| Escalation protocol   | Followed the agreed rules for when and how to hand off                   | 20%    |
| Compliance & privacy  | No policy violations; customer data handled correctly                    | 20%    |

## 2. Scoring scale

| Score             | Meaning                                                                      |
|-------------------|------------------------------------------------------------------------------|
| 4 — Exceeds       | Handled better than the standard requires; worth noting for coaching others  |
| 3 — Meets         | Fully meets the standard for this category                                   |
| 2 — Partial       | Attempted correctly but missed a step or detail                              |
| 1 — Miss          | Did not meet the standard; requires direct coaching follow-up                |
| 0 — Critical miss | Compliance or safety issue; escalated immediately regardless of other scores |

## 3. How this gets used at Hiwozen

- Built per client — the categories above are a starting structure; weightings and criteria are rewritten around your actual tone guide, product, and compliance needs before a single ticket is scored.
- Shared before launch — you see the exact rubric your agents are being trained and scored against, before the pilot begins, not after something goes wrong.
- Used for coaching, not just grading — scores below a 3 trigger a specific coaching conversation, not a silent black mark on file.
- Reviewed on a set schedule — aggregated scores go into the written performance summary you receive on a regular cadence.

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This is a working example shared for transparency, not a finished deliverable — no scoring history, agent names, or client data shown here is real. Want to talk through how this would be adapted for your team? Reach out at [info@hiwozen.com](mailto:info@hiwozen.com) or [hiwozen.com](https://hiwozen.com).

Hiwozen — Outsourced customer support, QA, and back-office teams. Based in Lahore, Pakistan.