miarec

MiaRec for Advantage Reserve Case Study:

From 10% to 100% QA Coverage

How Advantage Reserve Gained Full Visibility into Agent Performance, Eliminated Outsourced QA, Improved Scores by 12%, and Saved Over 800 Hours Annually with MiaRec

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With a commitment to exceptional guest experiences and operational excellence, Advantage Reserve transformed its quality assurance operations using MiaRec's AI-powered Conversation Intelligence platform. By replacing time-consuming manual reviews with automated evaluations, the team achieved full visibility into agent performance, streamlined coaching workflows, and fostered a culture of accountability and continuous improvement. As a result, they eliminated the need for third-party manual QA evaluators, saved over 800 hours of manual work per year, and increased average evaluation scores from 73% to 85%—exceeding the 80% benchmark and raising performance across the board.

12% Increase in QA Scores
For agent evaluations

800+ Hours Saved Annually
by automating call evaluations

100% Coverage
of relevant customer calls now automatically evaluated

OVERVIEW

Advantage Reserve is a leading hospitality contact center specializing in reservations and guest services. By implementing MiaRec's AI-powered Conversation Intelligence, the team transformed its QA process—achieving full visibility into agent performance, eliminating outsourced QA, and saving over 800 hours in manual call reviews annually.

CHALLENGES

Advantage Reserve previously had limited visibility into agent performance, with only 10% of calls reviewed manually by internal and third-party QA teams. Manual evaluations consumed over 64 hours per month, leading to inconsistent and incomplete coaching. Agents occasionally deviated from call flows, resulting in up to 10 incomplete transactions per month and negative guest experiences.

SOLUTION

With MiaRec, Advantage Reserve now automatically evaluates 100% of relevant calls and delivers personalized coaching. Agent scores increased to an 85% average, surpassing the 80% passing benchmark. Coaching is now more targeted and efficient, and incomplete transactions have been eliminated entirely.

FOUNDED

2007

HQ

Fort Lauderdale, Florida

Limited QA Coverage = Missed Performance Gaps

Only 10% of calls were reviewed — making it impossible to accurately measure or improve agent performance.

Manual QA Was Time-Consuming Without Delivering Insights

The internal team spent 20+ hours weekly on QA, yet lacked the tools to act on trends quickly.

Incomplete Transactions Were Costing Revenue and Trust

Errors in call flow resulted in up to 10 incomplete transactions per month — directly affecting CX and brand reputation.

Decisions Based on Incomplete Data Left Risks Unaddressed

Without full visibility into conversations, key issues went undetected and unresolved.

The Challenge: Limited Visibility, Limited Impact

Prior to MiaRec, Advantage Reserve struggled to scale quality assurance across their 50,000+ monthly call volume. With only 10% of interactions manually evaluated by an outside vendor, one unfamiliar with the unique details of each property, it was difficult to accurately assess agent performance.

The process was also resource intensive. The internal QA team dedicated 20 hours per week reviewing calls and compiling performance reports to support coaching efforts. Despite these efforts, the absence of robust reporting tools hindered the team's ability to act quickly on performance trends and make decisions based on analytics.

Another challenge involved incomplete transactions, often caused by agents not fully adhering to the call flow. These issues occurred up to 10 times per month and, in some cases, led to reservations not being properly finalized, which posed risks to customer satisfaction and the brand's reputation.

As a result, many operational decisions were based on incomplete information, which limited coaching effectiveness, impacted customer satisfaction, and left service gaps and revenue opportunities undetected. Without full visibility into every interaction, Advantage Reserve struggled to ensure compliance with brand standards and deliver a consistently exceptional customer experience.

Results: Full Visibility, Streamlined QA Process, and Improved Agent Performance

With MiaRec, Advantage Reserve now has visibility into 100% of relevant customer interactions through automated scoring and analytics. AutoQA has completely eliminated the need for external evaluators and dramatically reduced manual effort by streamlining their QA process, saving Advantage Reserve over 800 hours per year that QA managers now reinvest into personalized coaching and agent development.

MiaRec's daily reports and weekly trend charts have become essential tools for monitoring individual and team performance. QA managers now deliver same-day feedback, while agents receive clear, actionable guidance. Weekly trend charts are shared with agents to inspire friendly competition among the team. Arianni Bryant, Quality Assurance Training Manager, uses these insights to develop customized one-on-one training sessions to enhance agent performance.

As a result, average agent scores improved from 73% to 85%—a 12% improvement. With an 80% benchmark for passing, this means the majority of agents are now meeting or exceeding expectations, raising overall performance and consistency across the team.

Agent QA Scores Before and After MiaRec

– – Passing Score (80%)

85%

73%

Before MiaRec

With MiaRec
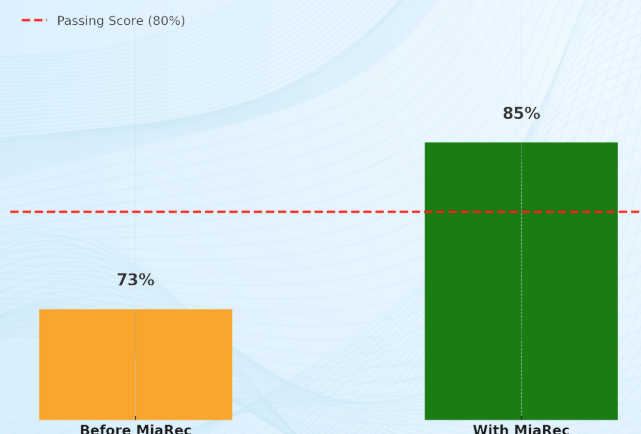
> "Beyond improved QA scores, we've seen better agent engagement, shorter resolution times, and an overall increase in guest satisfaction scores. Our training has also become more targeted and effective, thanks to the visibility MiaRec provides."
> - Arianni Bryant, Quality Assurance Training Manager

Recovering Revenue with Timely Insights and Proactive Coaching

Recovering missed sales opportunities is a top priority for Advantage Reserve—and an area where MiaRec has made a clear impact. Where conversion gaps once went undetected, the team can now quickly identify when a booking opportunity was missed and take action to follow up with potential guests. This capability has enabled them to recover reservations that would have otherwise been lost, directly maximizing revenue.

Because MiaRec pinpoints the exact moment a sale was missed within each call, QA managers can immediately coach agents—often within the same day—on how to improve their approach. This proactive, data-informed feedback ensures agents are better prepared for future interactions, increasing the likelihood of success on their very next call.

Increased Agent Accountability, Eliminating Incomplete Transactions

Advantage Reserve has also experienced a significant cultural shift toward agent accountability. Agents recognize that MiaRec's AI-powered solutions provide reliable, objective performance evaluations—removing perceptions of evaluator bias and minimizing objections to low scores. This shift has fostered a culture of transparency, fairness, and personal accountability. As a result, agents are more receptive to feedback, viewing it as constructive and grounded in consistent, data-backed insights. This has led to measurable improvements in professionalism, adherence to procedures, and overall performance quality.

One standout result has been the complete elimination of incomplete transactions—a recurring issue that previously occurred up to 10 times per month. Thanks to greater accountability and stronger compliance with call flows, that number has now dropped to zero.

> "In general, agents feel like they are evaluated in a fair environment." - Ai Uemoto, Chief Operating Officer

Every Guest, Every Time

At Advantage Reserve, delivering a consistent, high-quality experience to every guest, every time is more than a goal—it's a core value embedded into the company's culture. Agents are expected to treat each interaction with care, especially given the expectations of the luxury properties they serve.

MiaRec's Sentiment Analysis plays a key role in reinforcing this standard by analyzing customer, agent, and overall sentiment. With these insights across all calls, QA managers gain a deeper understanding into how agents make guests feel. This enables more nuanced coaching on tone, empathy, and communication style. Trends in sentiment also allow managers to identify early signs of friction and resolve them proactively.

This level of emotional intelligence training at scale helps ensure that even the most transactional calls feel personal—building trust and elevating the guest experience, every time.

Future Plans: Enhanced Resolution, Sales, and Satisfaction Rates

Looking ahead, Advantage Reserve aims to boost first call resolution, increase agents' sales conversion rates, and develop a more personalized coaching program with MiaRec's support. They also plan to expand their use of MiaRec to measure agents' demonstration of "genuine interest"— a critical factor in delivering an exceptional guest experience. These next steps will help drive even higher levels of customer satisfaction, agent engagement, and service consistency across every interaction.

Why MiaRec? A Truly Customizable Platform and a Collaborative Partner

When evaluating quality assurance platforms, Advantage Reserve prioritized key criteria: scalability, ease of integration, robust reporting and analytics, and the ability to automate manual processes. MiaRec not only met those requirements—it exceeded them.

What truly set MiaRec apart was its deep customization, intuitive design, and the hands-on, partnership-oriented approach provided throughout implementation and beyond. From the beginning, MiaRec's team took the time to understand Advantage Reserve's operational structure, client expectations, and internal goals. Rather than offering a one-size-fits-all solution, they worked collaboratively to tailor the platform to the unique workflows and call types that define Advantage Reserve's business. This level of engagement has made MiaRec not just a tool, but a strategic partner in Advantage Reserve's quality and customer experience evolution.

> "We sincerely appreciate all the support we are getting from the team. We feel you all care about our account. We are not one of many—we are the account."
> - Ai Uemoto, Chief Operating Officer

> "Thank you for taking so much time to go through the details with us to ensure that we get the results that we want from MiaRec. We did not feel rushed through this process."
> - Andrea Coleman, Chief Revenue Officer