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Humael Vaani

100% call coverage: voice intelligence as a system of record for customer truth

Contact centres review one to two percent of their calls. The other 98% is the most honest customer research in the business — and it is being thrown away.

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EXECUTIVE SUMMARY

Every contact centre is sitting on the richest, most candid customer research it will ever collect — and listening to almost none of it. Quality teams sample one to two percent of calls because humans cannot listen to everything. This paper argues that voice intelligence should be treated not as a QA tool but as a system of record: a layer that converts 100% of conversations into structured, real-time signal about churn, sentiment and root cause. We describe how live AI voice agents and full-coverage analysis change what a CX leader can know, and when they can act on it.

The 2% problem

Walk into almost any contact centre and you will find a quality team reviewing a sample of calls — typically one to two percent. This is not negligence; it is arithmetic. A human can listen to a finite number of calls per day, and the volume is overwhelming. So the single most honest source of customer truth in the entire enterprise gets sampled, scored against a checklist, and shelved.

The consequence is quiet but expensive. On the 98% of calls nobody reviewed, customers explained — in their own words, unprompted — exactly what frustrated them, what nearly worked, and what would make them stay. Churn rarely arrives as a surprise. It arrives as a pattern you were not listening for.

Two shifts, not one

Humael Vaani makes two changes at once. First, AI voice agents take live calls and handle them like a human — natural, contextual, around the clock. Second, and more importantly for the business, every single conversation, whether handled by an agent or a person, becomes structured signal in real time.

- **Live AI voice agents** resolve routine calls end to end and hand off gracefully when a human is the right answer.
- **Full-coverage analysis** scores 100% of calls — not a sample — for sentiment, churn risk, intent and the real reason behind each outcome.
- **Real-time surfacing** puts the risk on a live dashboard while the call is still happening, when there is still time to act.

From sampling to a system of record

The mental shift is to stop thinking of call analysis as quality assurance and start thinking of it as a system of record. A QA tool answers 'did this agent follow the script?' A system of record answers 'what is the entire customer base telling us, right now, and what is it going to cost us?'

When every conversation is captured as structured data, three things become possible that sampling can never deliver: you can measure CSAT drivers instead of guessing at them; you can detect churn risk on the call rather than in next quarter's cohort analysis; and you can move coaching from anecdote ('I listened to a rough call yesterday') to evidence ('these twelve interactions across the floor show the same failure mode').

Every call is a research interview your customers are giving you for free. The only question is whether you read all of them.

Why real time is the unlock

Insight that arrives after the customer has left is a post-mortem. The value of voice intelligence is overwhelmingly concentrated in the window where you can still change the outcome — de-escalate the angry call, save the account that just signalled it is leaving, route the high-intent prospect to the right closer.

Because Vaani scores conversations as they happen, the signal lands while it is still actionable. A churn-risk flag is not a line in a report; it is a prompt to a supervisor in the seconds that matter.

What changes for the leader

100%

of calls analysed, not a 2% sample

Real time

churn and sentiment scored on the call

Every outcome

explained by root cause, not guesswork

Whole floor

evidence-based coaching, not anecdote

For a COO or CX leader this is the difference between two very different sentences to say to the board: 'we sampled some calls,' versus 'we know, in real time, what is driving CSAT and churn, and here is what we did about it this week.' The gap between those two sentences is the 98% you were throwing away.

Privacy, deployment and trust

Conversation data is sensitive, and Vaani is built to be deployed where that sensitivity is taken seriously — managed cloud or fully on-premise, with the controls regulated contact centres require. The point of

full coverage is not surveillance of agents; it is finally hearing the customer at the scale they have been speaking to you all along.

Conclusion

The contact centre has always been the place where customers tell you the truth. The constraint was never the data; it was the human capacity to listen. Voice intelligence removes that constraint. Treat it as a system of record, score every conversation in real time, and the most under-used asset in the enterprise becomes its earliest, most honest signal of revenue at risk.