



Casestudy

How QualiZeal's ValidAlte Enabled Trusted AI Customer Support for a Leading U.S. Emergency Roadside Assistance Provider.

70% Reduction of Manual AI Response Validation

60% Reduction in Unsafe/ Non-compliant AI outputs

Overview

A leading auto and P&C insurer and emergency roadside assistance provider leveraged multi-agent AI systems to support critical customer services, including towing, battery jump-starts, lockout assistance, and fuel delivery. As AI-powered interactions became increasingly customer-facing, the client needed a scalable approach to validate response accuracy, safety, compliance, and business alignment. QualiZeal partnered with the client to establish a comprehensive AI assurance framework using ValidAlte™, helping build trust in AI-driven customer support while enabling responsible and scalable AI adoption.

Challenges



Ensuring Consistent AI Experiences

AI agents needed to deliver reliable and consistent responses across diverse customer scenarios, workflows, and prompts.



Knowledge Accuracy and Relevance

The client required assurance that AI-generated responses were grounded in accurate, relevant, and up-to-date enterprise knowledge.



Aligning AI Performance with Business Expectations

Agent behavior needed to be continuously evaluated against business objectives, operational workflows, and established guardrail policies.



Mitigating AI Risks

The client needed to identify and prevent chatbot hallucinations, unsafe outputs, and non-compliant responses that could impact customer trust and regulatory obligations.



Scaling AI Quality Assurance

Manual validation approaches could not support the continuous monitoring and evaluation required for enterprise-scale AI deployments.



QualiZeal's Solution

Leveraging its AI Quality Engineering expertise and ValidAlte™ AI Assurance Platform, QualiZeal implemented a structured framework to validate, govern, and continuously improve the client's AI ecosystem.

Built a dedicated AI evaluation framework using Python and Strands Agents (AWS open-source framework), accelerating AI model and agent assessment cycles by 3x.

Developed and automated execution of 500+ adversarial and policy-based test prompts to evaluate AI guardrails, including toxic content detection, denied-topic enforcement, PII protection, jailbreak resistance, and DoS resilience validation.

Implemented Knowledge Base evaluation pipelines within ValidAlte™ to identify knowledge gaps and assess retrieval accuracy, relevance, response grounding, and answer quality.

Leveraged ValidAlte™ to evaluate AI agents across 25 end-to-end business workflows, validating functionality, response accuracy, workflow adherence, and task completion.

Established continuous AI governance monitoring to assess security controls, compliance requirements, policy adherence, and responsible AI behavior across customer interactions.

Enabled automated benchmarking, reporting, and continuous evaluation to support ongoing testing, monitoring, and optimization of AI models and agents.

Business Impact

Operational Efficiency

70% Reduction of Manual AI Response Validation

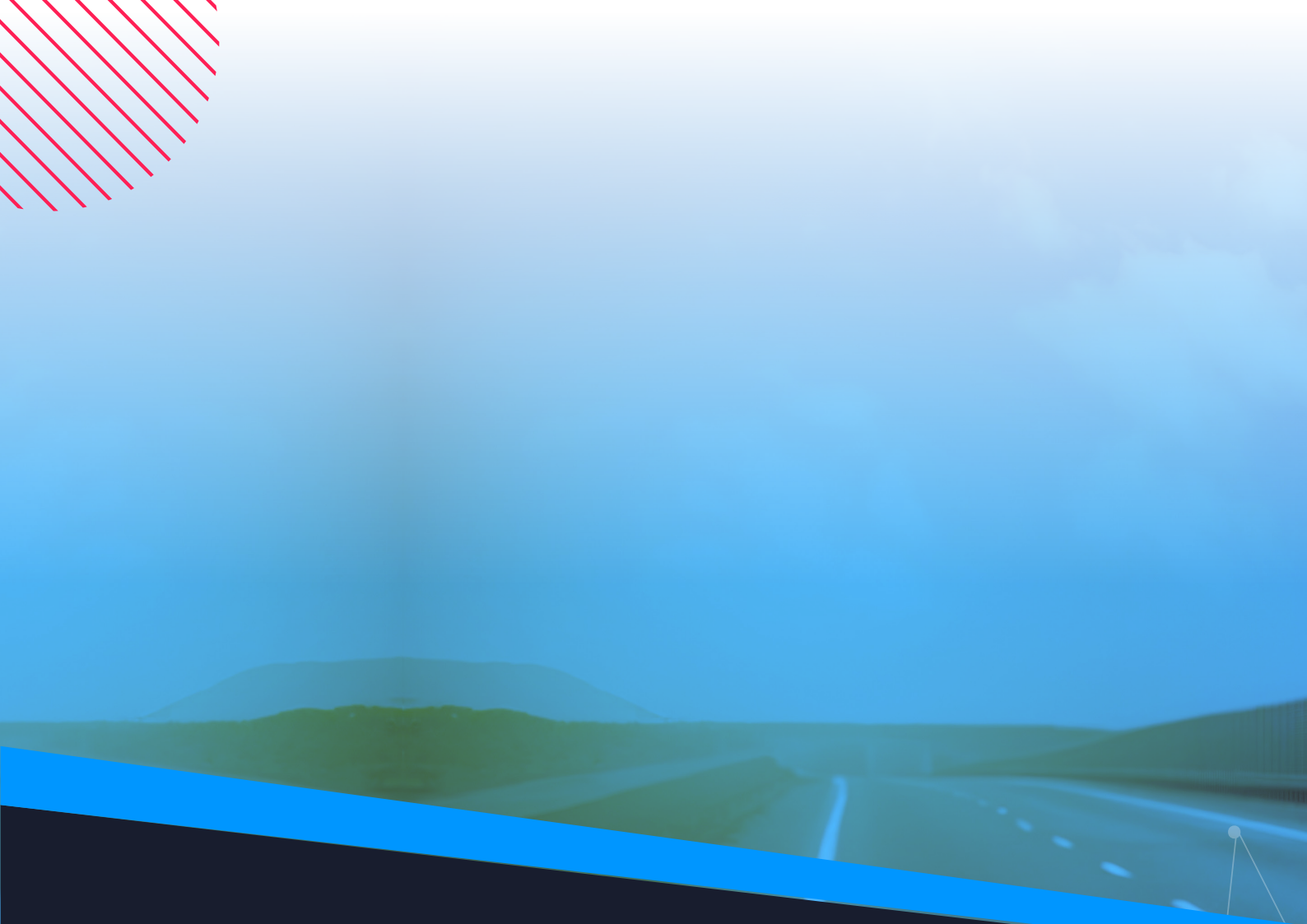
Improved Decision Quality and Customer Trust

85% Improvement in Agent Response Consistency

Strengthened AI Governance and Risk Management

60% Reduction in Unsafe/ Non-compliant AI outputs

50% Faster identification of KB gaps and hallucination issues



About QualiZeal

QualiZeal is the world's fastest-growing AI Powered Quality Engineering services company. Recognized by Gartner, Everest Group, Forrester, Frost & Sullivan, and NelsonHall as a Leader and Star Performer in Quality Engineering. Trusted by 70+ global enterprise clients, backed by 1000+ elite quality engineers, and awarded the 2025 Gold Stevie® for Fastest Growing Tech Company.



For more information on how QualiZeal's AICoE can elevate your QA processes, contact us at info@qualizeal.com

QUALIZEAL
<https://qualizeal.com>