CCW CUSTOMER CONTACT WEEK

Mining for Gold in Customer Calls: Using AI + HI to Put Quality back into Customer Service

Etech Global Services – Booth #416

Monday, January 22nd 2018 | Workshop D | 11:30AM – 2:30 PM

Jim Iyoob, Chief Customer Officer, Etech Global Services

Shawndra Tobias, Sr. Director Customer Experience, Etech Global Services

Ryan Lindsay, Manager Sales Operation, Megapath

Jim Iyoob

Chief Customer Officer

jim.iyoob@Etechgs.com

936.371.2640

about.me/jiyoob

@jiyoob

facebook.com/jim.iyoob

linkedin.com/in/jimiyoob

Agenda

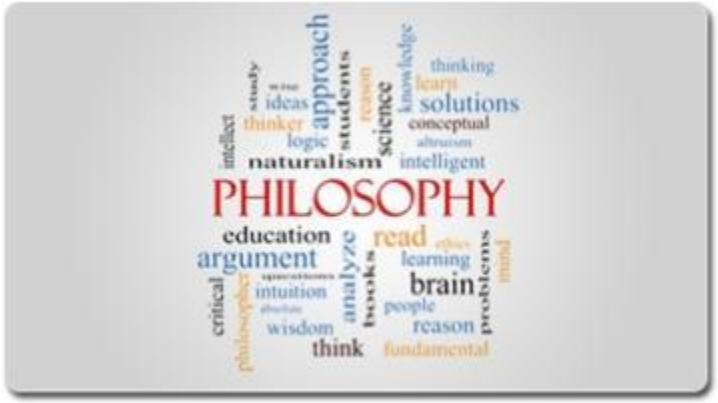
1. Who is Etech?
2. Customer Experience is the new Quality Benchmark
3. Customer Loyalty Journey
4. What is AI?
5. Artificial Intelligence Meets Human Intelligence
6. Case Study
7. Wrap up – Q&A

ETECH's CULTURE

People First Focus

Servant Leadership Approach

Performance Development



People Driven Philosophy

Assume Accountability

ETECH'S JOURNEY

NOVEMBER, 2002
Bellsouth makes decision to close or divest its internal call center asset in Nacogdoches, Texas.

JUNE 2003
3 days before the closing of the Nacogdoches operation, Dilip Barot, Matt Rocco and other investors from Etech and acquire the assets of the Nacogdoches call center from Bellsouth ***saving over 400 much needed jobs***

SEPTEMBER, 2003
In addition to the headquarters center in Nacogdoches, Etech opens its back office / BPO center in Gandhinagar, India and now provides solutions for ***4 Major Telecom clients***

2004
Launched Lufkin with ***325 seats, 500 employees***

2006
Launched Baroda with ***200 seats***, Etech serving ***13 clients***

2008
Launched Rusk with 100 seats, Etech serving 16 clients, ***1500 employees***

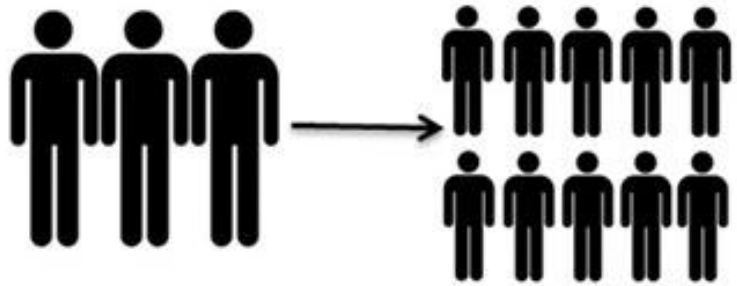
2009
Launched Jamaica with ***150 seats***, Started Web and Software Development Services

2012
Launched Dallas with ***220 seats, 2200 employees***

2013
Launched Florida ***150 seats,*** Etech serving 26 clients, Launched Chat and Email Product ICE and Software Implementation services

2014
Serving 31 Clients with more than ***2500 employees***

2017
Over ***40 clients***



ETECH GREW FROM 400 TO MORE THAN 2,500 EMPLOYEES

NO MERGERS OR ACQUISITIONS

BUSINESS SOLUTIONS

Traditional Contact Center Operations
Inbound/Outbound, Click 2 Chat, Lead Gen,
Customer Service,
Tech Support, Bilingual

Etech Insights
Total Quality Management & Market
Intelligence Solutions

Etech Technology Solutions
Software/Application Development
Customer Reporting (Internal/External)
(www.etsnetwork.com)

Quality Assurance Software
(www.QEvalPro.com)

Enterprise Applications for
Business Process Management
(www.EffectiveReports.com)

Chat & Email Software
(www.enterice.com)

sparkenergy
PROGRESSIVE
FARMERS INSURANCE
PENSKE
LeapFrog
CenturyLink
CLEAR
SWBC
Saks Fifth Avenue
DeVry University
TechStyle
Charter Spectrum
at&t
D&B Hoovers
WOODSPRING SUITES
AN EXTENDED STAY HOTEL
FindLaw
Find a lawyer. Find answers.
getaroom
get a deal
MEDALLIA
verizon
DOW JONES
COMCAST
MegaPath
BDX
Nutrisystem
TD Bank
boingo
CareerStep
ONLINE EDUCATION & TRAINING SOLUTIONS
Etech

Customer Experience Statistics

89%

Of consumers have stopped doing business with a company after experiencing poor customer service

(RIGHTNOW CUSTOMER EXPERIENCE IMPACT REPORT)

A 2% increase in customer retention has the same effect as decreasing costs by 10%

(LEADING ON THE EDGE OF CHAOS, EMMET MURPHY AND MARK MURPHY)

86%

of buyers will pay more for a better customer experience

BUT ONLY

of customers feel that vendors consistently meet their expectations

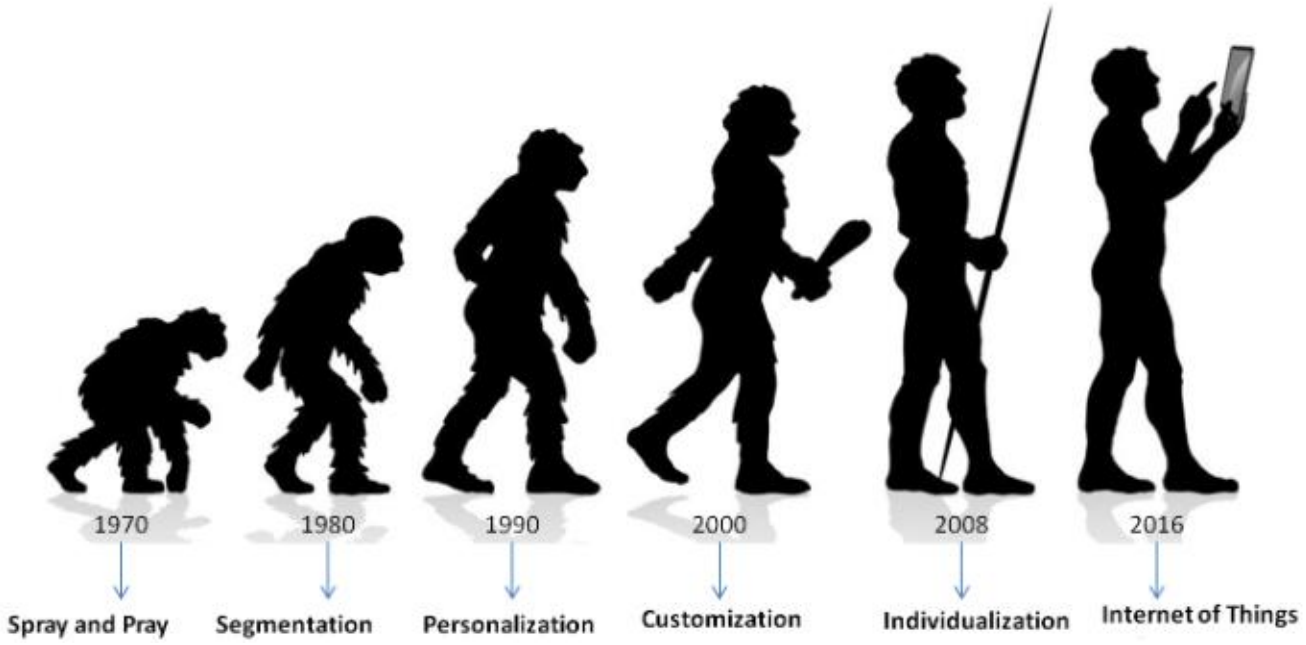
(FORBES)

96%

Of consumers will not complain about your services. They will just leave!

Evolution of Customer Experience

Marketing Process



CS Channels

Phone/Personal Support (Pre 1995)

Email (1996-2000)

Web Self Service (2001-2004)

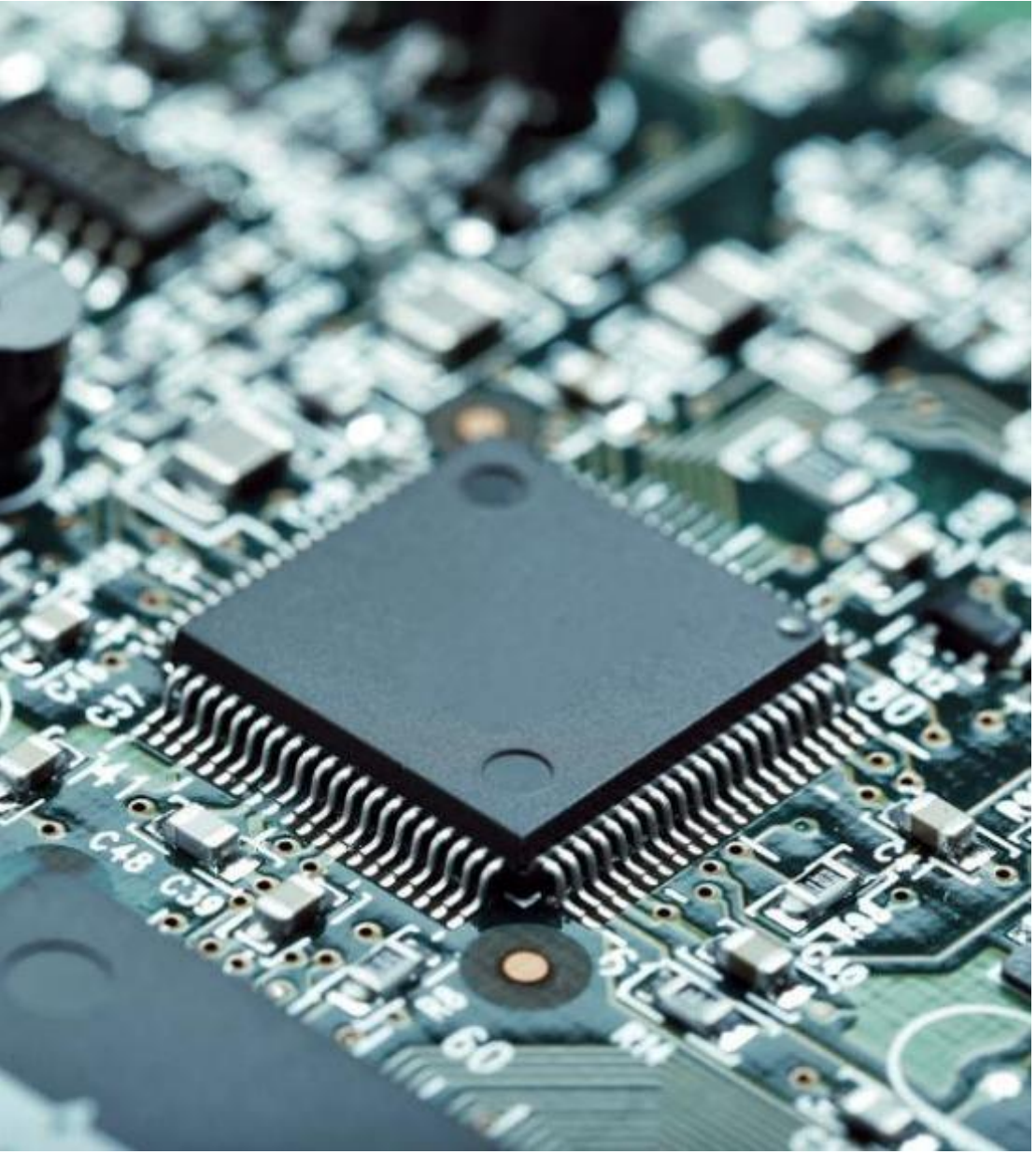
Chat (2005-2007)

Mobile App (2008-2009)

Social Media (2010+)

Customer Service vs Customer Experience

	CUSTOMER SERVICE	CUSTOMER EXPERIENCE
WHO	Department	Everyone
WHAT	Subjective	Experiential
WHERE	A point of contact	Everywhere
WHEN	Single point in time	Sum of all interactions
WHY	Problem Oriented	Feeling Oriented
HOW	Reactionary	Proactive / Intuitive



What is AI?

Webster says: the power of a machine to copy human behavior

- Beware, not all AI is created equally—Some is static, some dynamic
- Static AI can be deployed simply to solve a specific class of problem but can't adapt without intervention
- Machine learning (ML) refers to a form of AI that easily adapts to new information to solve cases that it was not explicitly designed for
- It can Identify and model relationships (e.g. price concern, Confusion, effort) within the context of a conversation
- It has ability to train and create models that expand upon and self-learn across larger data sets

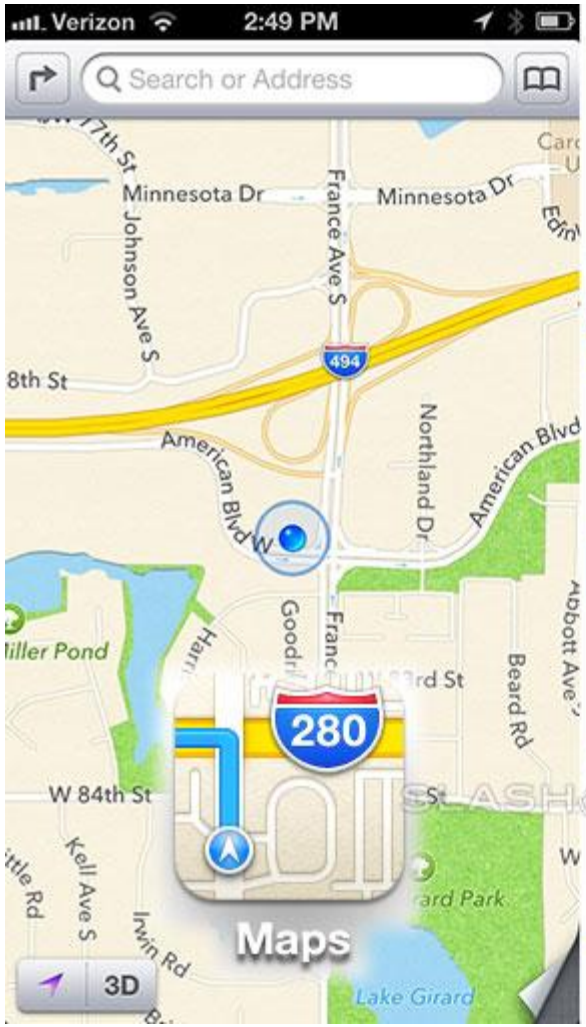
Personal Assistants & Navigation

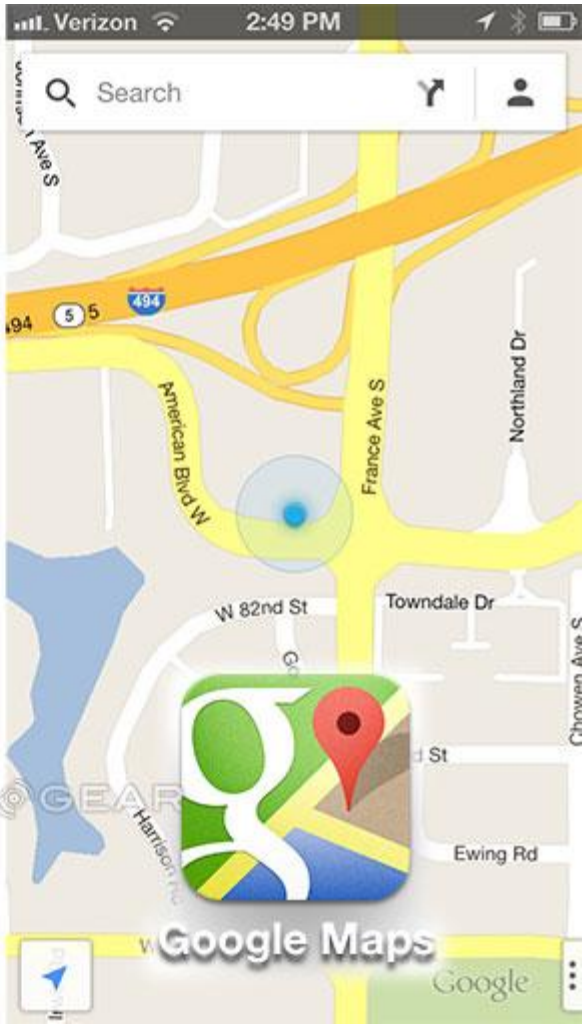
Siri

Google Assistant

Hey Cortana

amazon alexa



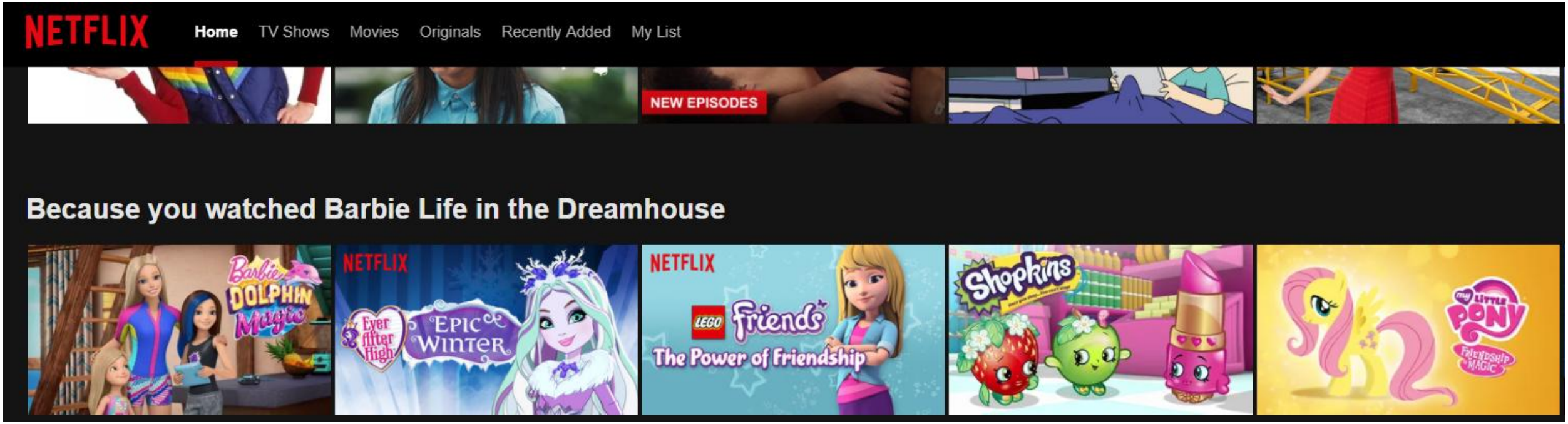


Predictive Models For Personalized Suggestions

NETFLIX

amazon video

hulu



Why Human Intelligence?

Why AI-based chatbots are failing worldwide

BOTS

What to do about the chatbot crisis

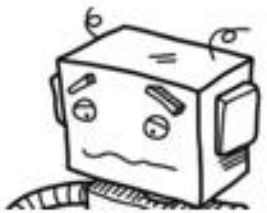
JOHN BRANDON @JMBRANDONBB APRIL 4, 2017 4:10 PM

ADWEEK SOCIAL PRO DAILY Why Some Chat Bots Failed and How to Make Them Succeed

Why Some Chat Bots Failed and How to Make Them Succeed

Opinion: Many may think doomsday for chat bots is near, but surprisingly, it isn't

By Abhinav Girdhar | June 14, 2017



Emergent Tech ▸ Artificial Intelligence

Facebook scales back AI flagship after chatbots hit 70% f-AI-lure rate

'The limitations of automation'

By Andrew Orlowski 22 Feb 2017 at 17:46 23 SHARE

Facebook Inc's Chatbots Hit a 70% Failure Rate

Were the social network's chatbot ambitions ahead of their time?

Facebook (NASDAQ:FB) is reportedly scaling back its chatbot efforts on Messenger after the programs failed to fulfill 70% of users' requests. The information reports that those requests couldn't be handled without human agents, and bots built by developers "had issues" because the "technology to understand [illegible] wasn't developed enough."

MODEST PROPOSALS

Bot Check-In: A Year of Disappointment

By Sam Lessin Jan. 03, 2017 7:00 AM PST

2016 had been declared the year of bots by [illegible] very loud but mostly

Why Most Chatbots Fail

Forrester report lists three big mistakes

7 percent of companies either use chatbots already, or plan to do so ng year, according to a report by Forrester Research. "Many fail to operly due to common mistakes," the report cautions. Those n't gaffes in content. They're strategic blunders that need to be om the top down.

AI Without HI Can Be Disastrous

Human Inspection can Enhance AI

From: Toyota [mailto:email@e.toyota.com]
Sent: Friday, December 15, 2017 4:01 PM
To: **Jim** Iyoob jim.iyoob@etechgs.com

Subject: **Jeff**, Shop Toyotathon and Save Dec. 5-Jan. 2

What is the probability that *Jim* will buy when you call him *Jeff*?

Is “Being Sorry” Enough?

WELLS FARGO

EQUIFAX

Customer Loyalty is only as strong as CX

$1.6 Trillion is the estimated cost of customers switching due to poor services in the US; customers demand more human interaction

(Accenture)

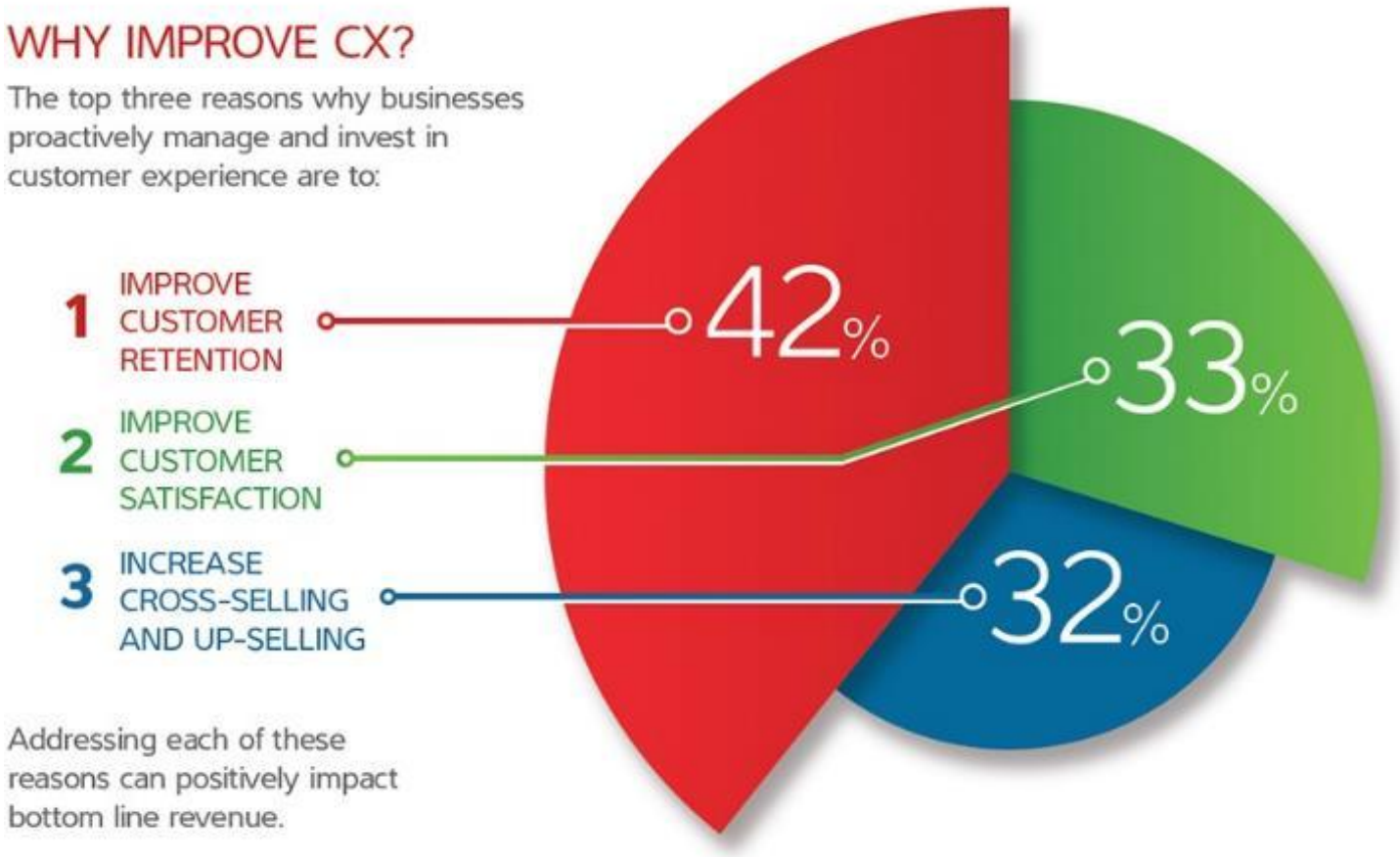
89% of the companies surveyed by Gartner believe that customer experience will be their primary basis for competition.

(Gartner)

A customer is **4x** more likely to become disloyal after a service interaction. These key drivers increase customer effort and leads to churn

(CEB - Customer Loyalty)

86% of buyers will pay more for a better Customer Experience



Source: *Genesys*

Scorecard VS Insights

- ✓ Greeting?
- ✓ Verified Email?
- ✓ Polite throughout the call?
- ✗ Built Rapport?
- ✓ Assurance of help?
- ✓ Set the right expectations per **policy**?
- ✓ Tried to Show Empathy?
- ✗ Took Ownership of the issue?
- ✓ Answered all questions?

Lack of Resolution

"We NEVER get a return call - Who should I talk to?"

*"That is Bull**** they never call"*

"They don't answer or return the voicemail. They don't call back. Who to call when your safety net do not catch my calls"

Repeat Contact

"Can you transfer me to your supervisor" (3 times)

"What do I do tomorrow if I still do not get call back?" (Agent said, you can call back)

"I have date and times for seventeen calls"

Customer Frustration

"Are we on a recorded line... I hope so!"

"When you say, I am going to transfer, you might as well say, I am going to hang up on you"

"She is unable to get the driving license"

Technical Issues

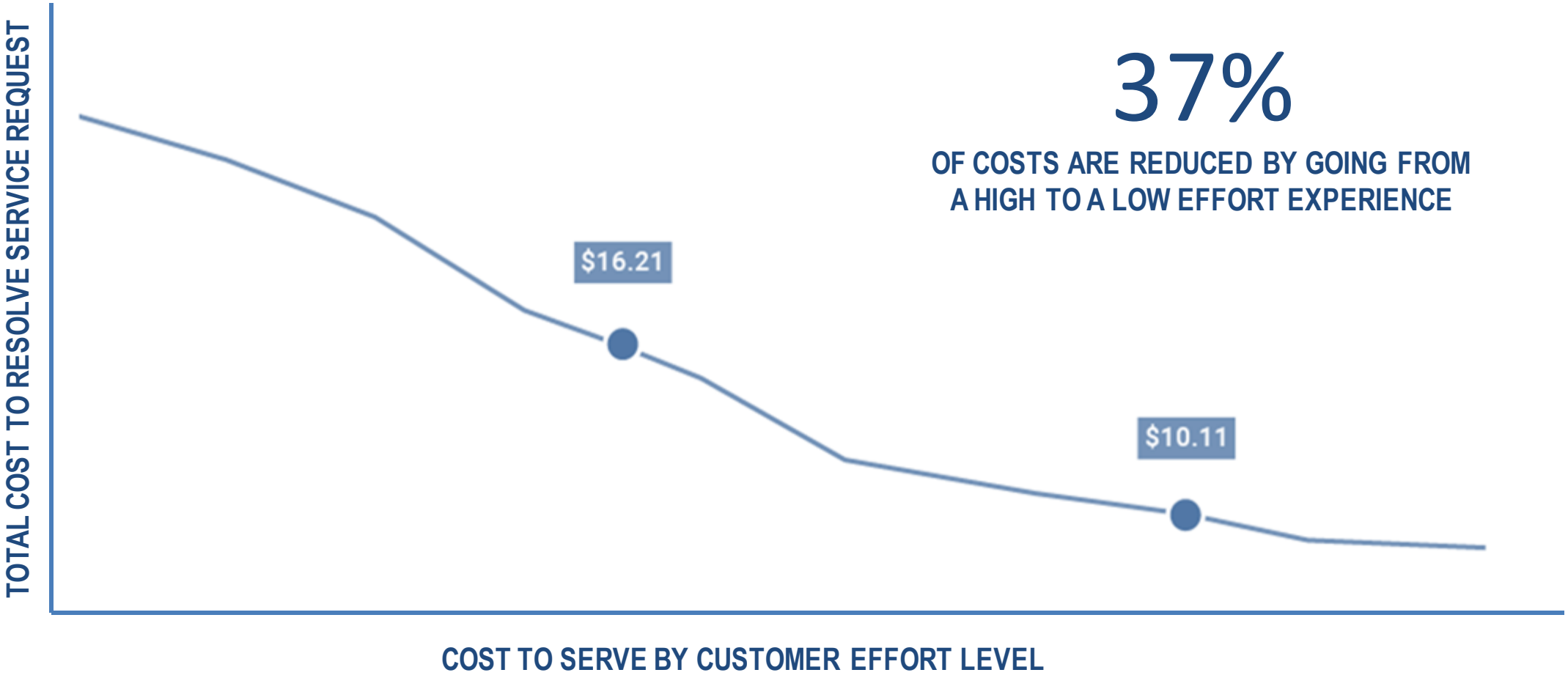
"My daughter has been trying to take this course for over six times, and the course freezes up, and they always say they will refer it to Technical support and we will get a return call"

"If you are an existing customer and try to get technical support, you do not get an answer but when you are trying to buy a product, it takes you less than 4 seconds to answer"

Channel Switch

"I have gone through the correct channels since 6:30 that was three hours ago"

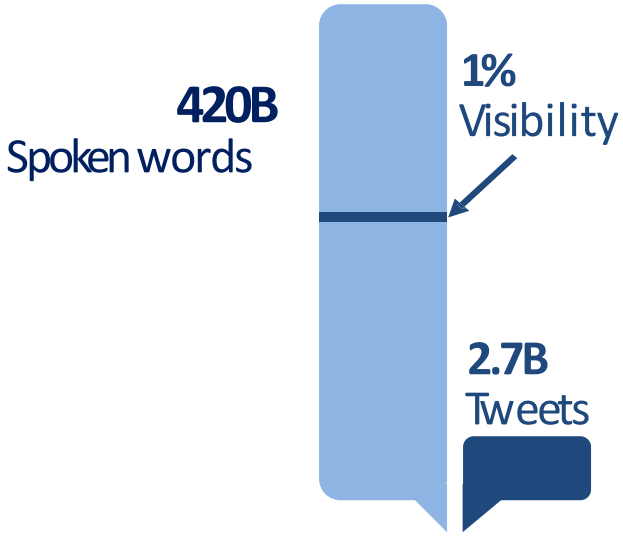
Reducing effort reduces cost and improves CX



37%

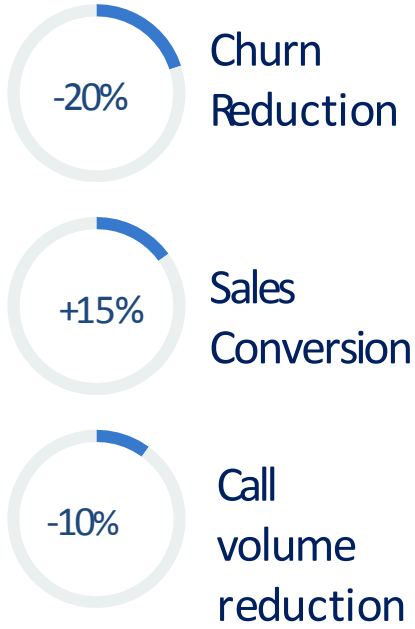
OF COSTS ARE REDUCED BY GOING FROM A HIGH TO A LOW EFFORT EXPERIENCE

How we get Insights (VOC) Today



Limited insight into phone conversations

Businesses are forced to use rudimentary tools



What if a tool could materially impact financials?

Measuring Quality

Random Evaluations categorized by Scores

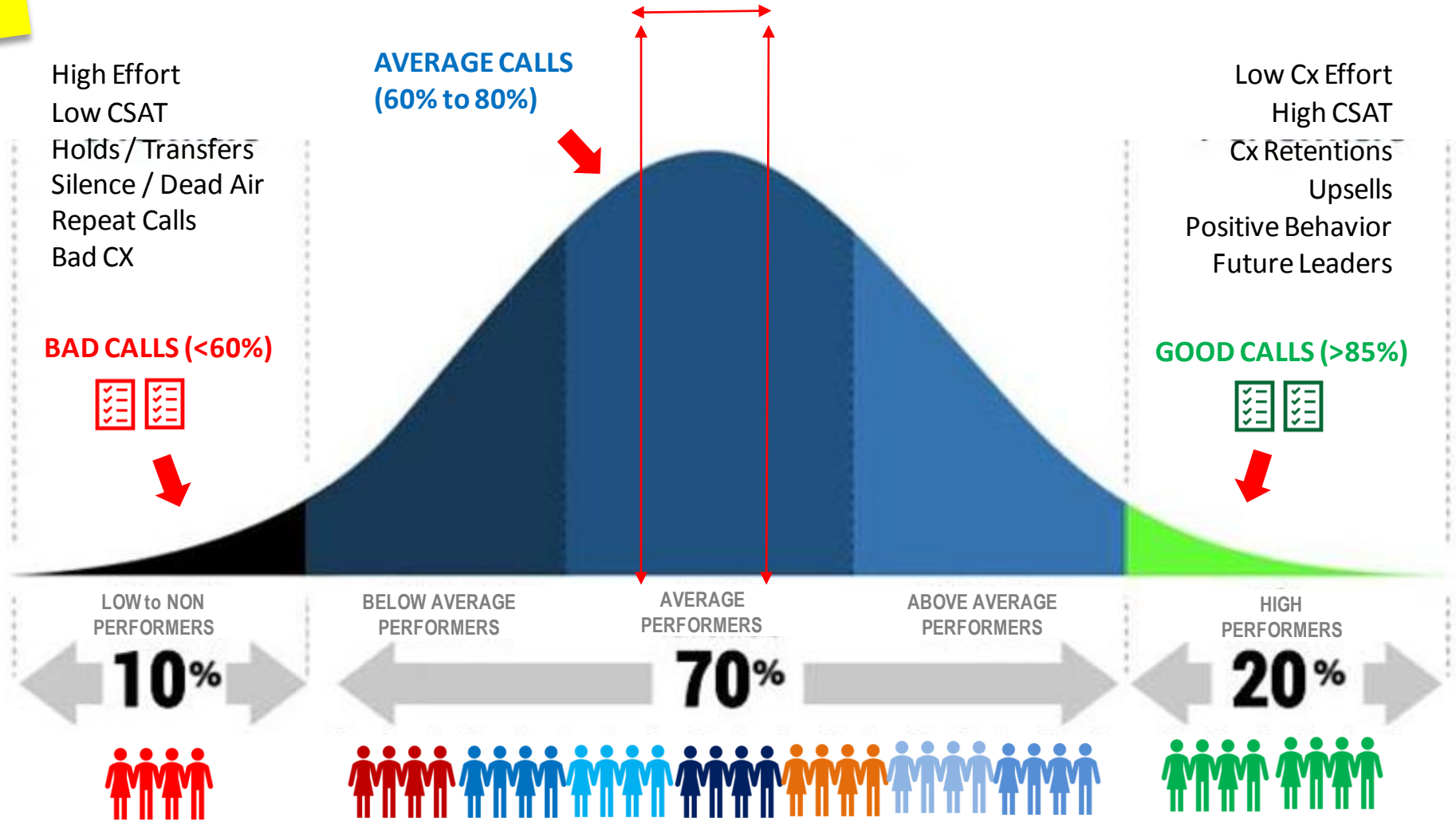
High Effort
Low CSAT
Holds / Transfers
Silence / Dead Air
Repeat Calls
Bad CX

BAD CALLS (<60%)

AVERAGE CALLS (60% to 80%)

Low Cx Effort
High CSAT
Cx Retentions
Upsells
Positive Behavior
Future Leaders

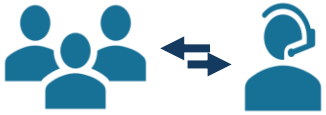
GOOD CALLS (>85%)



QUALITY = HIGH SCORE

Why does AI need HI?

Metadata



Call Recordings

Transcribe audio to text

Redaction of sensitive / financial information

Audio Tuning & Business Rules

Categorization & Tagging

Analysts Provide Insights for Better Decision Making

Improve Training

Targeted Coaching

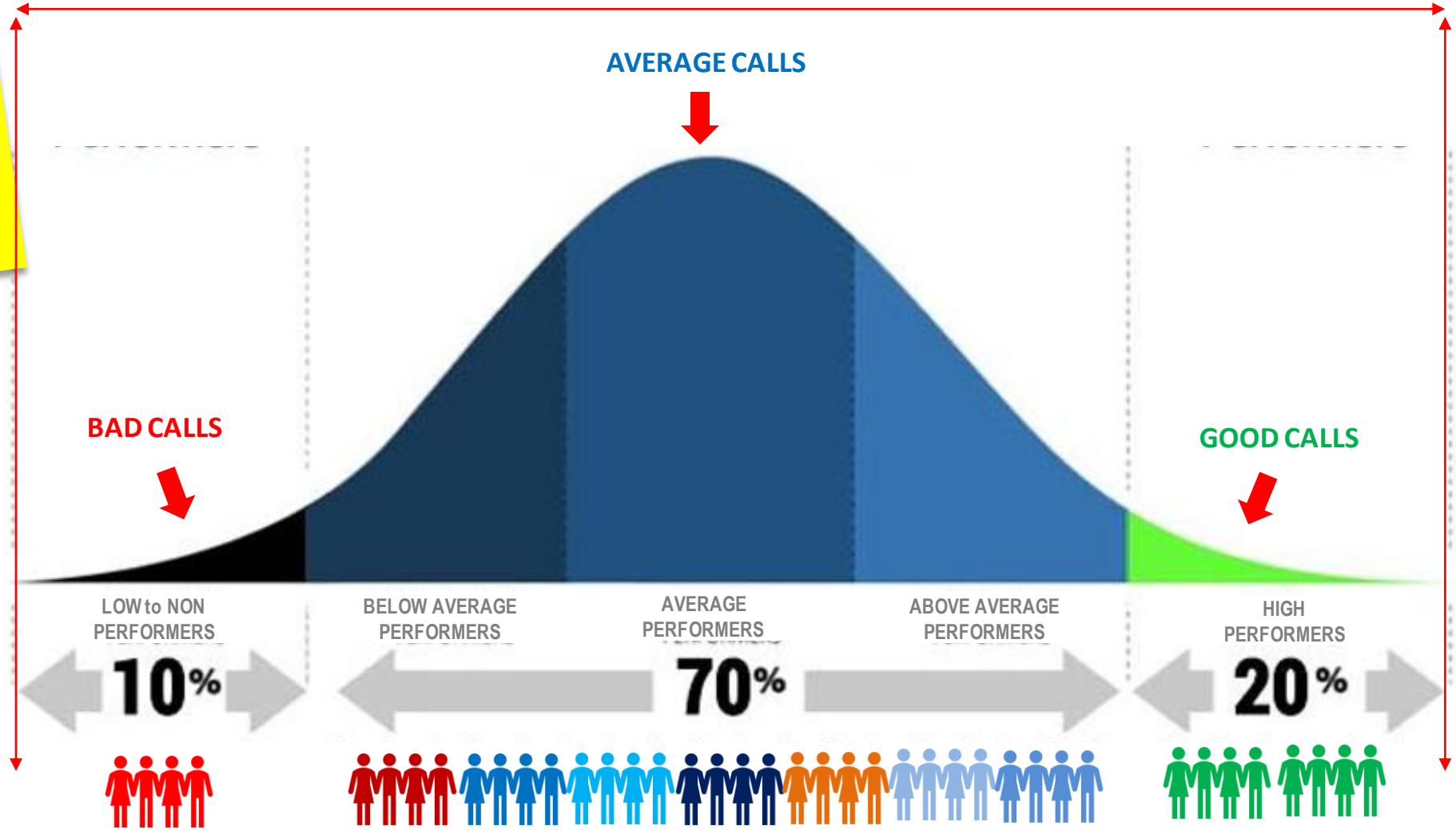
Enhance CX

Improve Business Results & CX

Why Use AI with HI?

Targeted Evaluations with insights on what drives KPIs

QUALITY = Replicating Behaviors that results into success



Lower Revenue
High Churns
Increased Costs

Higher Profits
Better Productivity
Happy Customers

Artificial Intelligence Meets Human Intelligence

Tethr

- **Audio** — Simple & Secure Audio Integration; Captured from Landline, Skype, Mobile
- **Transcribe** — Highly Accurate Speaker Separated Transcription
- **Tuning** — Configure & Teach (AI & Machine Learning)
- **Analyze** — Redactor + Analytics & Customer Effort Drivers

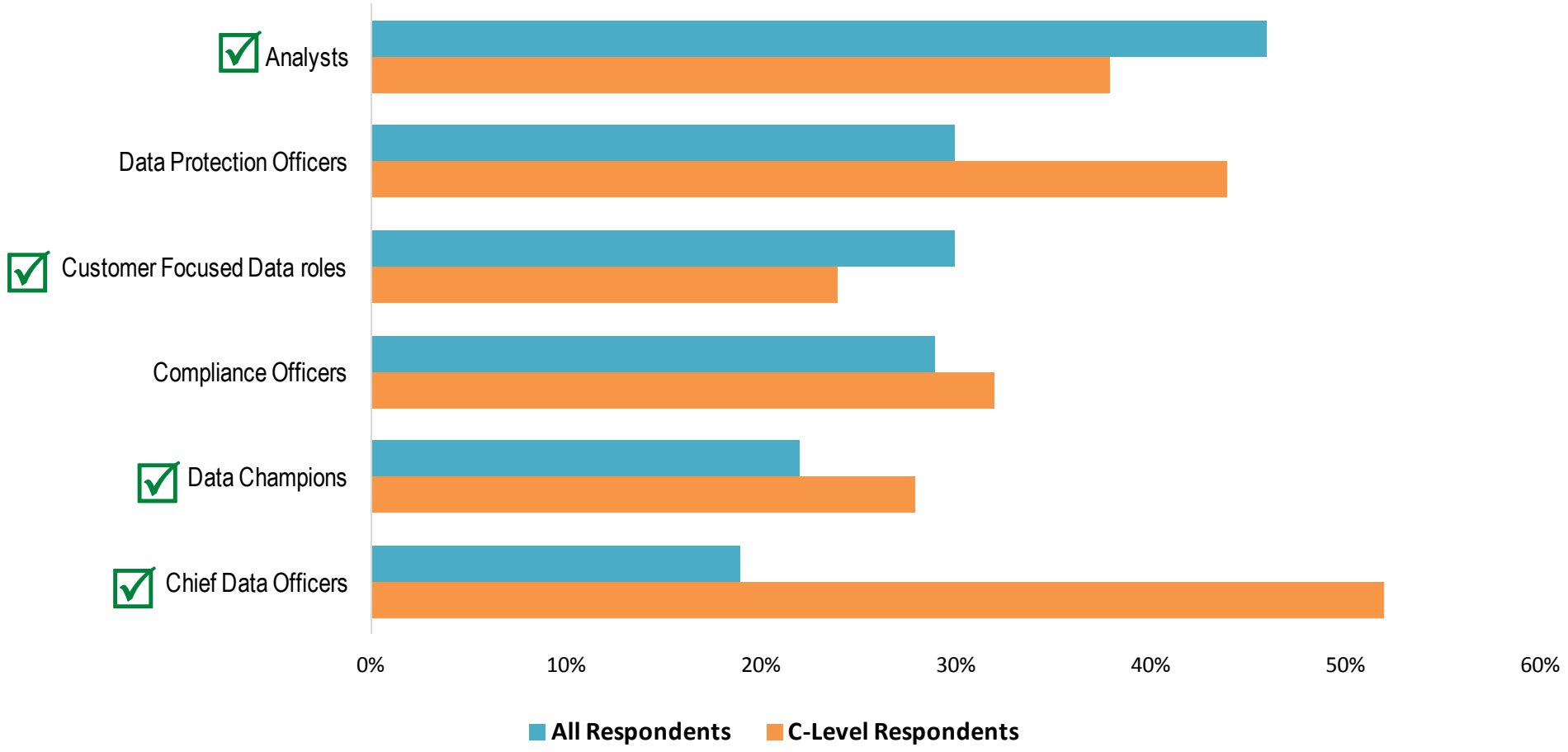
+

Etech
playing by the rules

- **Infer** — Interpretation of Data by Analysts
- **Insights** — Actionable Insights with Recommendations

It’s all about the people

Top data related roles US organizations plan to hire in 2018



How to implement Cx Strategy

Enhance Customer Experience with **Artificial Intelligence**

LISTEN

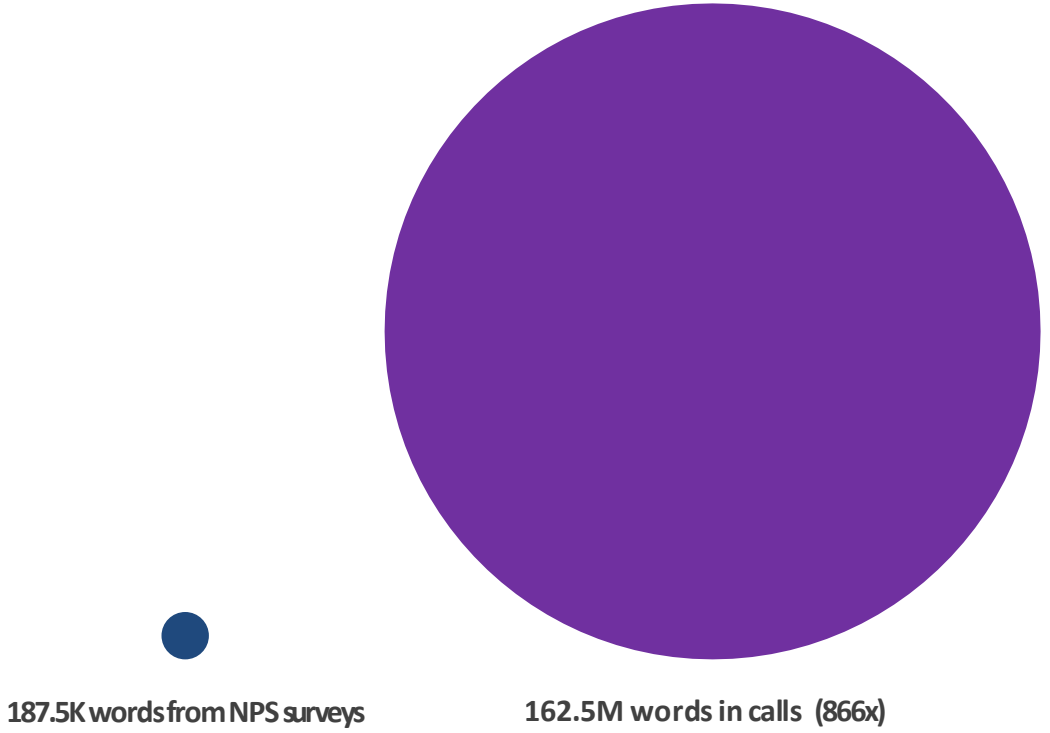
Why survey when you have the entire conversation?

CALLS

- Avg. 250,000 calls per day
- 4 minutes active customer speech
- 650 words per call
- 162 million words from calls

NPS SURVEYS

- 3%-4% survey response
- 9,000 responses per day
- 208 words per survey
- 187,000 words from survey



UNCOVER

Learn about both sides of the Interaction

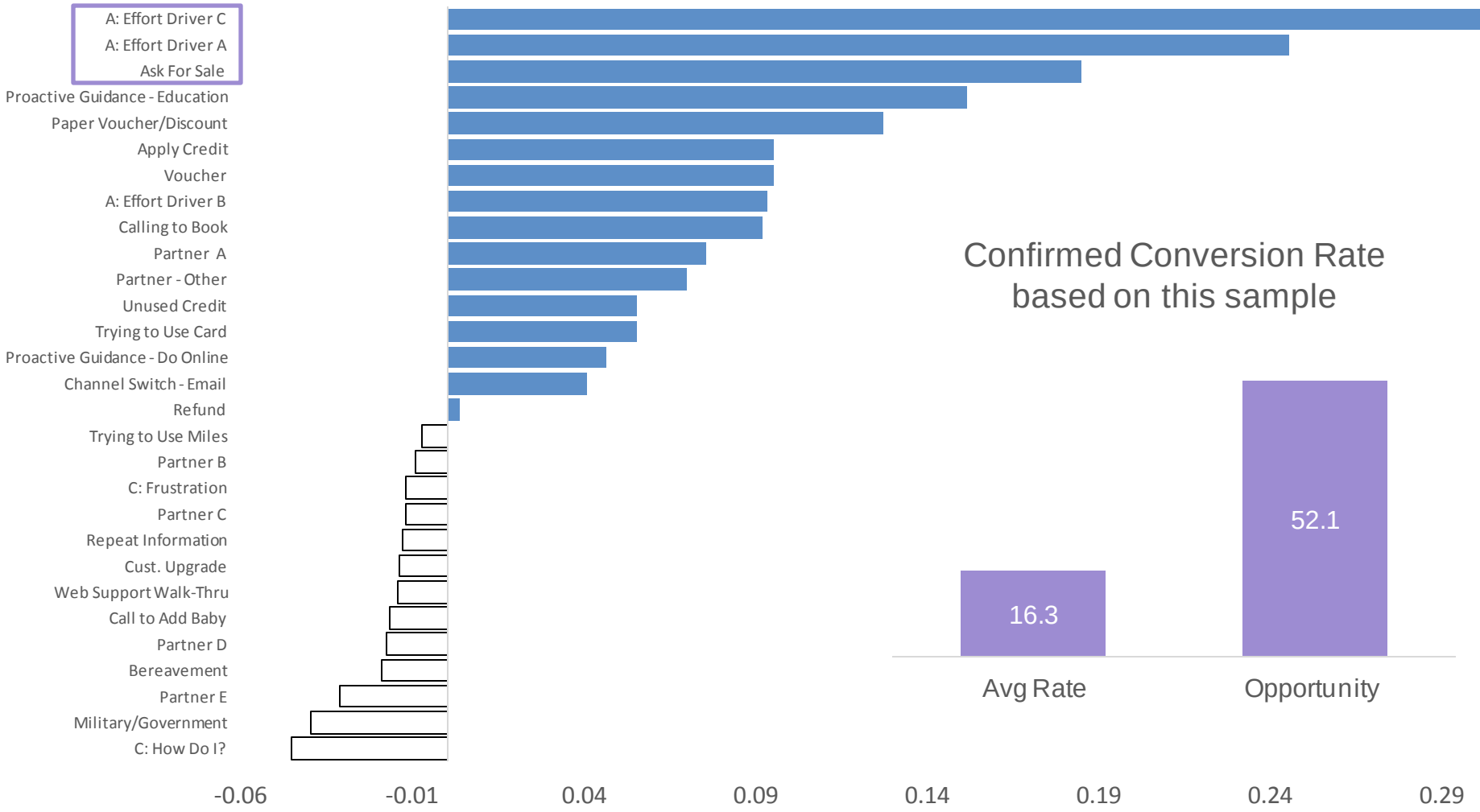
CUSTOMERS

AGENTS

ANALYZE

Determine what works for you!

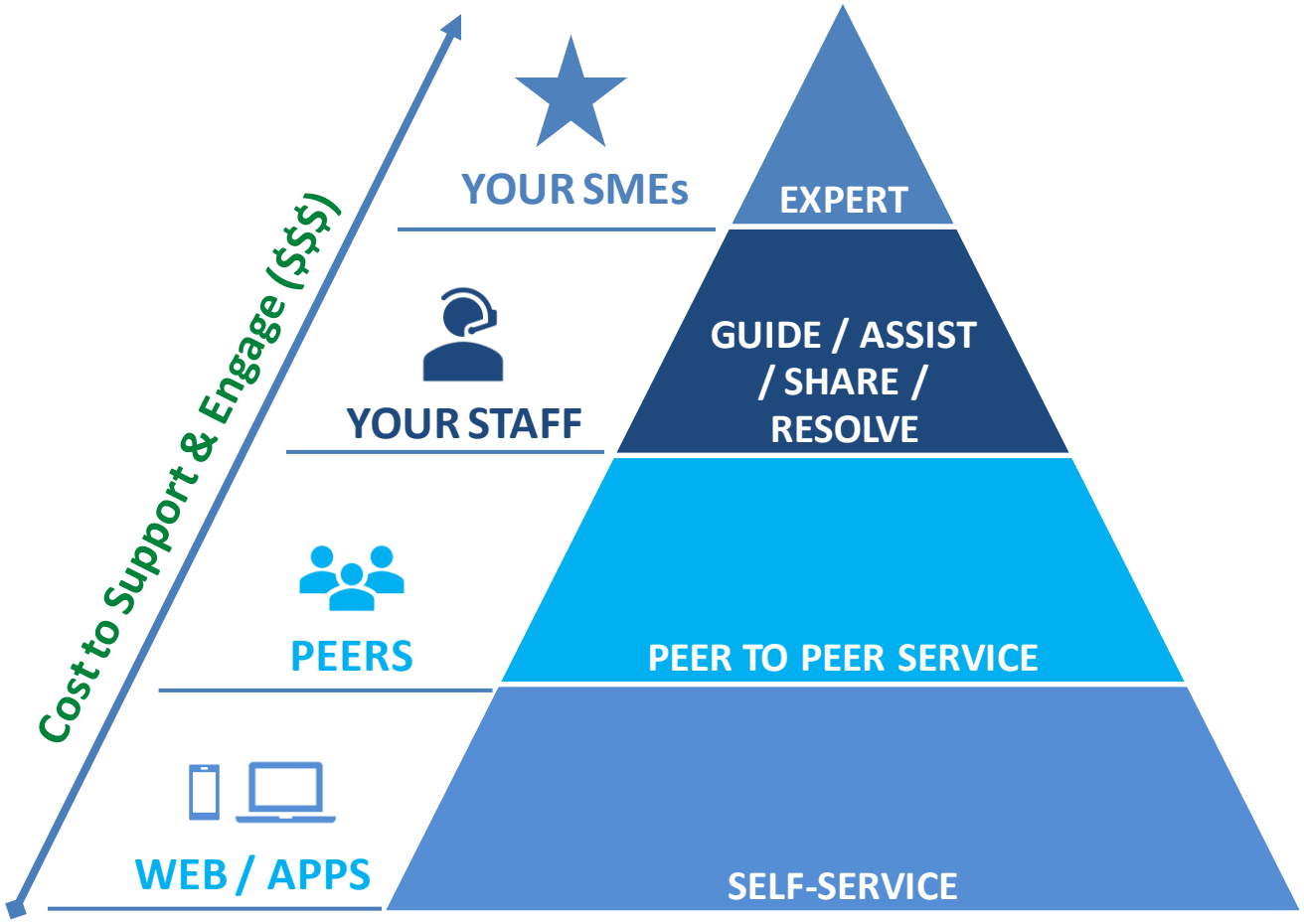
By Demonstrating the 3 behaviors at the top it improves close rates from 16.3% to 52.1%.



ENGAGE

Implement the learning

- **EXPAND**
  use of Self-Service
- **OPTIMIZE**
  use of Agents & SMEs
- **ENGAGE**
  Customers at all levels



PREDICT

Predict Customer Trends/Behavior

Using Predictive Model for improved offerings and experience is not new

Industry: Telco

Finding 1: When the customer share that they do not watch the promotional channel, **AND** agent says that they can call and cancel after the promo period of three months

Finding 2: 85% of customers would churn within 3 months

Steps to build your Customer Experience with AI

LISTEN	UNCOVER	ANALYZE	ENGAGE	PREDICT
Listen to your customers AND your agents to understand both side of the conversation	Gather intelligence to identify consumer preferences, needs and agent behavior	Analyze the insights to determine the low hanging fruit that can help optimize results and performance	Initiate the right conversations by engaging the customers and utilizing other CRM systems	Learn patterns from data and predict outcomes. Make decisions based on past trends and behaviors
1	2	3	4	5

Quotes to Remember

"If you're competitor-focused, you have to wait until there is a competitor doing something. Being customer-focused allows you to be more pioneering."

Jeff Bezos - Amazon

"Data is the OIL of 21st Century, and Analytics is the combustion engine"

Peter Sondegaard - Gartner

"In the absence of data, people make DECISIONS based on preconceived notions"

Jim Iyoob - Etech

"Half the money you spend on advertising is wasted; the trouble is you don't know which half." The same is true for analytics except for the one important difference; you know which half is wasted.

John Wanamaker

"The average sales conversion in US is 2%, regardless of what you are selling. The knowledge in the data, and customers, will get you better results"

Avinash Kaushik

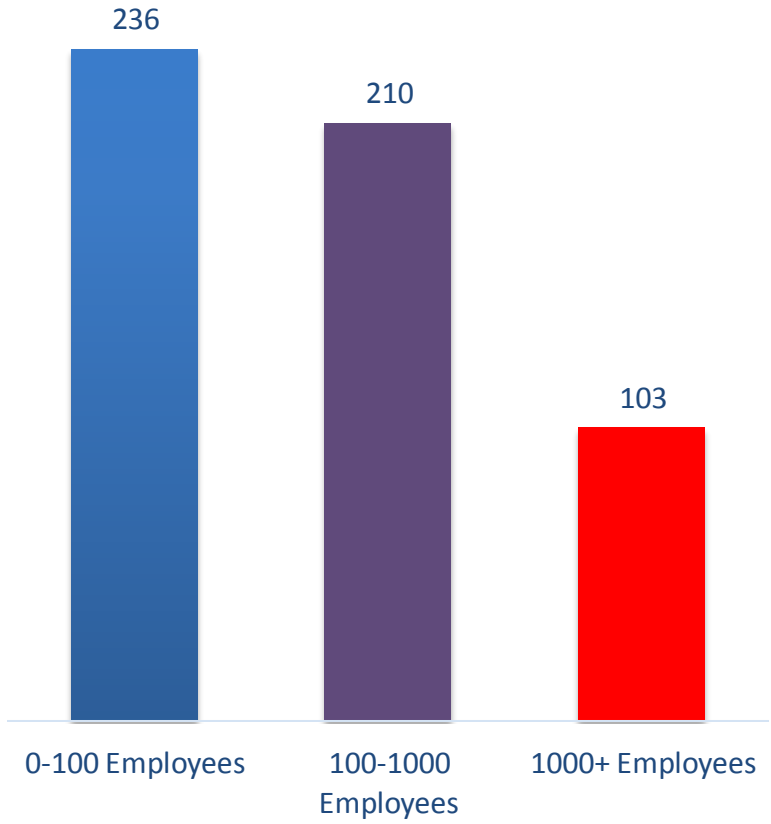
Activity Time!

Questions asked in the email:

1. **Do you have a phone number, I can call you on?**
2. **Where can I find pricing information on your website?**

This report was created to identify how companies handle customer support.
Before the study, it was assumed that:

1. **Customer service is a priority for MOST, if not all, companies**
2. **Smaller companies would manage customer service better than bigger ones**
3. **All companies would respond quickly to customer service requests**



***Source: Customer Service Benchmark Report** SuperOffice AS*

Guess what happened?

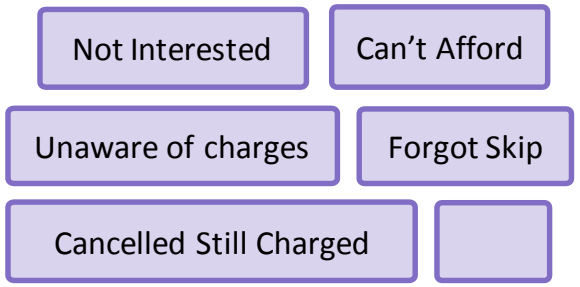
What % of companies did not respond to the customer service request at all?	**41%**
What % of companies did not acknowledge that an email had been received?	**90%**
What % of companies do you believe followed up later after answering the questions?	**1%**
What % of companies answered BOTH the questions in the first reply?	**11%**
What was the average response time to handle a customer service request received via email? (in hours)	**15.3**

Replicating Success & Behavior Mapping

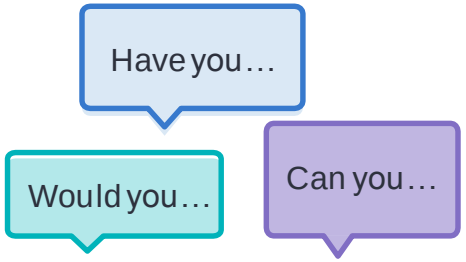
Retaining Customers & Improving Objection Handling

Improving Retention Strategies

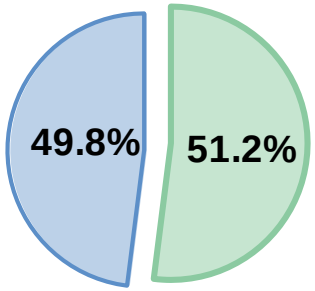
Now you can prioritize coaching by Cancellation Reason or Agent



Identify hardest cancellation reason

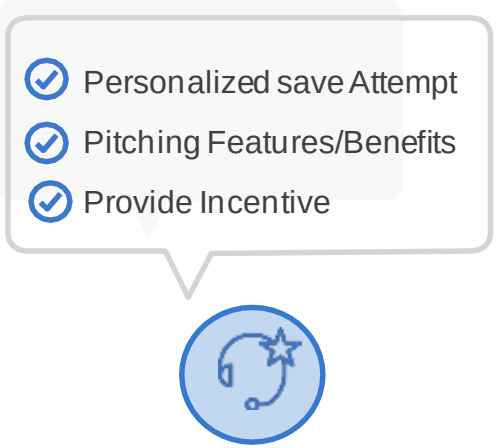


Design objection handling procedures



Save Rate

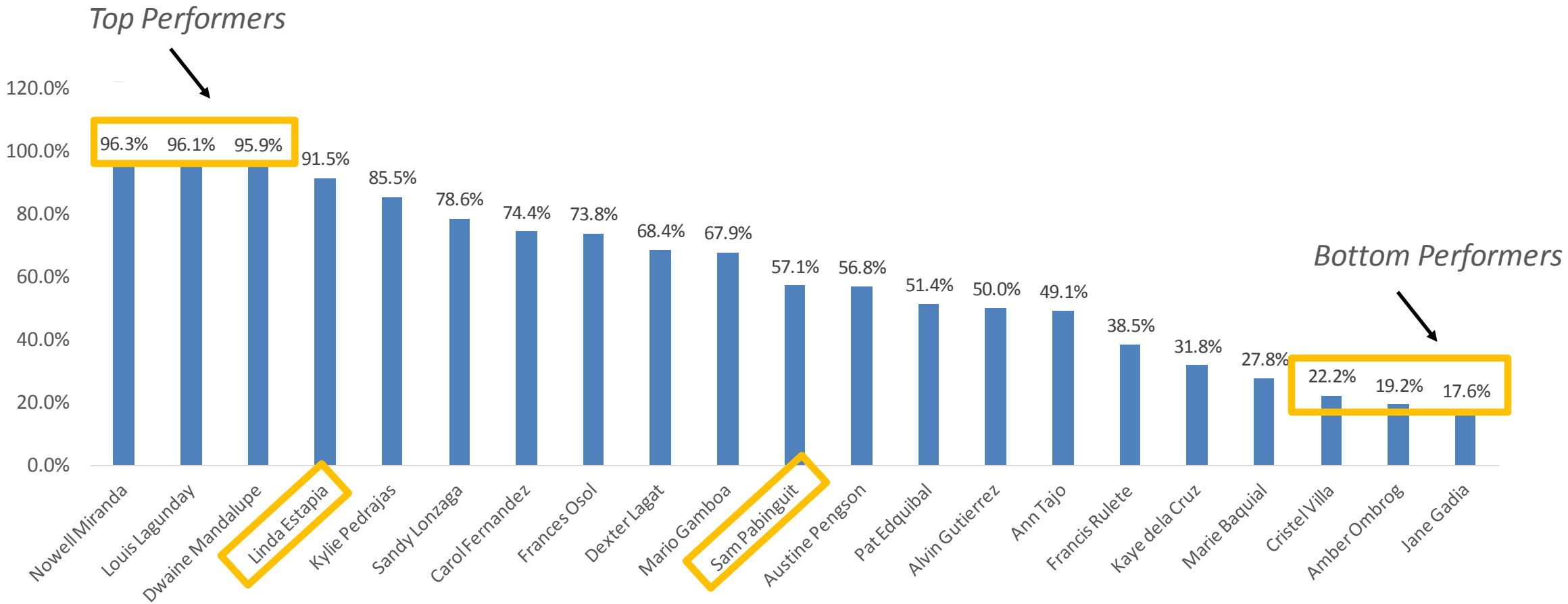
Prioritize efforts



Provide targeted coaching at team and/or agent level

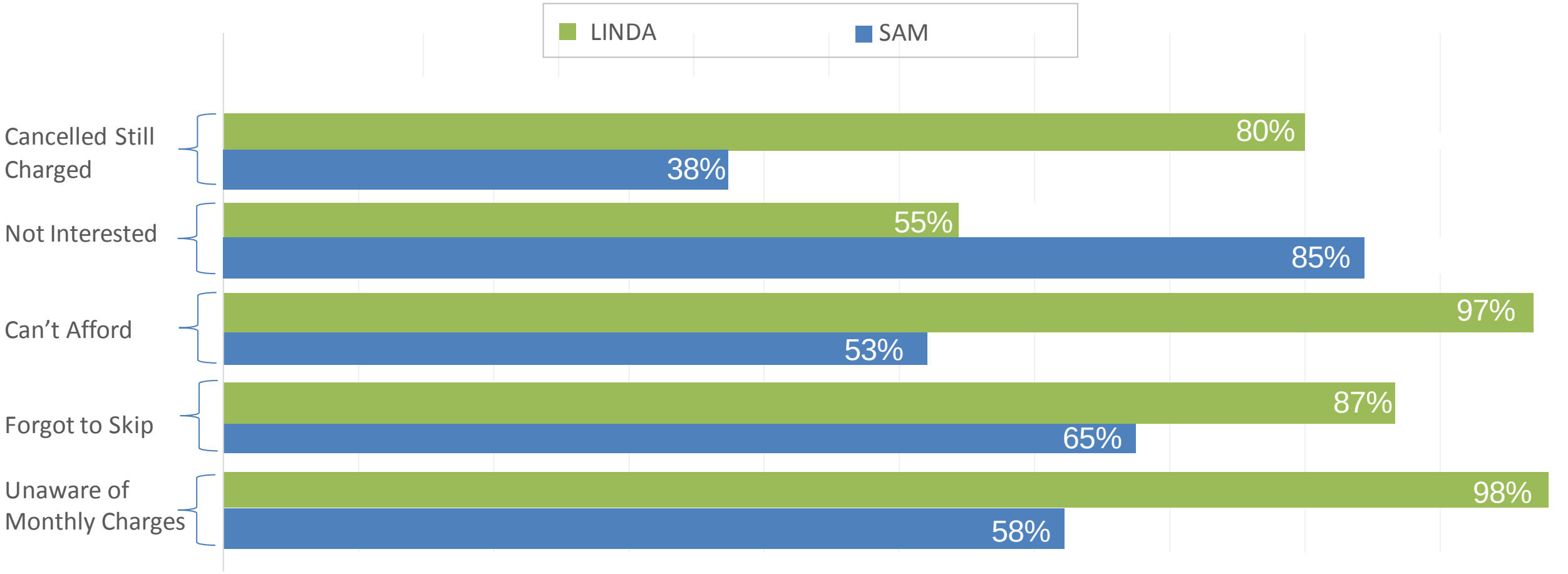
Initial Review of Retention

Identify Retention Experts (Overall Save %)



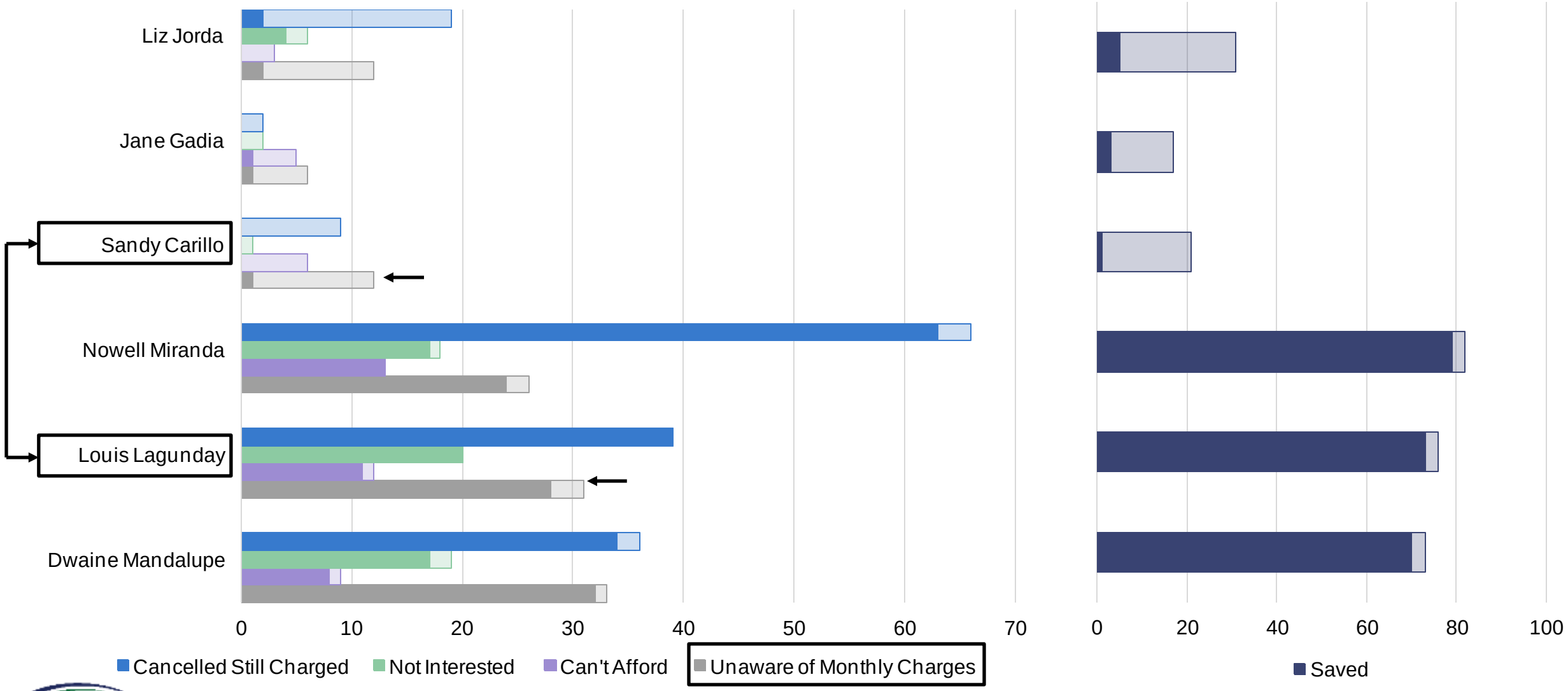
Agent ability to overcome objections

Analyze performance on specific objections



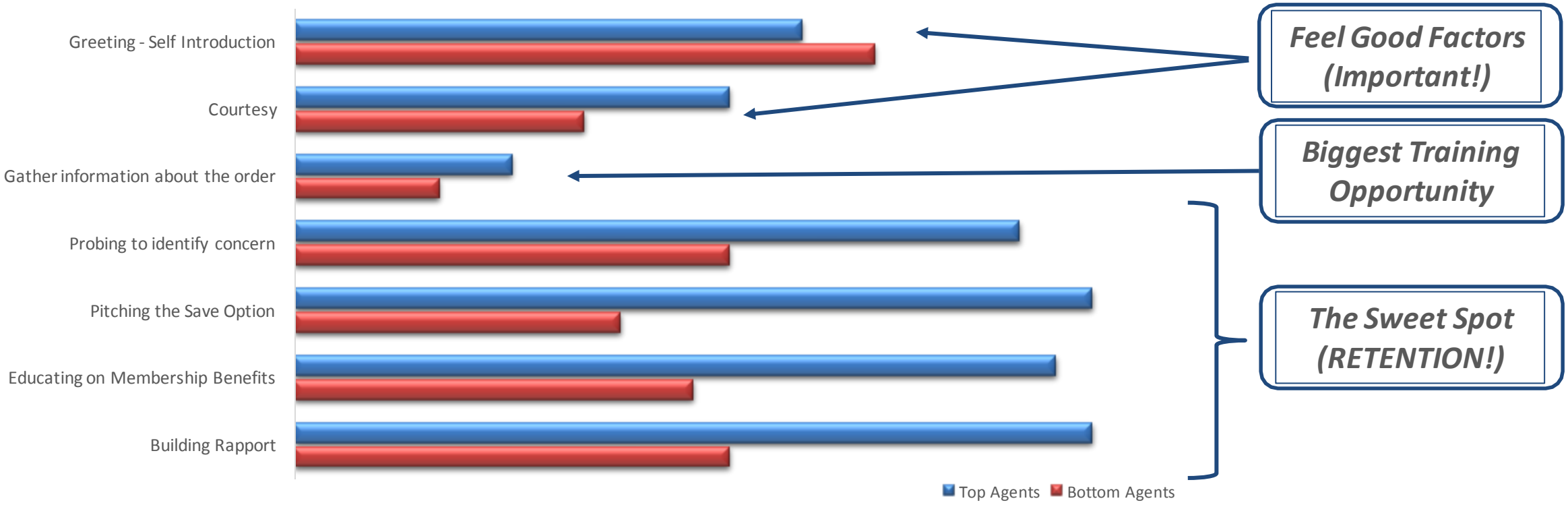
Replicate Successful Behaviors

After understanding what behaviors drive success – We can cross-train agents to improve performance



Revolutionize Agent Performance

Do what really matters, not just checking boxes…



Observations and scripts used by Top Performers: Handling Customer Objections

Don't need it/Not Interested

Objection: *"I don't need any TV as I am all alone. I use Netflix and am working through the week."*

Best Rebuttal:
It's funny that you mentioned stream…

87%

Your price is too high

Objection: *We had time warner cable for years and the price kept going up and up and up.*

Best Rebuttal: *You know what! Let me just talk a little bit about some of the changes….*

64%

Observations and scripts used by Top Performers: Handling Customer Objections

Consult with _____

Objection: *I will have to talk to my husband to figure all the details and all kind of stuff to make the decision.*

Best Rebuttal: *I can understand so let me give you the price and all information for better consultation….*

74%

We are satisfied with our current provider

Objection: *All my kids age is different and I was paying over 160 with TWC but now I am relaxed and now I am paying 105 with ATT. They had good deal when I was seeking.*

Best Rebuttal: *We offer unlimited internet as well….*

71%

Ryan Lindsay

Manager, Sales Operation

Ryan.Lindsay@Megapath.com

925.225.8336

linkedin.com/in/ryanlindsay15

facebook.com/MegaPathCorp/

twitter.com/MegaPath

MegaPath – Etech Partnership

Business Challenges & Key Goals

About MegaPath:

Founded in 1996, MegaPath is a cloud communications and connectivity company that empowers businesses to easily and securely communicate between their headquarters, employees and business partners.

MegaPath offers a comprehensive portfolio of Business Voice, Unified Communications, Cloud IT, Business Internet, Private Networking, and Security services that increase productivity and customer satisfaction, while lowering costs.

Headquartered in Pleasanton, CA; and with multiple offices across US, MP partnered with Etech as their choice provider of Quality Assurance solutions in April 2017

01 Drive Top Line Revenue

- *Increase Sales Conversion*
- *Improve Existing Customer base*

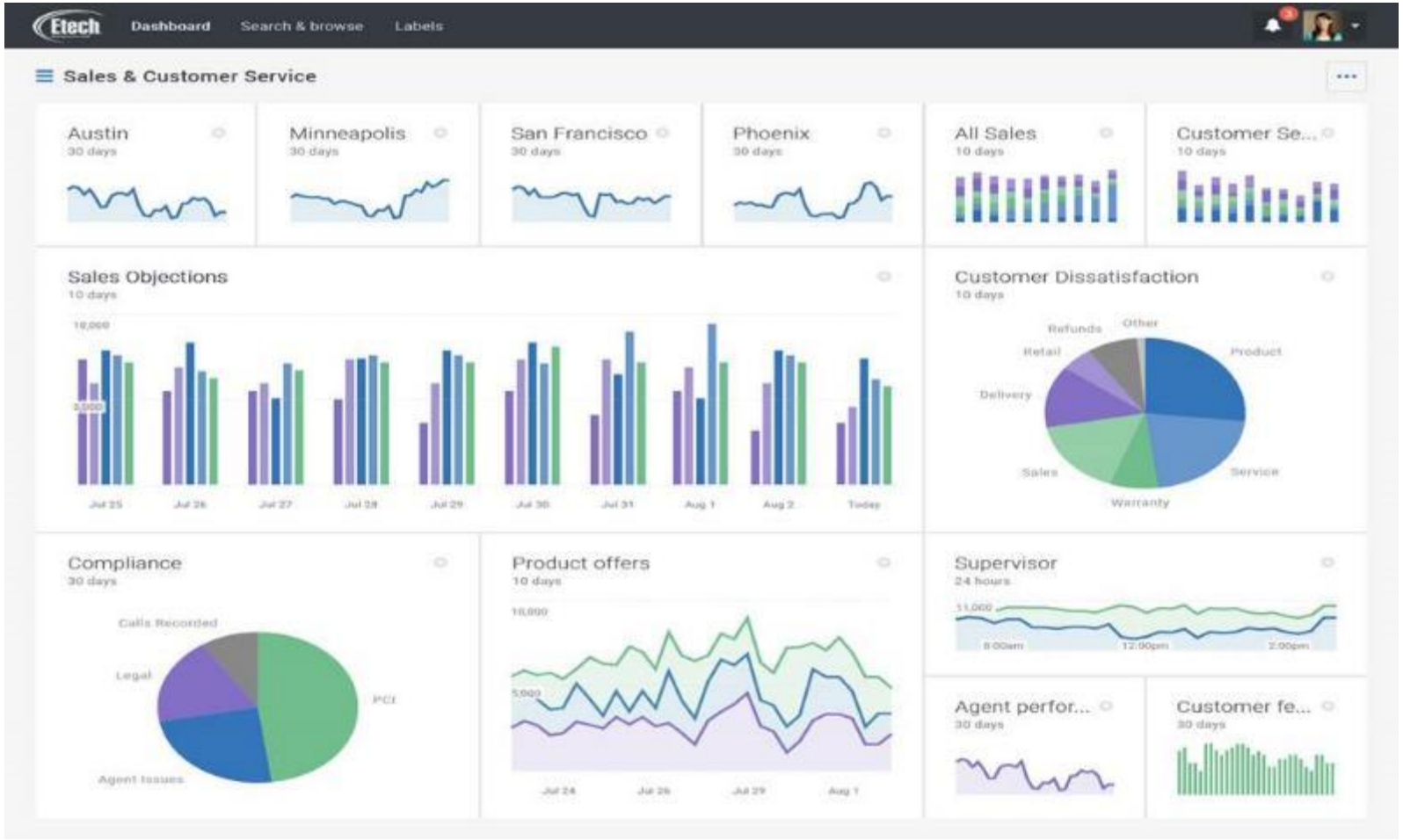
02 Improve CX

- *Reduce customer effort*
- *FCR, Educating the Customer / Self Serve*
- *Improve CSAT scores*

03 Reduce Churn

- *Resolve customer issues*
- *Retain existing customers*

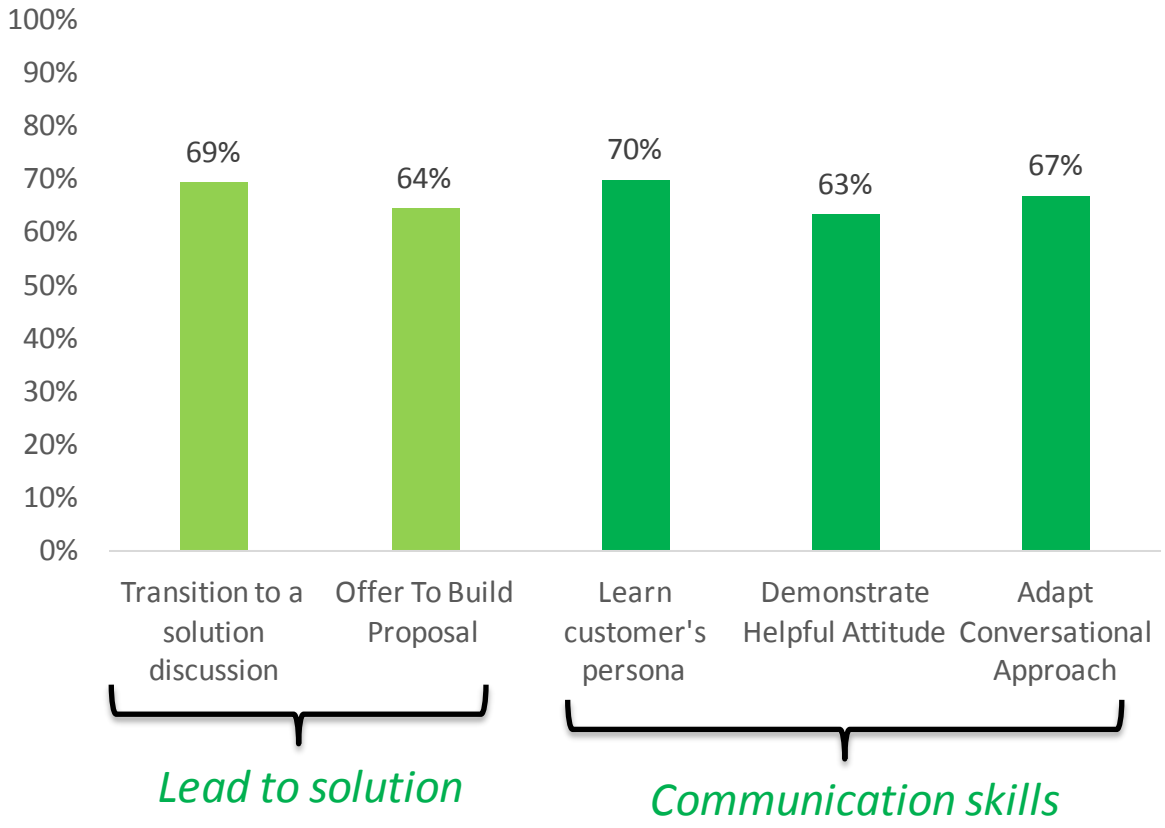
Insights Dashboard



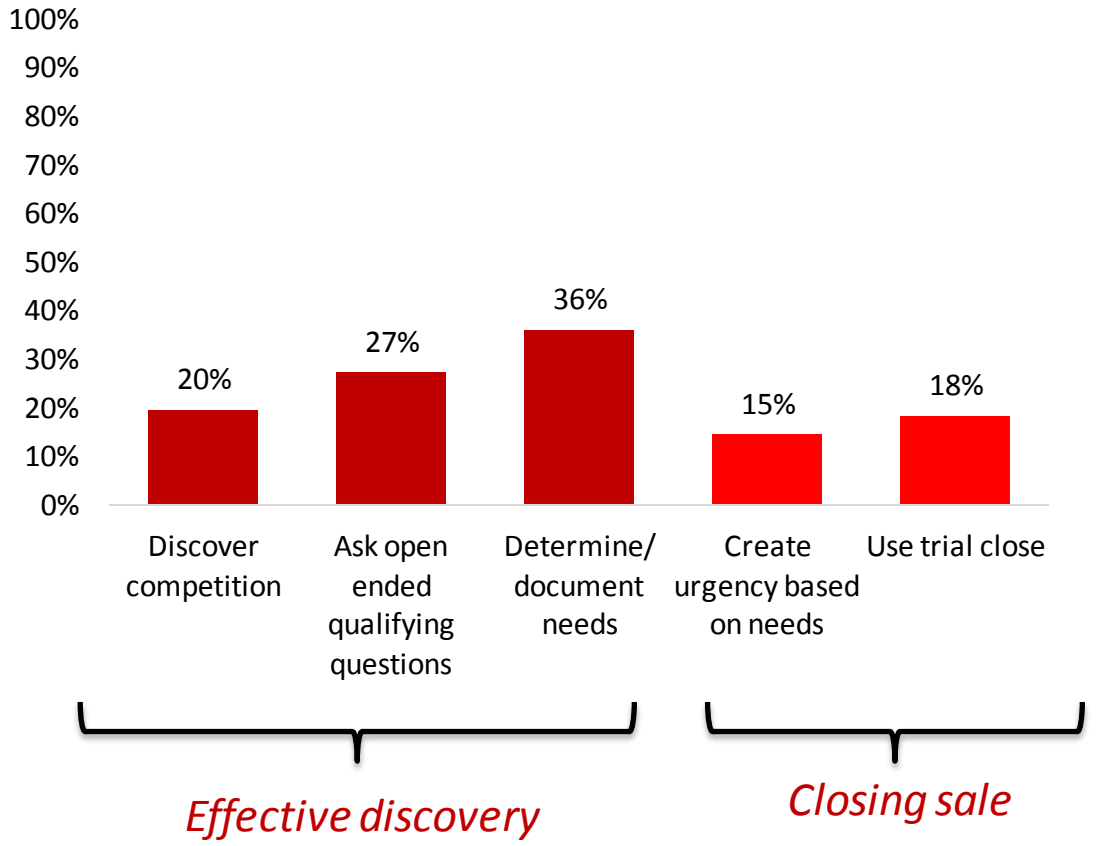
- Analyzed **176,182 calls**
- **81** unique category tags
- Approximately **2M** spoken words captured
- Now What?

Analyze - Sales performance

STRENGTHS



OPPORTUNITIES



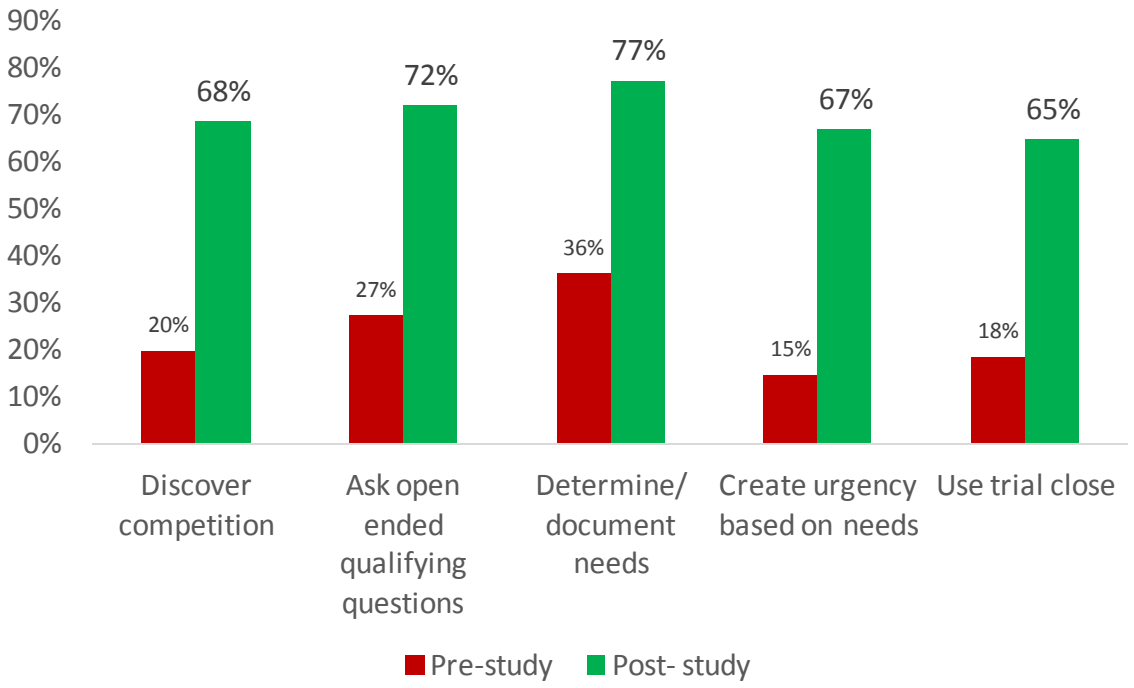
Sales Recommendations

Opportunity	Recommendations
Discover Competition	Identifying any competition will help the agents share relevant features, benefits & offers. Make this step an integral part of the call from and train agents to ask this question on every call – "What do you like about XXXX" or "What frustrates you about XXX" Good call link- https://megapath.tethr.io/calls/bbtkboop3
Ask open ended qualifying questions	Side by side session with agents after a quick training session on this will help agents learn this behavior and leverage the information gathered during this phase to effectively close the sale. Successful agents use questions like "How many employees are in your location?"… Good call link- https://megapath.tethr.io/calls/bbtlbv3ll
Determine and document needs	Side by side session with agents after a quick training session on call flow and probing will help agents learn this behavio r and leverage the information gathered during this phase to effectively close the sale. Most successful agents at Medical Guardian use questions like: How old are you?, Are you living alone or with family?, Do you have landline?, etc. Good call link-: https://megapath.tethr.io/calls/bbtkbnmhc
Create urgency based on needs	Use benefits, needs and pricing to create real and implied urgency on the calls. Use a proactive and information- seeking approach that encompasses all possible products and services. Customers who have multiple services are more likely to stay with a company Vs a single product consumer. Good call link- https://megapath.tethr.io/calls/bbtkbpf1c
Use Trail close	Assumptive sale is a low pressure sales technique. You assume that they want to buy and agree with moving forward instead of waiting to get a yes. Agents should proactively lead the customer towards a commitment. Group coaching works well to instill this behavior - play calls with this behavior during team meetings and insure agents are comfortable with tools such as Content Share. Good call link- https://megapath.tethr.io/calls/bbtkbokjc

Overall Impact: Increased Revenue

Quality Outcome - Sales

Overall performance



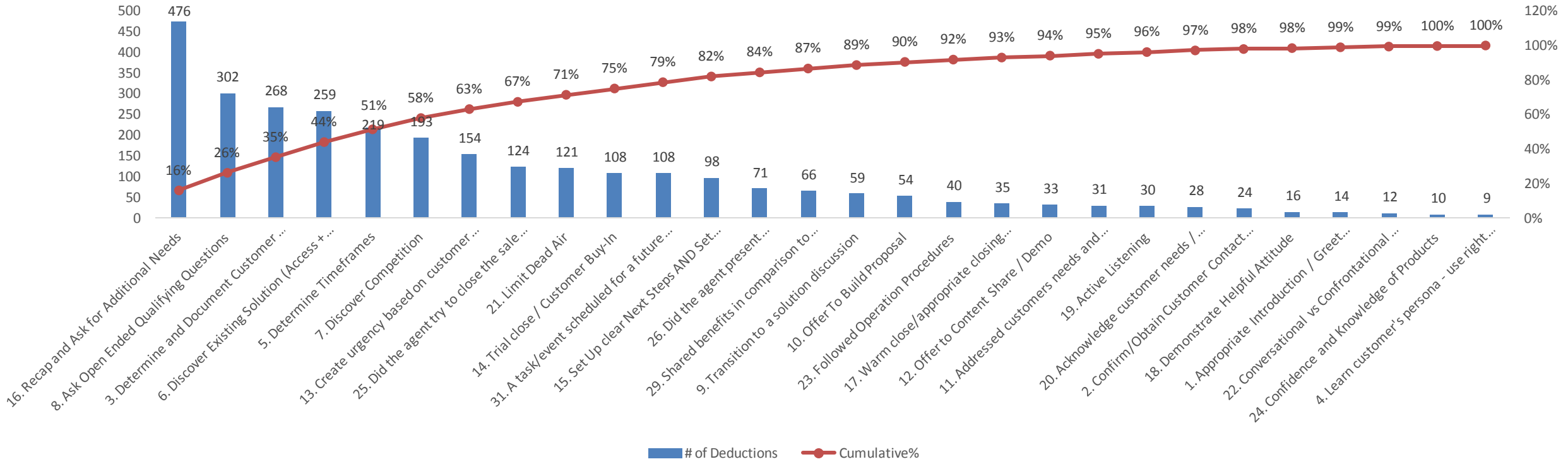
45% Improvement observed in **'Effective discovery'** section

Agent level stacking ranking

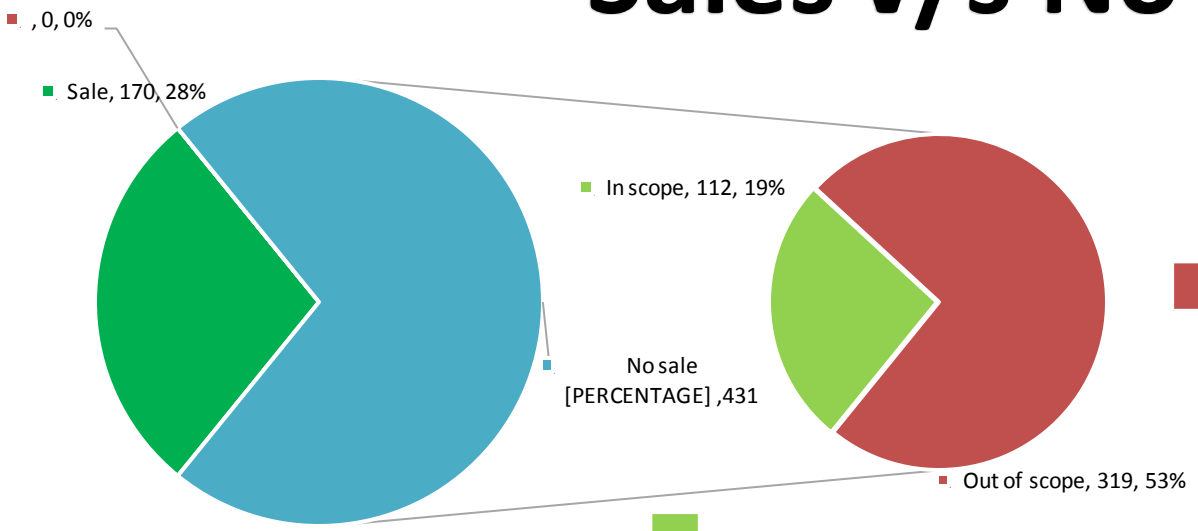
Agent Name	Pre-study	Post-study	Improvement
John	24%	75%	51%
Charmane	26%	76%	50%
Ricardo	32%	78%	46%
Kye	31%	77%	46%
Kerry	30%	75%	45%
Didith	36%	81%	45%
Sheila	38%	81%	43%
Stephanie	39%	81%	42%
Barbara	36%	78%	42%
Curtis	32%	72%	40%
Steve	38%	74%	36%
Daniel	40%	76%	36%
Pamela	40%	76%	36%
Melissa	43%	77%	34%
Scott	48%	81%	33%
Rona	48%	81%	33%
Michael	32%	64%	32%
Doug	47%	78%	32%
Marson	45%	76%	30%
Marquise	43%	71%	29%

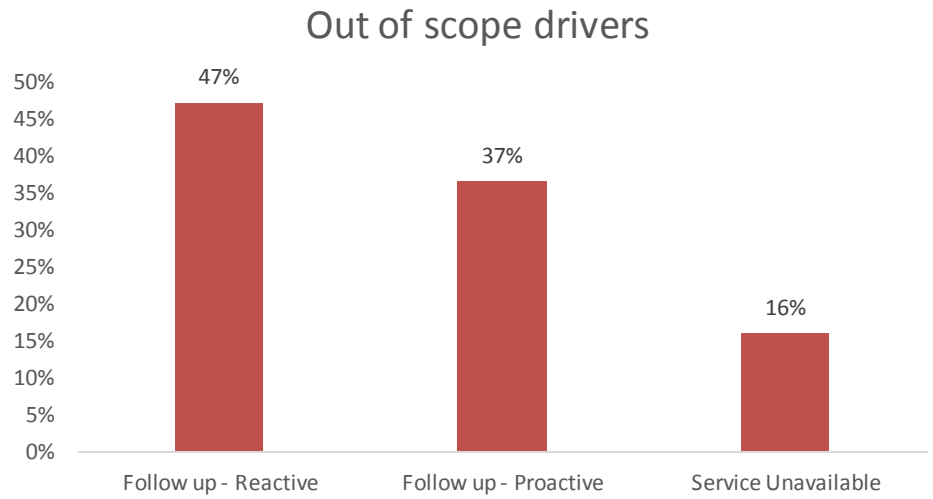
Pareto Analysis - Sales

Top 10 opportunity parameters contributed 75% deduction.

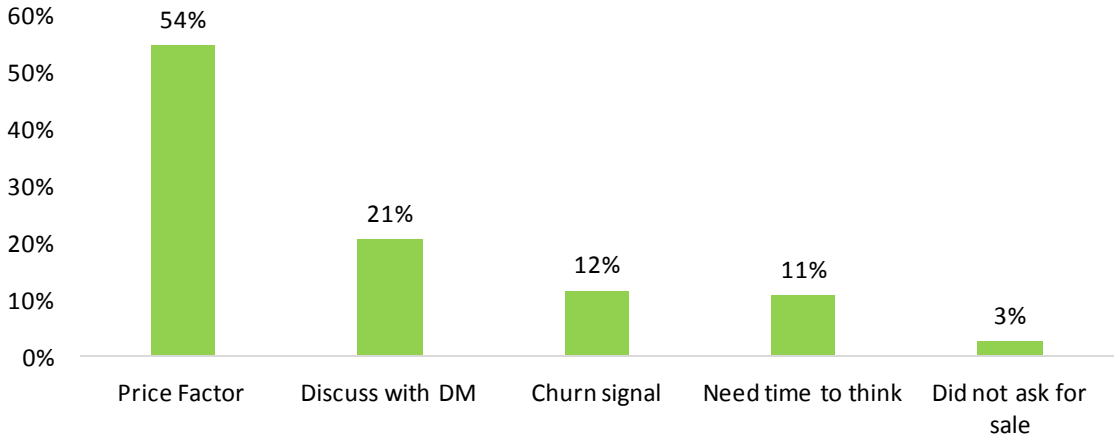


Sales v/s No Sale Analysis





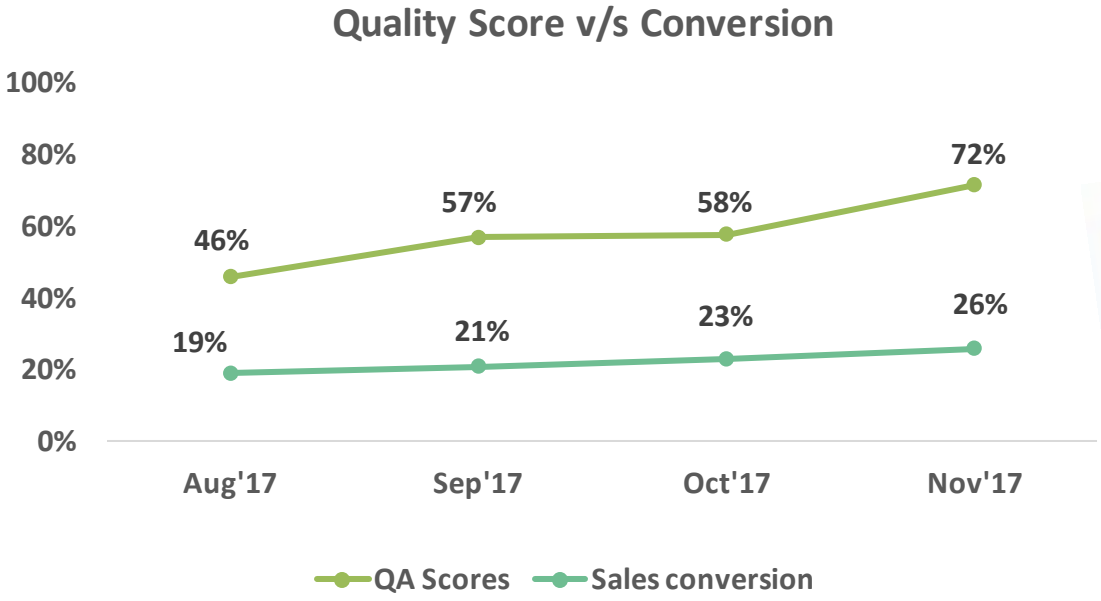
Inscope drivers



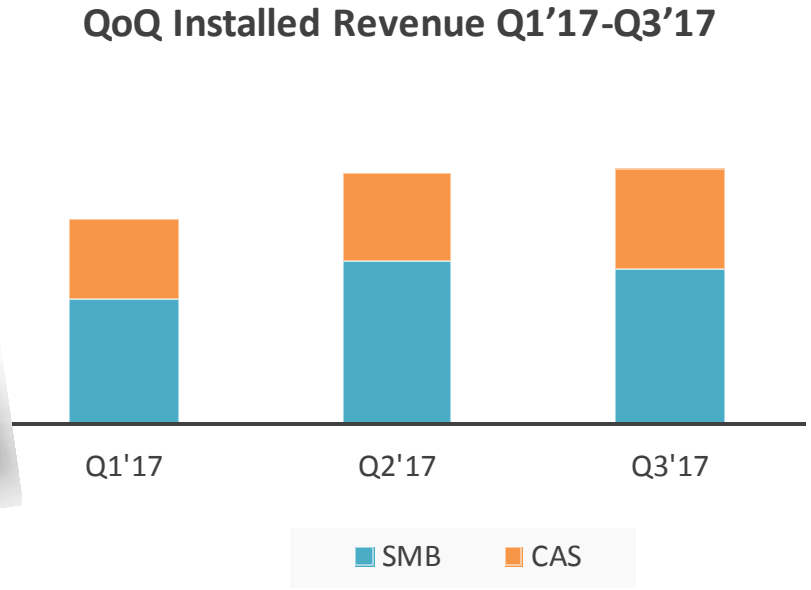
Observations:

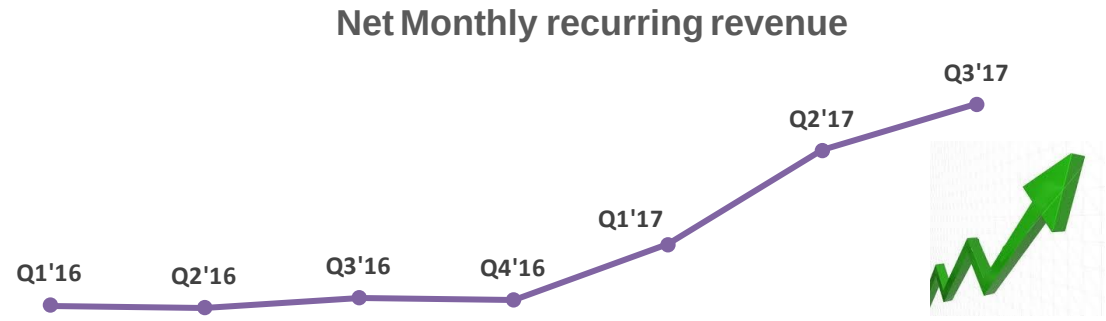
- *Evaluated **601 calls**:*
  - ***431 calls** were no sale **(72%)***
    - ***319 calls** were out of scope **(47%)***
    - ***112 calls** were in-scope **(17%)***
- *Agents proactively scheduled a call back in **37% of calls***
- *Customer asked for a call back on **47% of the calls***
- *Price factor contributed to **54% of the in-scope calls***

Financial Impact



QA Score increased by **57%** & Sales conversion increased by **37%**

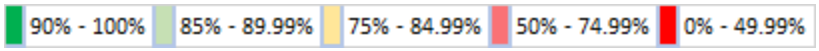




'Net Monthly Recurring Revenue' increased QoQ.

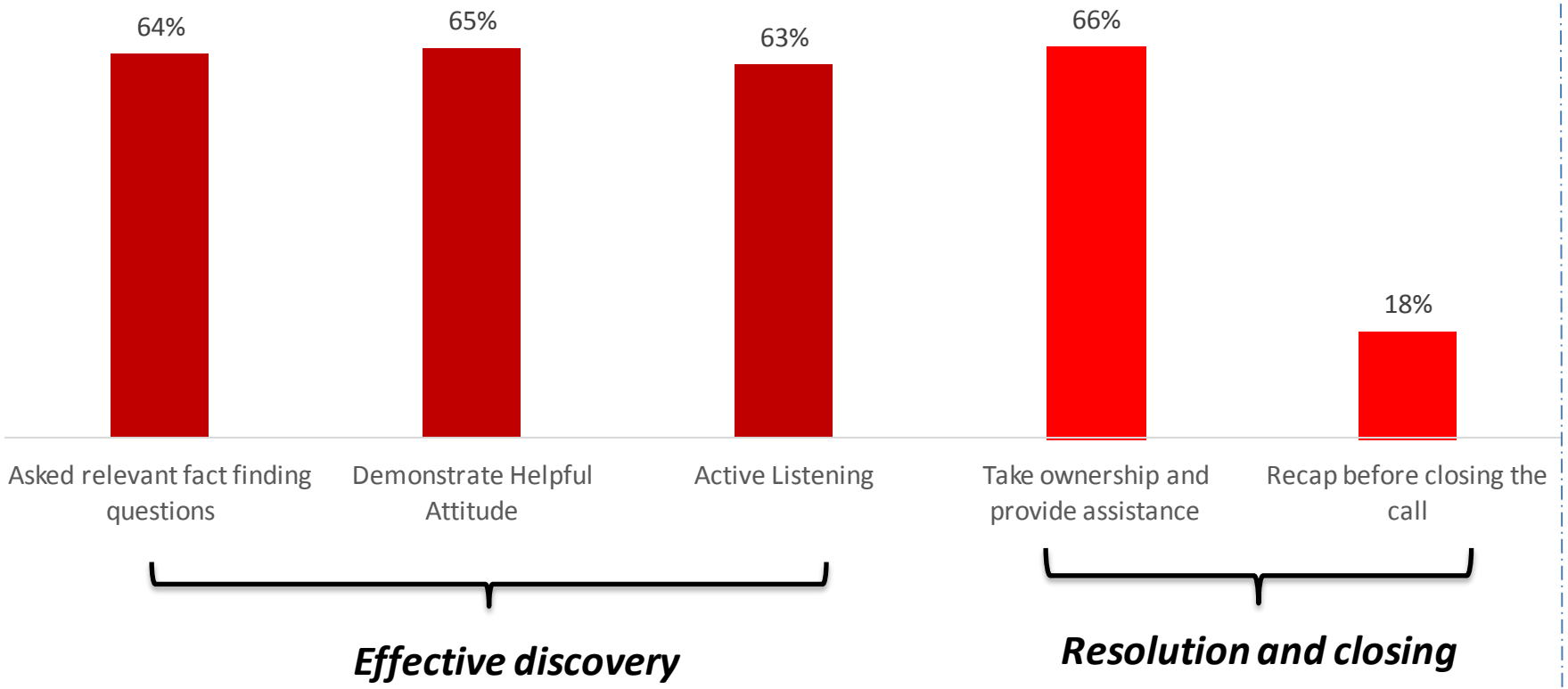
Heat Map Analysis

Agent	Division	QA Score Without Auto Failure	Greet and Verify	Identify/Understand the Need	Lead to Solution	Maintain/Increase Value	Thank and Close	Communication Skills	Controlled Call	SALE
Jerauld	CAS	98.46%	98.46%	88.89%	96.36%	100.00%	100.00%	90.00%	84.75%	46.29%
Jennifer	SMB	93.26%	93.26%	83.33%	93.33%	100.00%	84.62%	73.02%	48.83%	90.00%
Anthony	SMB	92.45%	63.52%	87.50%	92.00%	92.73%	93.33%	82.63%	76.28%	96.00%
Joe	CAS	92.41%	92.41%	91.67%	86.67%	100.00%	85.00%	84.50%	87.50%	NA
Daniel	SMB	91.26%	91.26%	85.71%	90.48%	100.00%	80.61%	86.14%	57.14%	NA
Matt	CAS	89.88%	89.88%	87.50%	90.00%	96.00%	78.82%	71.74%	80.66%	49.44%
Bryan	CAS	89.87%	68.25%	89.58%	89.33%	88.80%	92.94%	69.23%	43.52%	73.64%
Charmane	CAS	88.16%	88.16%	84.72%	97.78%	84.52%	89.23%	90.00%	66.22%	45.00%
Barbara	SMB	87.04%	67.38%	89.58%	100.00%	80.65%	93.33%	77.03%	87.50%	88.33%
Joe	SMB	86.37%	86.37%	86.11%	92.00%	86.67%	81.54%	90.00%	86.17%	81.96%
Kye	CAS	85.82%	63.32%	81.25%	90.00%	89.57%	76.84%	82.80%	88.54%	NA
Pamela	SMB	80.17%	75.00%	87.50%	90.00%	NA	55.56%	82.21%	87.50%	NA
Marson	CAS	78.36%	36.10%	83.33%	80.00%	76.67%	80.00%	61.59%	84.11%	33.65%
Pamela	SMB	71.75%	77.65%	64.55%	86.14%	90.00%	52.38%	73.64%	81.00%	55.45%
Melissa	SMB	70.54%	73.79%	63.57%	82.63%	88.33%	55.13%	84.27%	81.22%	63.71%
Ricardo	SMB	70.10%	73.44%	60.93%	84.50%	81.96%	68.32%	68.13%	66.51%	41.33%
Randolfh	CAS	67.07%	75.00%	58.33%	90.00%	NA	41.67%	61.11%	87.50%	NA
Pierce	SMB	65.10%	75.00%	56.84%	73.02%	46.29%	57.54%	66.57%	78.69%	68.57%
Michael	CAS	64.10%	75.71%	58.51%	77.03%	73.64%	56.49%	83.01%	75.47%	38.57%
Miguel	SMB	58.73%	75.00%	40.63%	69.23%	45.00%	49.02%	83.54%	87.50%	58.18%



Analyze - Service Performance

OPPORTUNITIES



Observations:

- *Evaluated **110 calls***
- *On 36% of the calls, agents **did not ask relevant questions***
- *On 35% of calls, agents did not **demonstrate helpful attitude***
- *On 37% of calls**, customers** had to **repeat the same information** again*
- *On 34% of calls, agents did not take **ownership***
- ***82% calls** no recap provided*

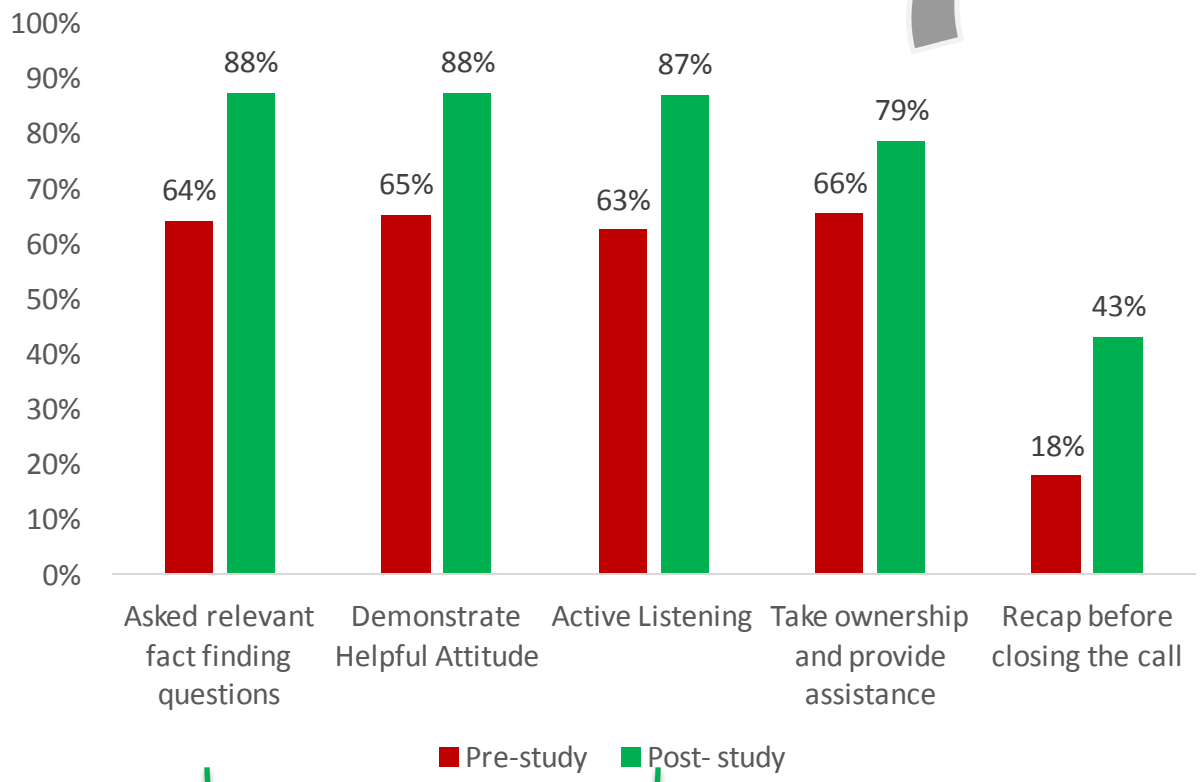
Service Recommendations

Opportunity	Recommendations
Effective Discovery	**Ask Probing Questions:**
	Use probing questions to collect background information on the problem. Explore the conditions. It is really important for you to ask relevant questions here. Utilize open and close ended questions to gather as much information as you will need to identify the issue
	Identify the issue :
	Once you have collected all the background information. Identify the issue and explore the condition.
	Construct a problem statement & Provide assurance of help:
	Based on the information you just collected, construct a problem statement and repeat it back to the customer to validate understanding. Assure the customer that you can help. Let them know that even if you cannot provide the answer to the problem, you will find the appropriate resource for them to be sent to.
Willingness to assist	In a customer service environment, the language that we use can have a huge impact on how the customer perceives the service. These simple statements demonstrate ownership and confidence that we are here to assist the customer. Train agents to use these statements during the initial part of the call – Train agents on a call flow where willingness to assist is an integral part.
Active Listening	I will be glad to help you sort this out, Ben!
	I apologize that you're having this problem, I'll start work on this immediately, can you give me your account number…
	Good call link- https://megapath.tethr.io/calls/bbtkbsbml
Recap before closing the call	A quick button up before closing the calls ensures that the customer understands the resolution you provided. Not doing this may result into miscommunication and drastically impact the customer experience. Recaps should include all pertinent info regarding the transaction and next steps, including products, pricing and timelines. Good call link- https://megapath.tethr.io/calls/bbtkbrs5t

Overall Impact: Increased CX & FCR

Quality Outcome- Service

Overall performance



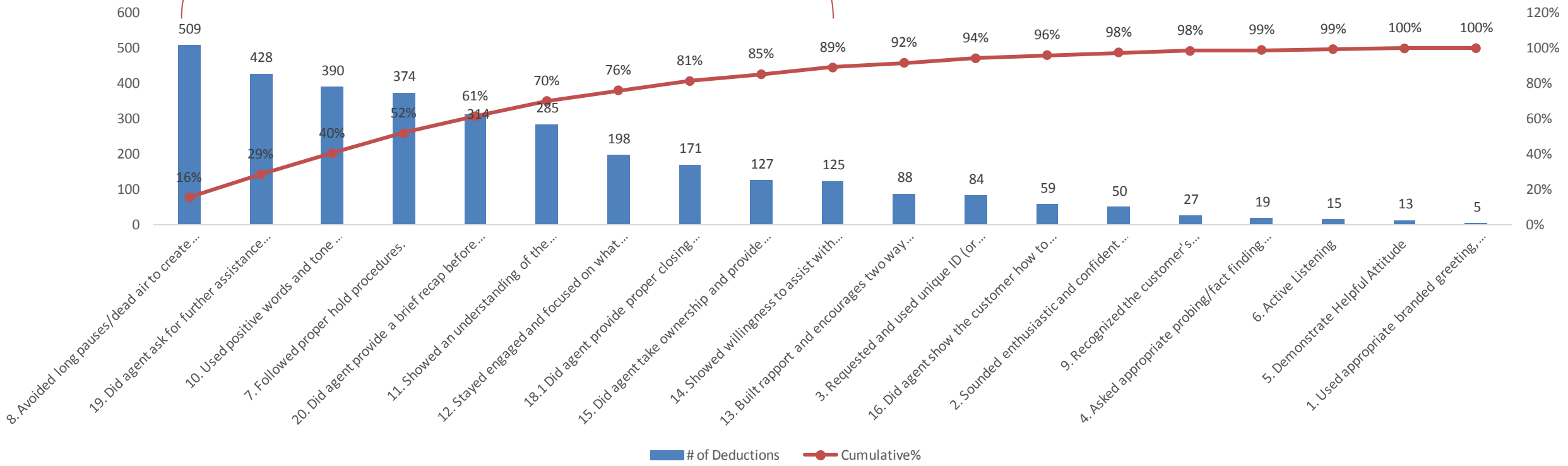
14% Improvement observed in **'Effective discovery'** section

Agent level stacking ranking

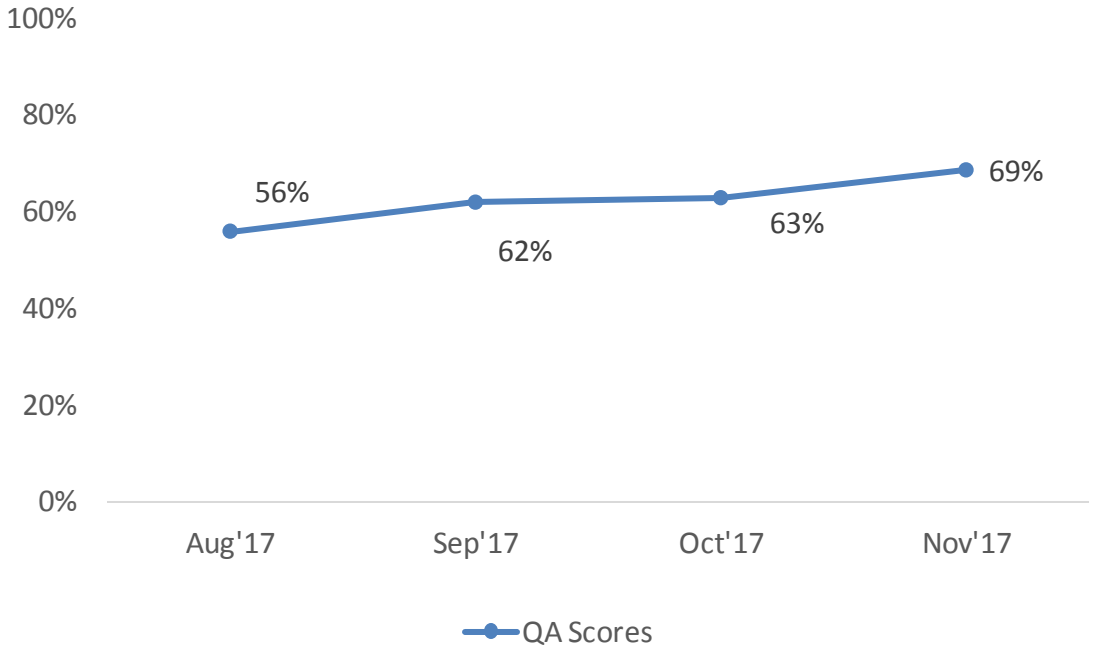
Agent Name	Pre-study	Post-study	Improvement
Poulson	42%	70%	28%
Manzo	48%	77%	28%
Eeds	30%	56%	26%
Krupa	49%	72%	22%
Wilson	44%	65%	21%
Boulware	43%	64%	20%
Wager	56%	76%	20%
Taylor	55%	73%	18%
Tadese	44%	61%	18%
Valliere	53%	70%	17%
Frizzle	61%	78%	17%
Lewis	58%	75%	17%
Colbert	59%	75%	17%
Auger	64%	80%	16%
Ekasone	50%	66%	16%
Harvey	47%	62%	16%
Kim	52%	67%	15%
Venables	62%	76%	15%
Degrange	51%	66%	15%
Hoffman	52%	67%	14%

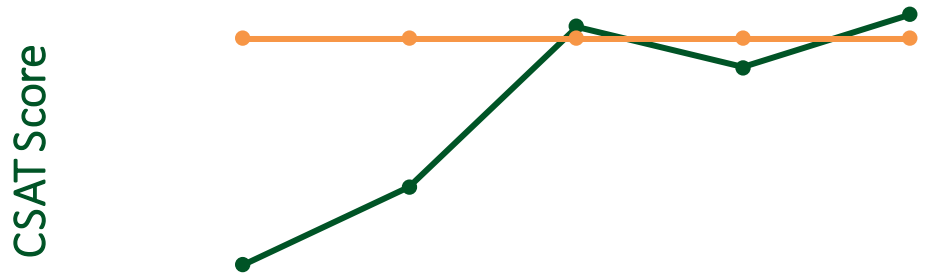
Pareto Analysis –Service

Top 10 opportunity parameters contributed 89% deduction.



Customer Experience Outcome





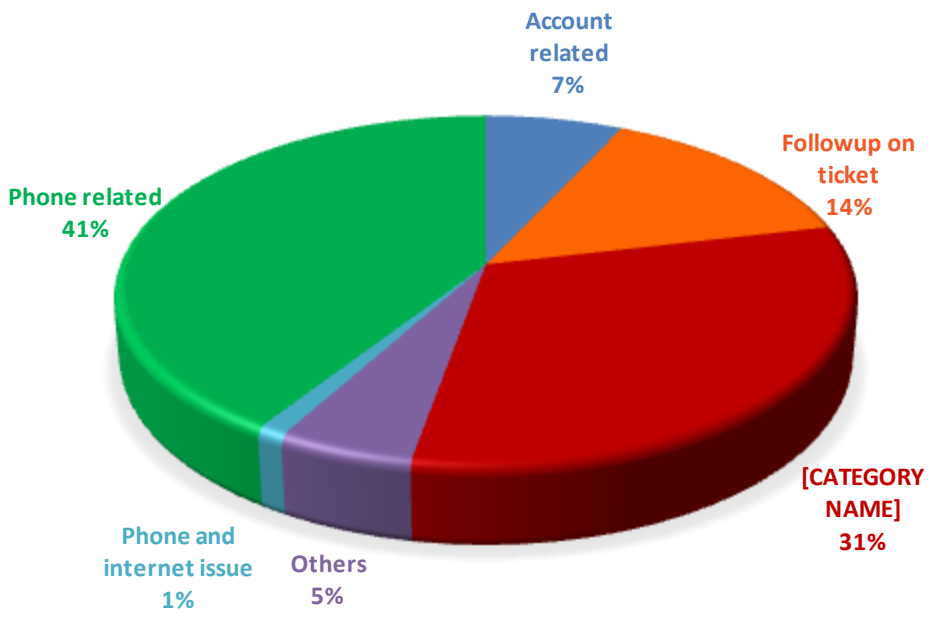
	Q3'16	Q4'16	Q1'17	Q2'17	Q3'17
CSAT	7.62	7.75	8.02	7.95	8.04
CSAT Target	8	8	8	8	8

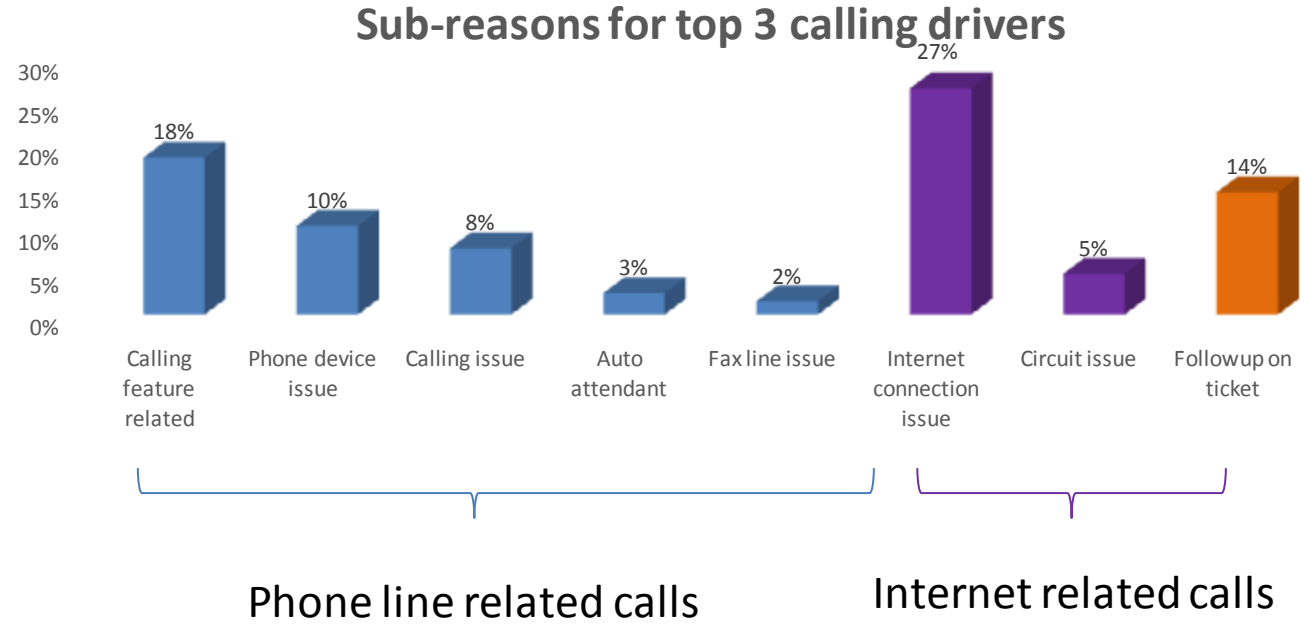
QA Score increased **23%**

> **CUSTOMER SERVICE SHOULD NOT BE A DEPARTMENT, IT SHOULD BE THE ENTIRE COMPANY**

CSAT improved **5%**

Reasons for Contact - Service

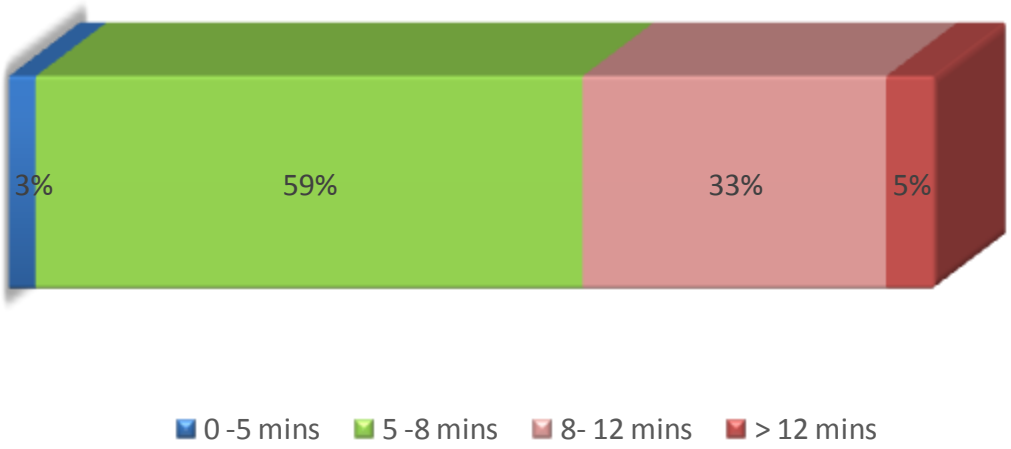




Recommendations:

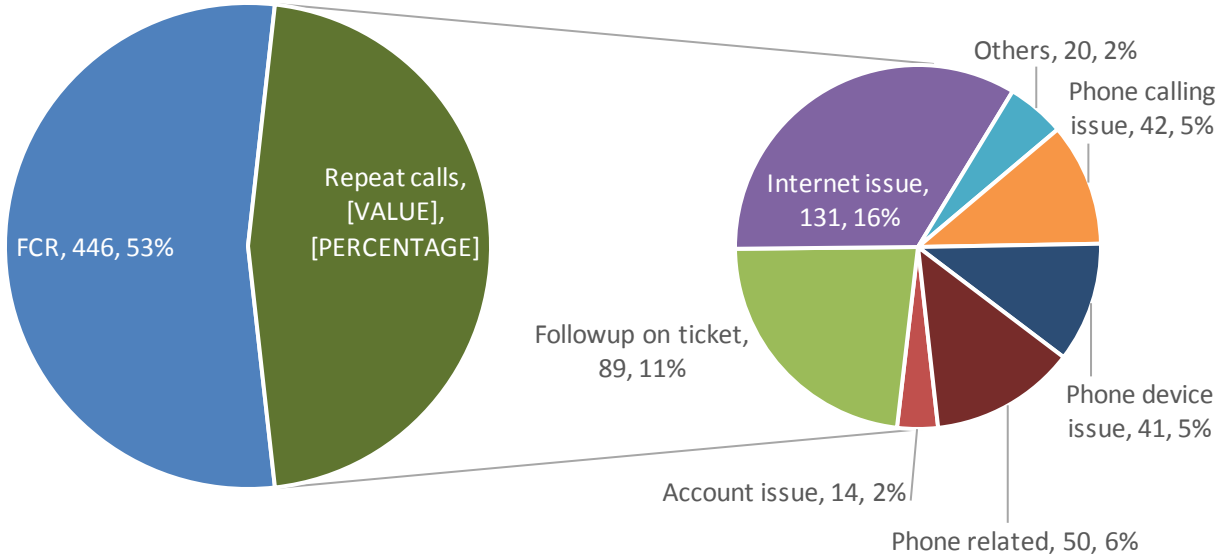
- ***Enable customers*** *to address issues like checking ticket status, updating account information, pin reset etc. though self service options online*
- ***Communicate*** *with the customers during outage or service interruptions.* Push out messages on your primary support channels.

Handle time & Repeat Call Analysis - Service



Observations:

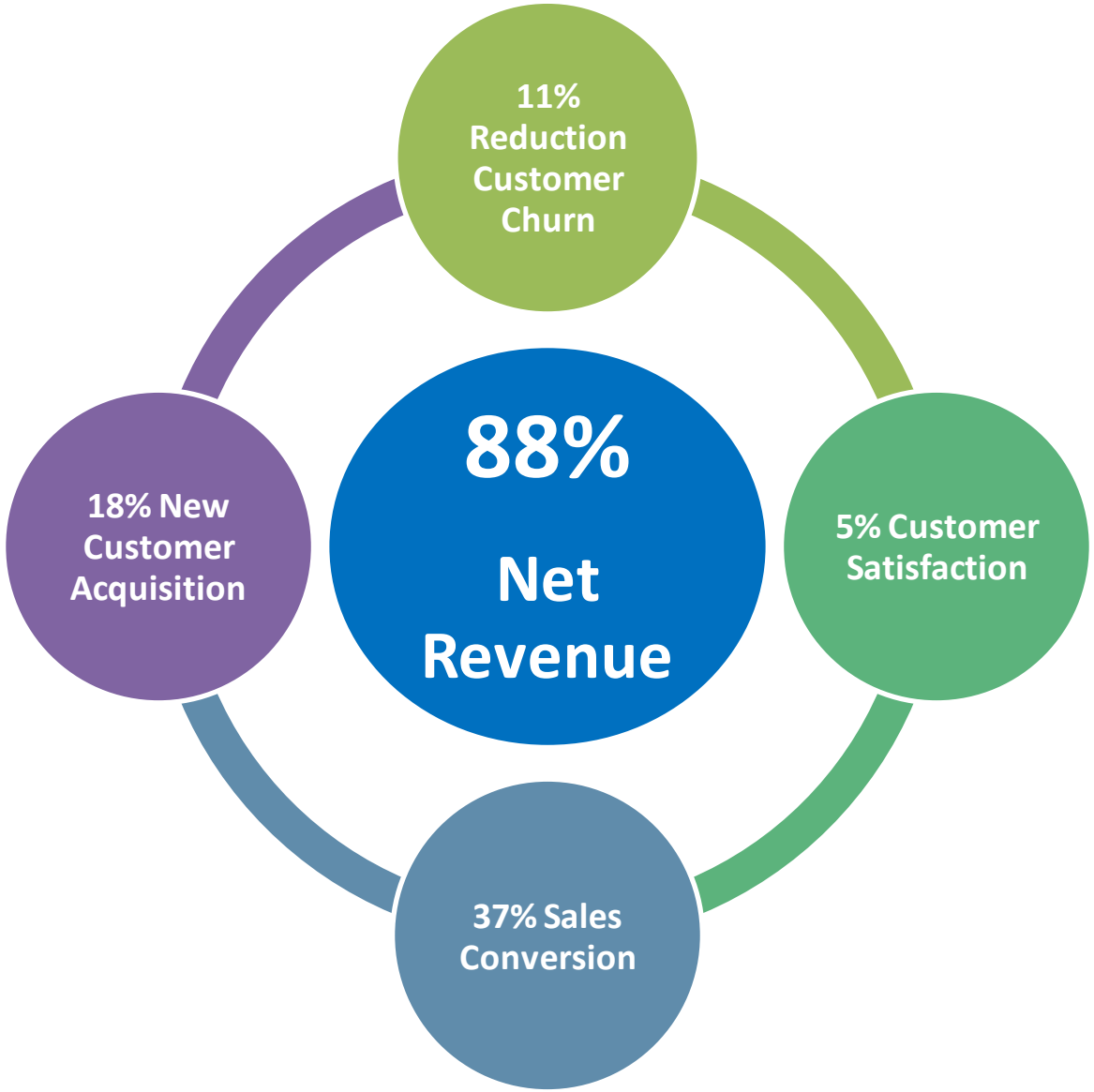
- *Evaluated **833 calls** for **support queue***
  - ***38% of calls were > 8mins***
- *Dead air contributed towards a higher AHT on **54% of the calls.***



Observations:

- *Evaluated **833 calls** for **Support queue***
  - ***Repeat calls (387)***
  - ***Internet issues (131 calls)***
  - ***Follow up on ticket (89 calls)***
- *Enabling customers to check their ticket's status online would have eliminated **11% of the repeat calls***

Results


11% Reduction Customer Churn
18% New Customer Acquisition
88% Net Revenue
5% Customer Satisfaction
37% Sales Conversion

SO What??!

What Happens When You Underestimate the Importance of Transitioning Technology?

STORY OF BLOCKBUSTER

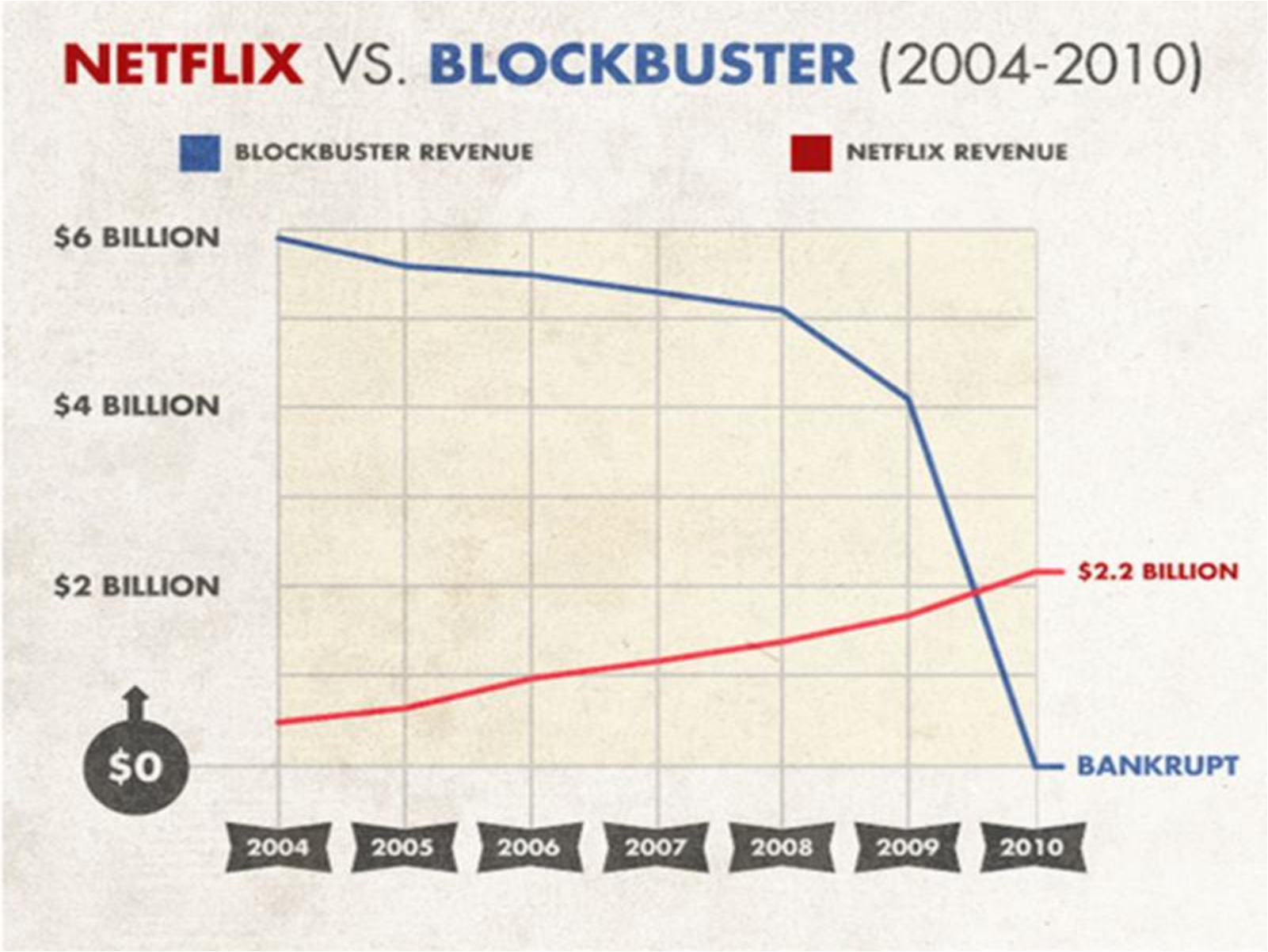
HOW THEY COULD HAVE SAVED THE BUSINESS

What do you do when your entire market is disrupted?

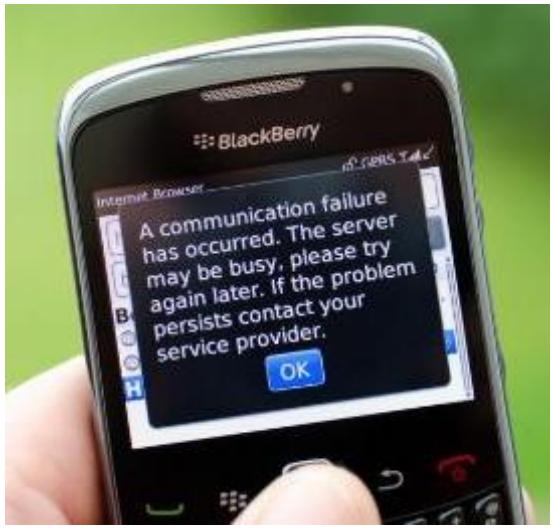
- 1976 - Founder, David Cook opens first Blockbuster in Dallas, TX
- 1992 - Becomes Video Rental Market Leader with 2,800 US Stores
- 2000 - Rejects partnership with Netflix
- 2004 - Peak of it's powers, 9,000 stores worldwide with a$5 Billion Market Value and $5.9 Billion in revenue
- 2010 - Files for bankruptcy

BLOCKBUSTER

NETFLIX


NETFLIX VS. BLOCKBUSTER (2004-2010)
BLOCKBUSTER REVENUE
NETFLIX REVENUE
$6 BILLION
$4 BILLION
$2 BILLION
$0
$2.2 BILLION
BANKRUPT
2004
2005
2006
2007
2008
2009
2010

Where are they now?



AI – The Hype VS The Reality

HYPE

REALITY

Leverage HI + AI to harness the Power of your Voice Channel

Uncover customer and business insights

Deliver your brand promise to customers with a white glove experience

Let the customers teach you how to improve your brand

Identify disasters before they occur

Hire and Train the right type of agent

Machine learning is lost without People

In a world driven by tech…Your people matter more than ever.

Job looks the same but

your customer expectations have changed.

We focus on CX, **YOU** Decide Tools

IMPLEMENTATION STEPS

Record your Calls

Capture Metadata

Define Objectives

Measure Effectiveness

Monitor & Evolve

Ongoing Refinement

TOOLS

Paper Form

Excel

Artificial Intelligence & Human Intelligence

Tethr

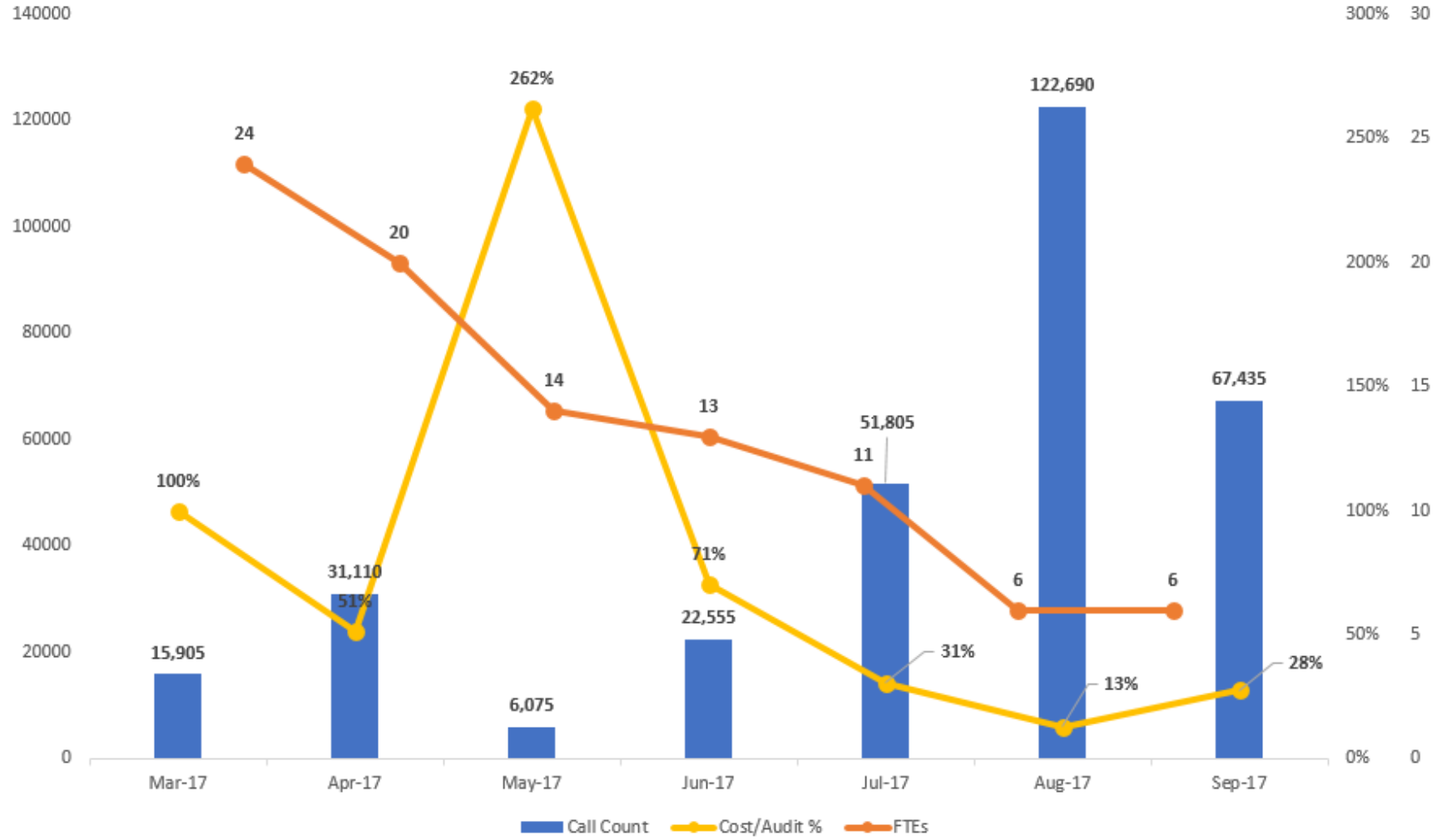
Etech playing by the rules

DECIDING FACTORS

Volume, Commitment to Customer Experience

Volume VS. Cost (Etech AI)

Cost vs FTE vs Volume (Major QA Campaign)



Key Takeaways

1. Customer Experience is the new Quality Benchmark
2. Customer Loyalty Journey
3. What is AI ?
4. How to Implement AI
5. Artificial Intelligence Meets Human Intelligence

Book Signing Event

Book Signing Event: Jan 23rd 3:20pm

Learn how Artificial intelligence is revolutionizing the contact center industry, it's impacts, the brighter side of AI and the role of people.

Contact me at: *Jim@etechgs.com*

Visit us at Booth #416 – Demo Drive & Win Cool Prizes!!

Stop by our booth and talk to us about a proof of concept with YOUR data

Jim Iyoob

Chief Customer Officer

jim.iyoob@Etechgs.com

936.371.2640

about.me/jiyoob

@jiyoob

facebook.com/jim.iyoob

linkedin.com/in/jimiyoob