

How Cable Shopping Network Reduced Sales Onboarding Time

by Up to 33% and Scaled Compliance Review Across Every Call with MiaRec





At a Glance

Cable Shopping Network operates a high-volume sales environment where agents sell rare and hard-to-find collectible coins, paper money, foreign coins, ancient coins, and other collectible products. However, agents must avoid language that implies a purchase is an investment or will increase in value over time. For example, a statement such as, “if you buy it now, it will be worth three times the amount in a few years,” could trigger compliance violations, customer disputes, and potential legal risk for CSN.

Before MiaRec, compliance oversight depended on random call reviews, manual transcript reading, and managers listening to full recordings. As call volume increased, that process became impossible to scale.

With MiaRec’s Conversation Intelligence Analytics and Auto QA, Cable Shopping Network moved from random compliance sampling to an AI-powered review workflow across customer interactions. MiaRec helps surface potential investment-claim language, summarize the relevant moments, and give managers a faster way to identify calls that need human review, coaching, or corrective action.

As a result, Cable Shopping Network:

- Reduced new-hire onboarding from 6 months to about 4–5 months, an improvement of up to 33%.
- Enabled Jim Taylor, Director of Sales, to review flagged calls in about 10 minutes each day and complete the broader coaching workflow in roughly 30 minutes.
- Managed a major increase in call volume during a period when sales quadrupled without adding sales leadership headcount.
- Built a more scalable compliance workflow that helps monitor calls consistently instead of relying on random sampling.



“Instead of going through thousands of calls, I’ve got a handful of calls to review. Much more sensible.”

— Charles McHugh, COO & CIO



About Cable Shopping Network

Cable Shopping Network offers rare and hard-to-find collectible coins, paper money, foreign coins, ancient coins, and other collectible products to collectors across the country.

Because CSN's sales conversations are highly personalized, representatives need to understand each collector's interests, explain product details clearly, build trust, and guide customers through purchase decisions. They also need to stay aligned with approved scripts, fact sheets, and compliant language, especially when avoiding statements that could be interpreted as investment-related claims.

For CSN's sales leaders, that made call review an important part of both coaching and risk management. But as sales activity and call volume increased, random call sampling and manual review became impossible to scale.

Founded: 2002

Headquarters: Scottsdale, AZ





The Challenge: Random Call Review Couldn't Keep Up With Compliance Risk

Before MiaRec, Cable Shopping Network relied on manual call reviews and monitoring to identify potential compliance issues.

That process was limited by time. Managers could listen to only a small portion of calls, and even when transcripts were available, someone still had to read through the full conversation to find the specific moment that mattered.

As Charles McHugh, COO & CIO of Cable Shopping Network, explained, random review was no longer enough. In his view, companies can no longer simply say that some calls slipped through because there were too many to review. Cable Shopping Network needed a way to review all calls, then take corrective action when necessary.

The team also needed to support a growing sales floor. Sales had quadrupled and call volume nearly doubled, and onboarding new salespeople had become a bigger priority. At the time, onboarding could take roughly 6 months, making it difficult to ramp new reps quickly enough to capitalize on peak sales periods.

Key Challenges

- **Manual Compliance Review Couldn't Scale.** Managers could randomly review calls, but they could not manually listen to or read through every conversation.
- **Investment-Claim Risk Required Fast Follow-Up.** Leadership needed a way to identify questionable language quickly so managers could coach reps and document corrective action.
- **Call Volume Was Increasing.** Sales had quadrupled, and call volume had grown substantially, increasing the amount of conversation data leadership needed to manage.
- **New-Hire Coaching Needed More Data.** The Sales Training Manager needed better visibility into call patterns instead of relying on random call monitoring.



“Fifteen years ago, it was acceptable to say, ‘We randomly check calls.’ That’s just not acceptable anymore.”
— Charles McHugh, COO & CIO



The Solution: MiaRec Conversation Intelligence and Auto QA for Compliance Monitoring and Sales Coaching

Cable Shopping Network adopted MiaRec to analyze calls automatically, surface potential compliance risks, and give managers summaries that make review faster and more actionable.

MiaRec and Cable Shopping Network worked together to build a custom AI insight tailored to CSN's compliance requirements. Using criteria provided by CSN, the insight flags potential investment-claim language across calls and surfaces relevant conversations for manager review.

Instead of manually searching through recordings or transcripts, Jim Taylor, Director of Sales, can review flagged conversations each morning and quickly determine which ones require coaching or corrective action.

CSN also built a sales Auto QA scorecard to evaluate agent performance across key parts of the sales conversation, including discovery, product presentation, and objection handling. This gives sales leaders a structured way to coach reps on compliant sales execution.

The result is a focused review workflow: MiaRec highlights the calls and moments that need attention, so managers can spend less time searching and more time coaching.



“What we’re leveraging MiaRec for is more in line with what I believe AI should be: taking massive amounts of data with anomalies and nuance, and surfacing what’s actionable.”

— Charles McHugh, COO & CIO



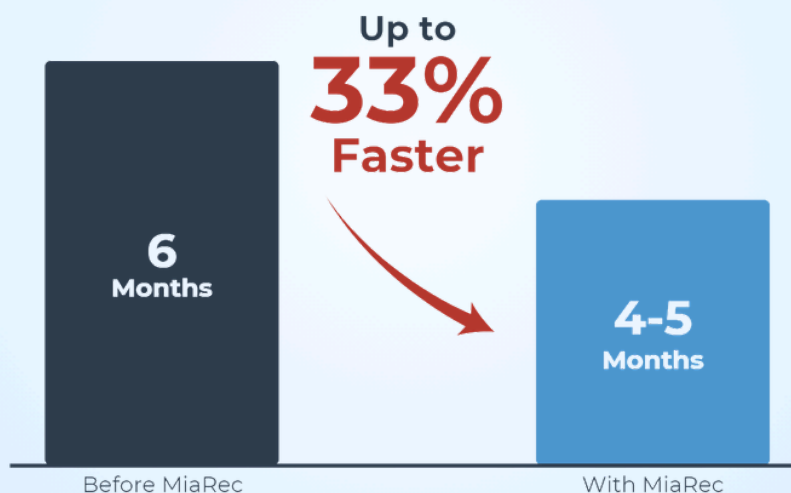
The Results

Reduced New-Hire Onboarding Time by Up to 33%

One of Cable Shopping Network's strongest measurable outcomes was a shorter ramp time for new sales reps.

Before MiaRec, onboarding new sales hires took roughly 6 months. With more coachable opportunities from AI-powered QA evaluations and potential investment-claim insights, CSN brought that timeline down to 4-5 months, an improvement of up to 33%.

Faster Sales Onboarding



While onboarding is still a highly personal process, MiaRec has become an important part of how managers coach new reps. Instead of relying only on random observation, managers can review actual call examples, identify recurring patterns, and ask specific questions about how a rep handled discovery, product presentation, objection handling, and compliant language.

That gives new-hire coaching more precision and helps sales leaders reinforce the behaviors that lead to stronger, more compliant customer conversations.



Cut Daily Compliance Review to About 10 Minutes

MiaRec gave Cable Shopping Network a practical way to prioritize compliance review.

In one example, CSN had 1,773 calls in a single day. MiaRec surfaced 43 calls with potential investment-claim language and highlighted the exact moments in each conversation that needed attention. Instead of searching through a large volume of recordings or full transcripts, Jim Taylor had a focused list of relevant call snippets to evaluate.

With MiaRec pointing him to the specific moments that need attention, Jim can review the flagged conversations in about 10 minutes and complete the broader write-up process in roughly 30 minutes. That workflow includes reviewing calls, preparing write-ups, and presenting coaching documentation to the sales team member when needed.

The impact goes beyond time savings. By surfacing potential issues quickly, MiaRec helps CSN coach reps sooner, document corrective action, and reinforce compliant language across the sales team. Jim can also share flagged examples in morning meetings, helping the entire team understand which language to avoid.



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“What [MiaRec] allows us to do is know when we need to coach somebody for corrective action.”

— Charles McHugh, COO & CIO



Managed Quadrupled Sales with Better Visibility and No Added Leadership Headcount

Cable Shopping Network's growth created a major operational challenge. The company expected sales opportunities to double, but sales instead quadrupled. At the same time, call volume nearly doubled.

Despite the increase in sales activity and call volume, CSN did not add additional sales leadership headcount. MiaRec's Auto QA and Conversation Intelligence analytics helped the existing leadership team keep up by reducing manual review and surfacing the conversations that need attention.

That visibility also gave managers a more practical way to coach sales execution. Charles shared that the team can now see where conversations break down, where opportunities are lost, and where new employees need coaching. MiaRec also helped CSN identify that reps who stayed close to approved scripts, fact sheets, and product presentation guidance tended to have a higher likelihood of making a sale.

Instead of guessing which behaviors matter, sales leaders can use call data to identify patterns across real conversations and focus coaching on the moments that affect compliance, customer trust, and sales performance.



“Our call volume has exponentially gone up. But the amount of work that’s necessary to manage all those calls has not.”

— Charles McHugh, COO & CIO



Bottom Line

With MiaRec, Cable Shopping Network transformed compliance review from a random, manual process into a scalable daily workflow.

Managers no longer need to rely on full-call listening or manual transcript review to identify risky investment-claim language. Instead, MiaRec analyzes calls, flags potential issues, and points the team to the exact moments that need attention.

CSN can now coach sales reps sooner, document corrective action more consistently, reinforce compliant sales language across the team, and give managers better visibility into how sales conversations are being handled. That same visibility has also helped improve new-hire onboarding by giving managers real call examples and clearer coaching opportunities earlier in the ramp-up process.

For Cable Shopping Network, MiaRec turned everyday customer conversations into a practical compliance, coaching, and onboarding advantage.

