

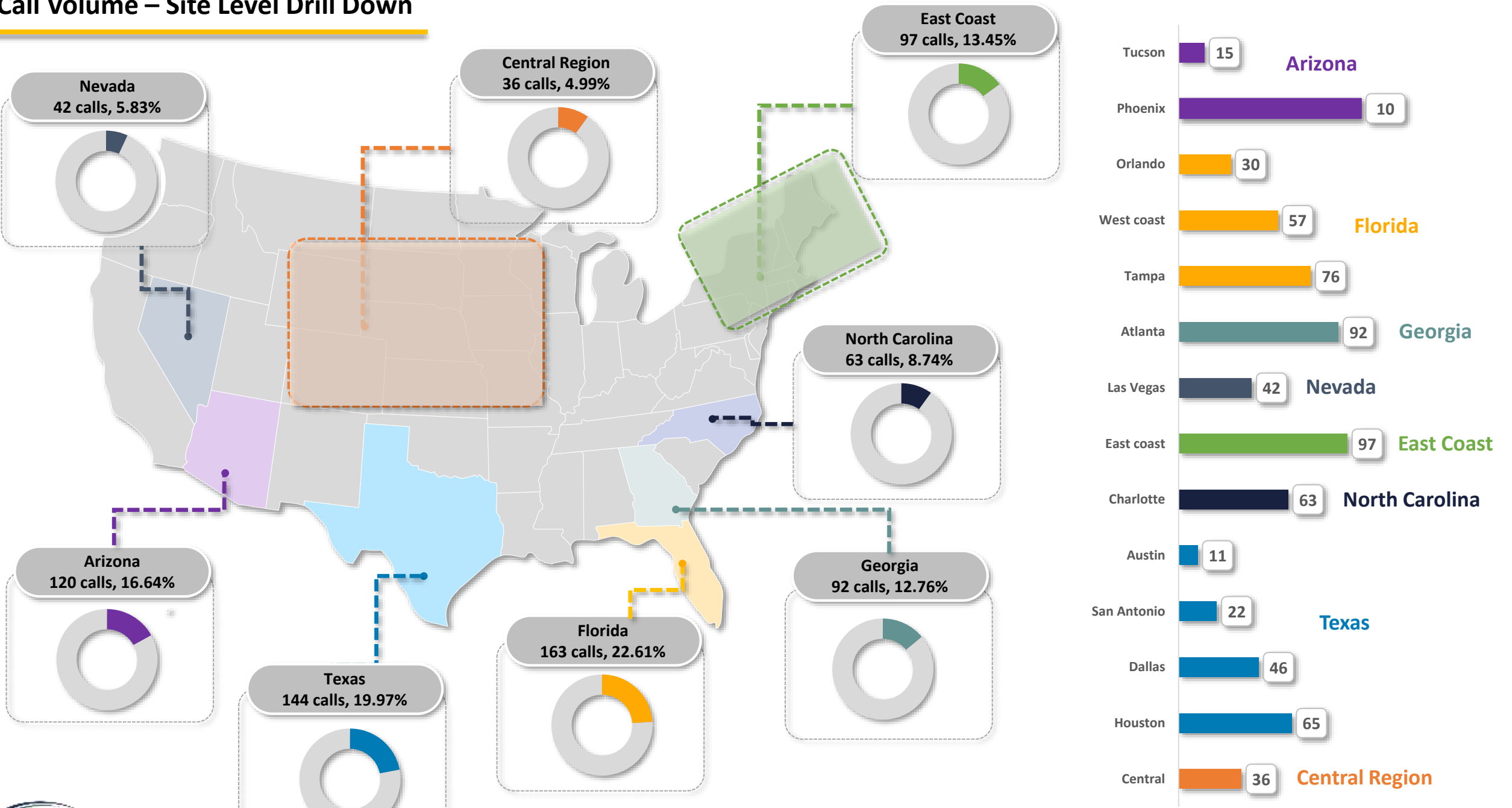


Delivering Customer Engagement Solutions through
Inbound, Outbound, Live Chat,
Quality Monitoring and **Social Media** Services.

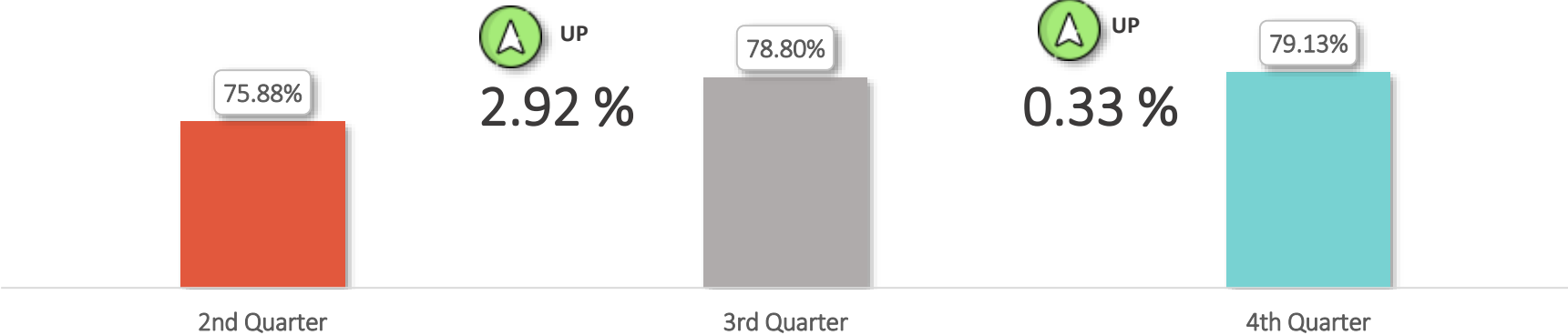
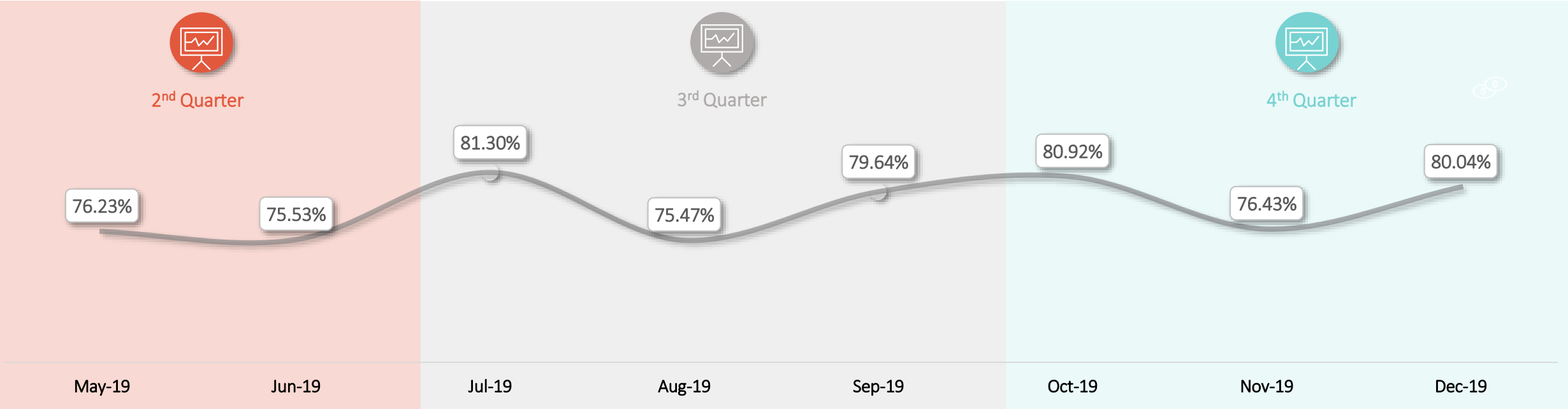


Experienced **People** | Innovative **Technology** | Remarkable **Results**

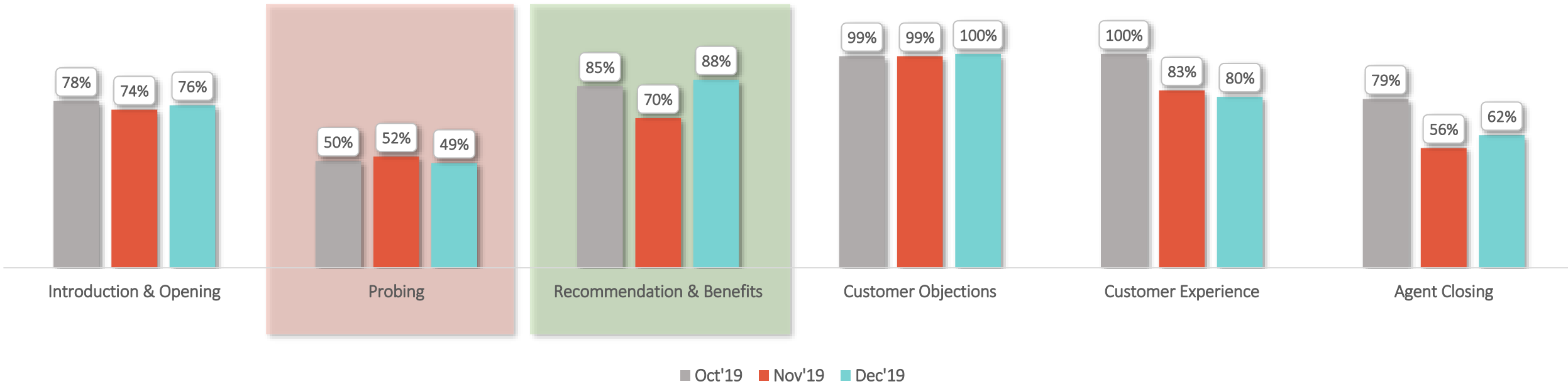
Call Volume – Site Level Drill Down



Overall QA Score – Quarterly Trend



Overall QA Score – Section Level Trending



Highlights

- Overall QA score **increased** as compared to Nov, 2019, for the following sections:
- Introduction and Opening: **1.95%**
- Recommendation & Benefits: **17.59%**
- Customer Objection: **0.72%**
- Agent Closing: **6.42%**

Lowlights

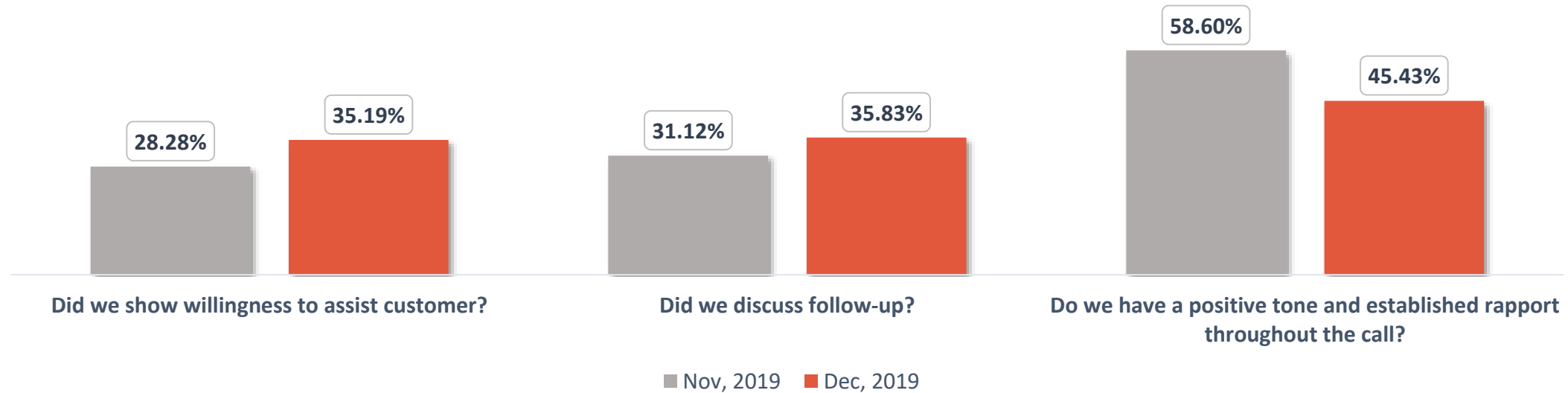
- Overall QA score **decreased** as compared to Nov, 2019 for the following sections:
- Probing: **3.28%**
- Customer Experience: **2.50%**

Other Considerations

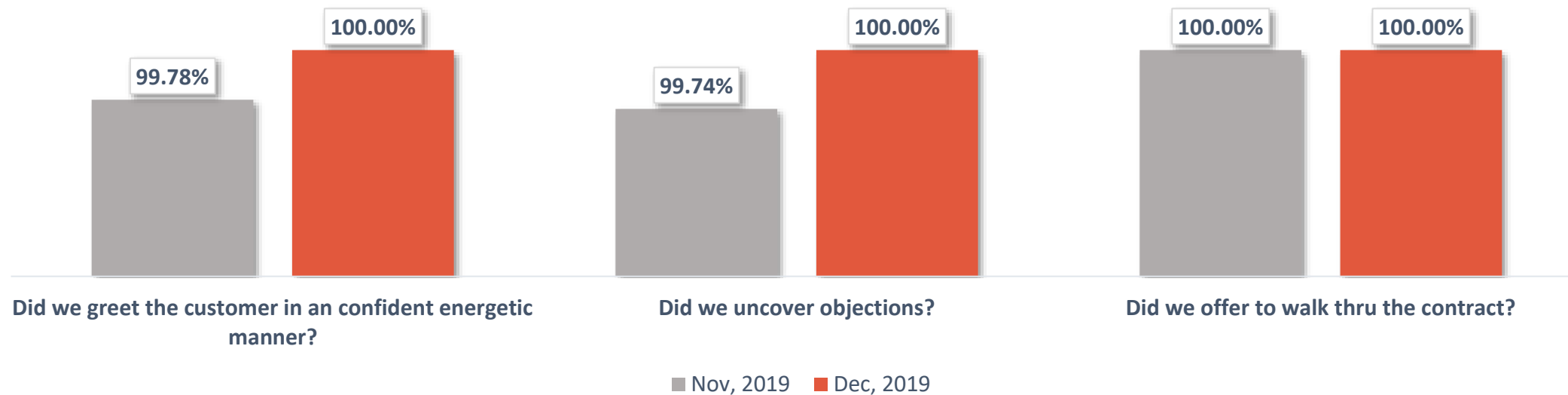
- Major **increase** observed in **Recommendation & Benefits Section** of **17.59%** as compared to Nov, 2019

Top 3 Parameters with Lowest and Highest QA scores

Top 3 Opportunities



Top 3 Strengths



El Recommendation – Agent Probing



Matt

Probing Section: 61.68%

Sample Interactions

Phone Number	Call Duration
208XXXXXXX	7:08
214XXXXXXX	7:34

What are they Selling...?

- What has you thinking about selling this property in particular?
- I am calling to get a feel for why are you looking to sell?

When do you want to close?

- When are you planning to move?
- Assuming the number of work for you; when are you looking to move?

Where are you moving (if applicable)?

- Are you planning to stay in this (50 miles) radius?

Does the seller have an agent for the next purchase?

- So you are still looking on the right property? Have you received any offers yet at the new place?

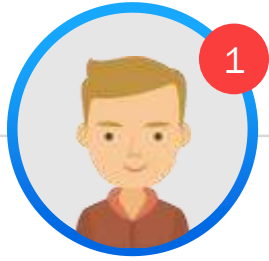
- *Asking the right discovery (probing) questions will ensure that the customers' communication, desires, needs and expectations are laid out from the beginning. There will be less stress and headache throughout the entire process and your customers can trust agents much more*
- *Etech Insights team always suggest asking discovery questions with the customers to run through the expectations*
- *A proper needs analysis requires open-ended questions. This will help agents to establish rapport and discovery customer needs*

26 compiled sample probing questions agents need to ask their buyer/seller during the probing phase



**Recommended
Probing Questions**

EI Recommendations – Top Tips To Establish Rapport With The Customers



When you use their name regularly, you get their attention and validate your interest in them.

Say the Customer's Name often!



If your customer speaks slowly, slow your speech down to match. If your customer speaks loudly and quickly, try to keep up.

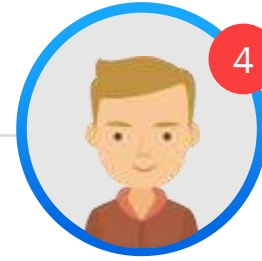
The **big picture** agents tend to be creative and strategic and don't want to be burdened by the detail. On the other hand, the **detail-oriented** agents are conscientious and demanding and will only be convinced by hearing all the details.

Mirror, Pace & Lead



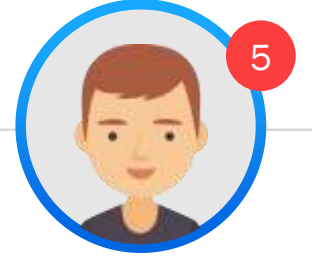
Identify quickly if your customer is a Visual, Auditory or Kinesthetic communicator and match their style. Listen for words like; see and look (visual), hear and listen (auditory), feel and sense (kinesthetic). Your customer will feel better understood if you mirror their words (and style) back to them using statements like: "let me show you", "I hear what you're saying" or "I sense there is an opportunity here".

Matching Communication Style



As you listen to everything your customer says, take notes and repeat what they've said to you where you can.

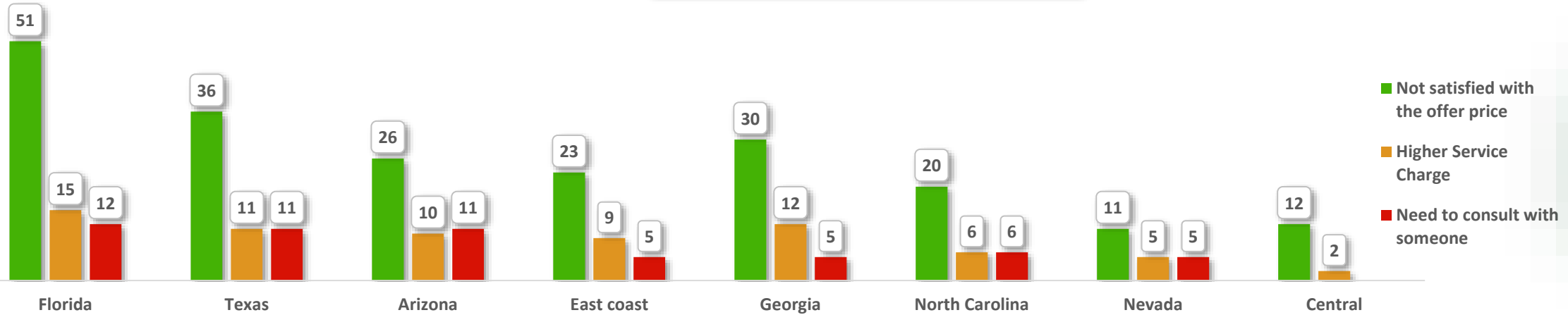
Active Listening



Use phrases like "I understand where you're coming from", and "That experience must have been rewarding." Showing genuine empathy helps you to gain the customer's trust and leads them towards accepting your solution to their problem.

Be Empathetic

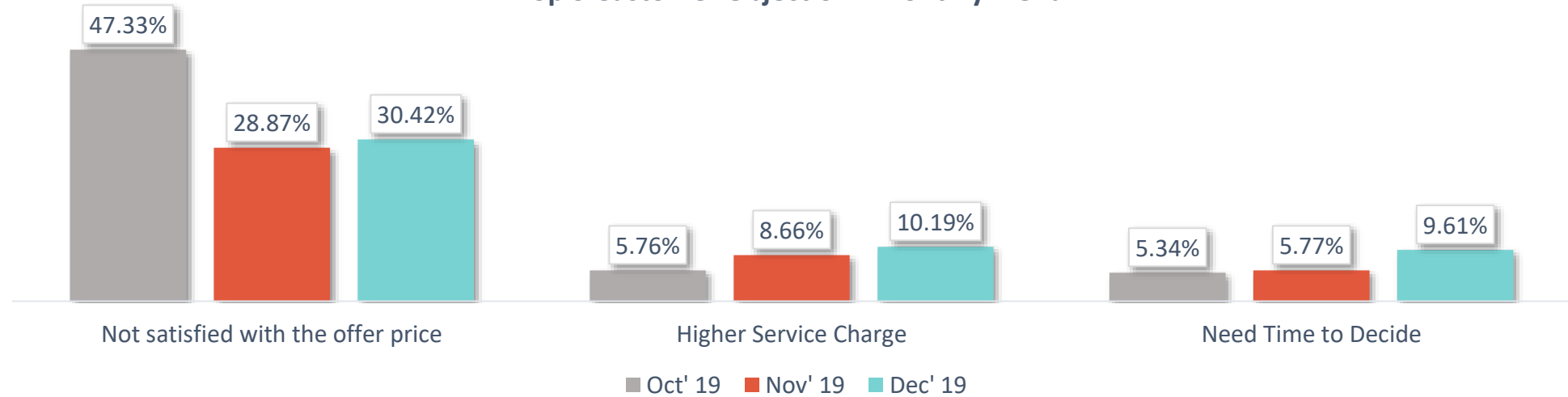
Customer Objection Analysis



Customer Objections	Florida 141 calls 20.52%	Texas 130 calls 18.92%	Arizona 111 calls 16.16%	East Coast 89 calls 12.95%	Georgia 87 calls 12.66%	North Carolina 57 calls 8.30%	Nevada 41 calls 5.97%	Central Region 31 calls 4.51%
Not satisfied with the offer price	51	36	26	23	30	20	11	12
Higher Service Charge	15	11	10	9	12	6	5	2
Need to consult with someone	12	11	11	5	5	6	5	-
Inspection of the property	10	5	6	1	4	4	6	2
Customer not Ready to sell the property	8	9	8	4	7	4	1	1
Need Time to Decide	8	17	15	10	7	3	3	3
Process Flow post Acceptance of Offer	7	9	5	10	5	3	6	6
Closing Cost	6	4	6	2	5	-	-	2
Financing Issue	5	2	2	3	1	1	1	-
Better deal with competitor	3	3	4	3	-	-	-	1
Others	16	23	18	19	11	10	3	2

Customer Objection Analysis (Monthly Trend)

Top 3 Customer Objection - Monthly Trend



Highlights

- Overall QA score **decreased** as compared to Oct, 2019, for the following Customer Objection:
- Not satisfied with the offer price: **16.91%**

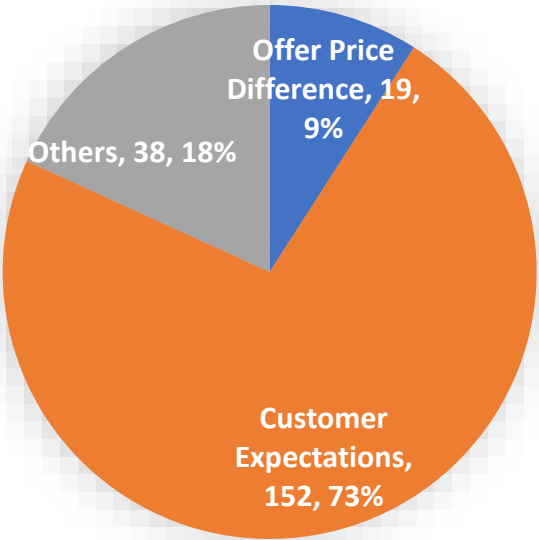
Lowlights

- Overall QA score **increased** as compared to Nov, 2019 for the Customer Objection:
- Higher Service Charge: **4.43%**
- Need Time to Decide: **4.27%**

Customer Objections	Suggested Agent Rebuttal Phrase
Not Satisfied with the Offered Price/Higher Service charges	<ul style="list-style-type: none"> You see there is a very big difference in the way that we operate and the way that most companies operate. Most companies manipulate the computer to show figures that they think you want to hear. Why? Well, most companies don't do much or get much business. Getting your listing makes them feel like they are accomplishing something...Whereas, we, on the other hand, sell homes, non-stop, all day long. Do you want to know why?" (Sure) <ul style="list-style-type: none"> The higher a price is on a property, the less a seller needs to sell it...at least that's what the agents believe...purely from their past experience I can understand your concern. It is a lot of money...so, I want you to look at it this way...Don't look at the money. It's really the peace of mind you will experience when you use our service... We are lucky to have an offer in today's economy. We could wait, and maybe there will be another offer, but it may take 4 months, 6 months, maybe even more, and even then the offer could be even lower.
Need to consult with someone	<ul style="list-style-type: none"> At this point, I'm not asking you to rip anything out. I'd just like the opportunity to show you how we're different and how signing up with us will provide additional value to you. I completely understand; however, could you please let me know what additional questions you might have that you would like to discuss with your Spouse/Friend/Family? I would be more than happy to answer them all for you. <ul style="list-style-type: none"> I can appreciate that, making a logical decision is important...so tell me, what is it specifically that you're going to have to discuss with Spouse/Friend/Family?
What makes yours different?/ Competitor offers better deals	<ul style="list-style-type: none"> I think the real issue is how you feel about the company? So tell me, what qualities or features are you looking for? Because we really got some few exciting deal which will help you. <ul style="list-style-type: none"> What is it, specifically, that is stopping you from signing the listing contract with me tonight? Great! I think that is one of the best things that you could do and before I go...Tell me, what is it specifically that is stopping you from picking up that pen and signing your home with me? I understand and let me ask you this...If I can help you to realize that your home will not sell for a dollar more than what I have told you...If you felt completely satisfied that it was true...would you still want to waste your valuable time talking to another Realtor or would you just list we me tonight?

Customer Objection Analysis – Level 2 Drill Down

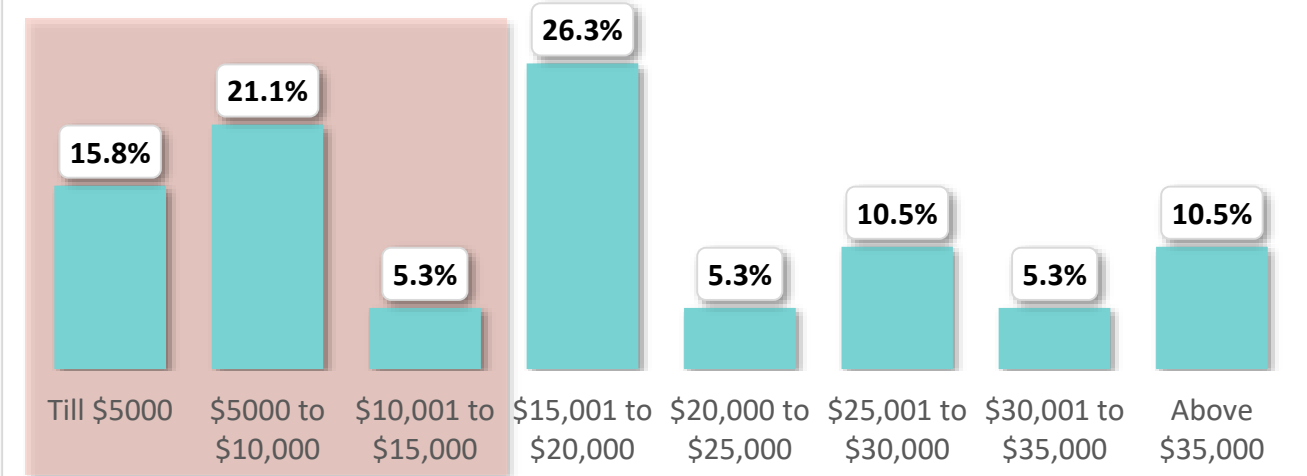
Not satisfied with the Offer Price



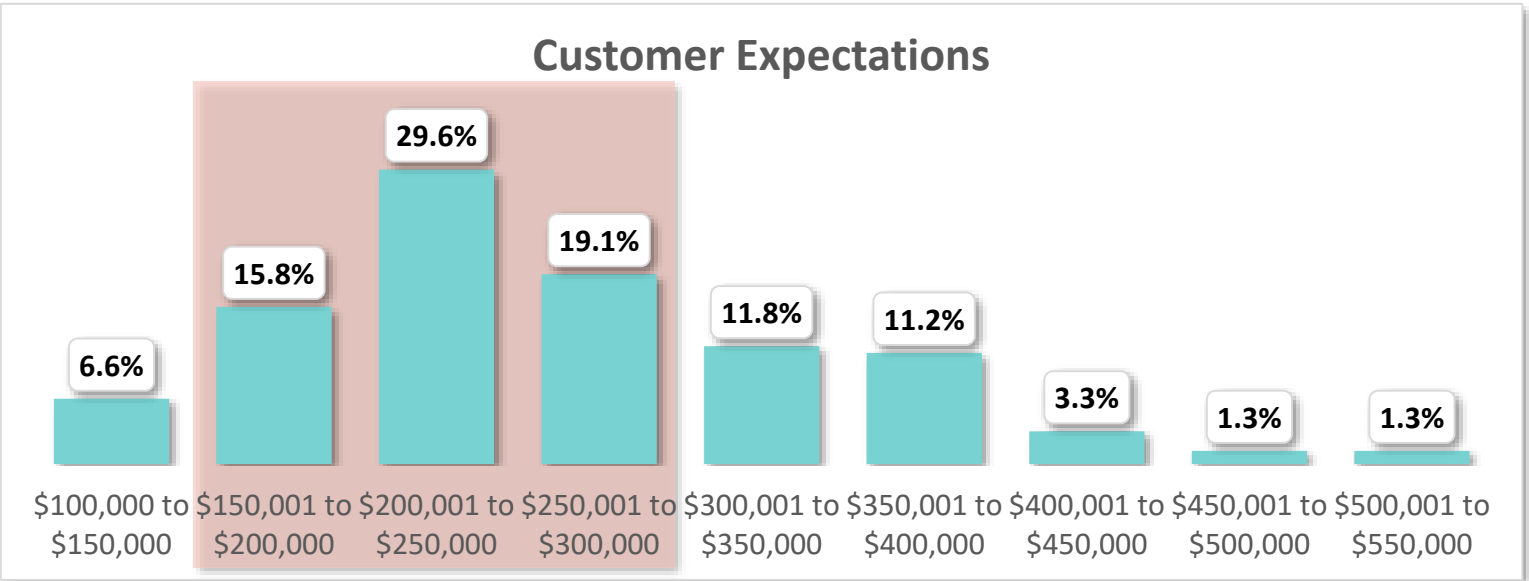
■ Offer Price Difference ■ Customer Expectations ■ Others



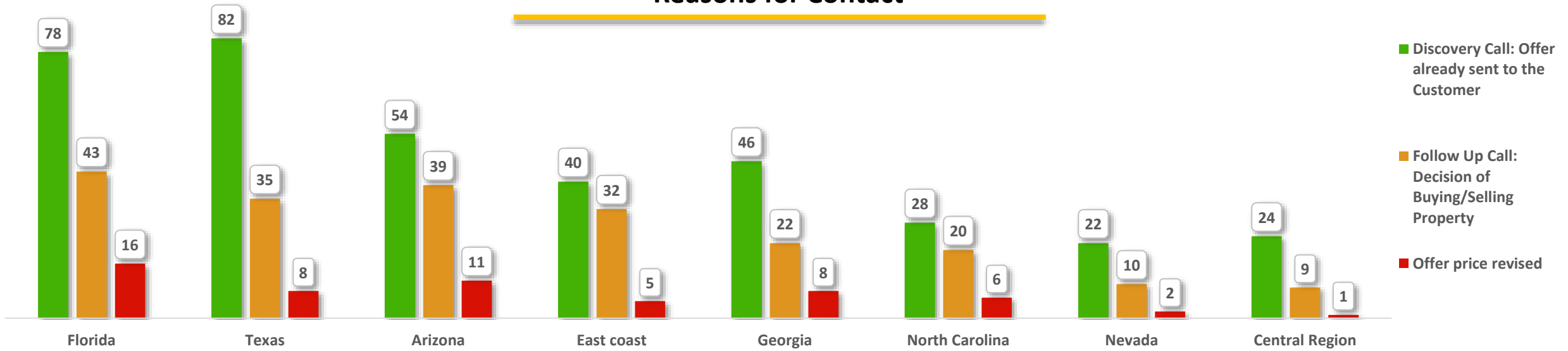
Offer Price Difference



Customer Expectations



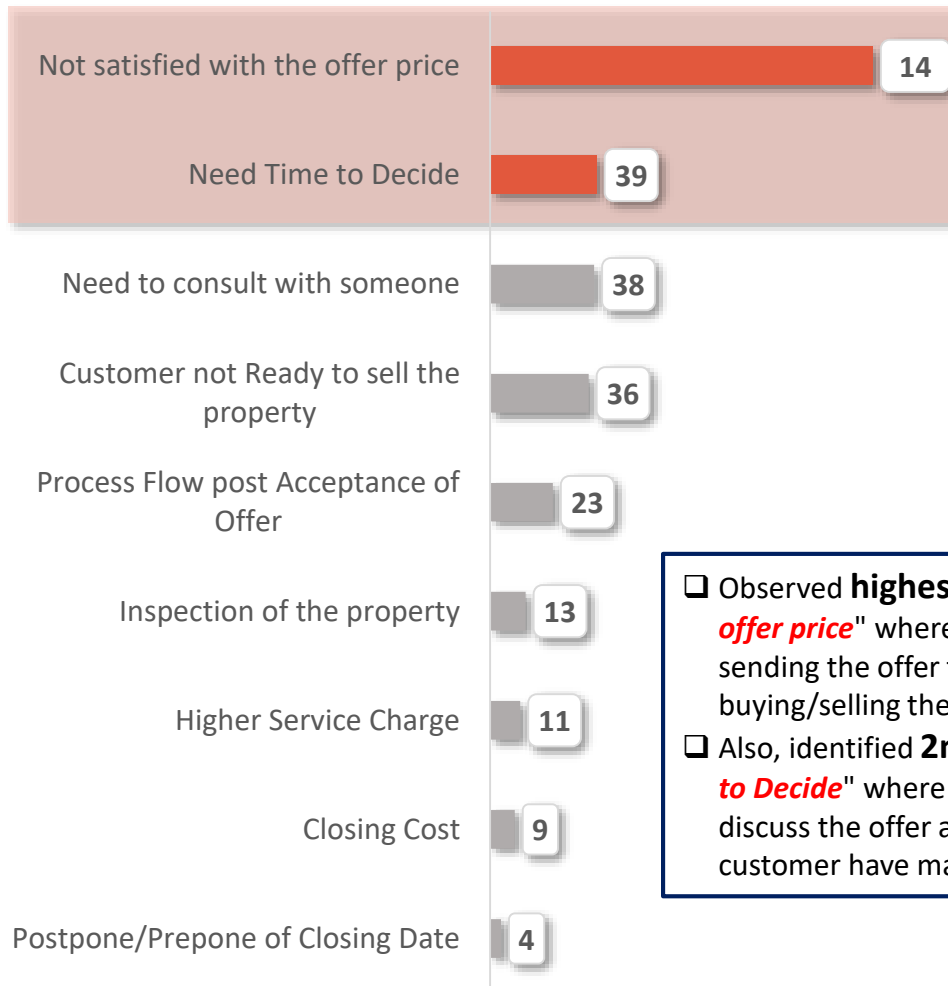
Reasons for Contact



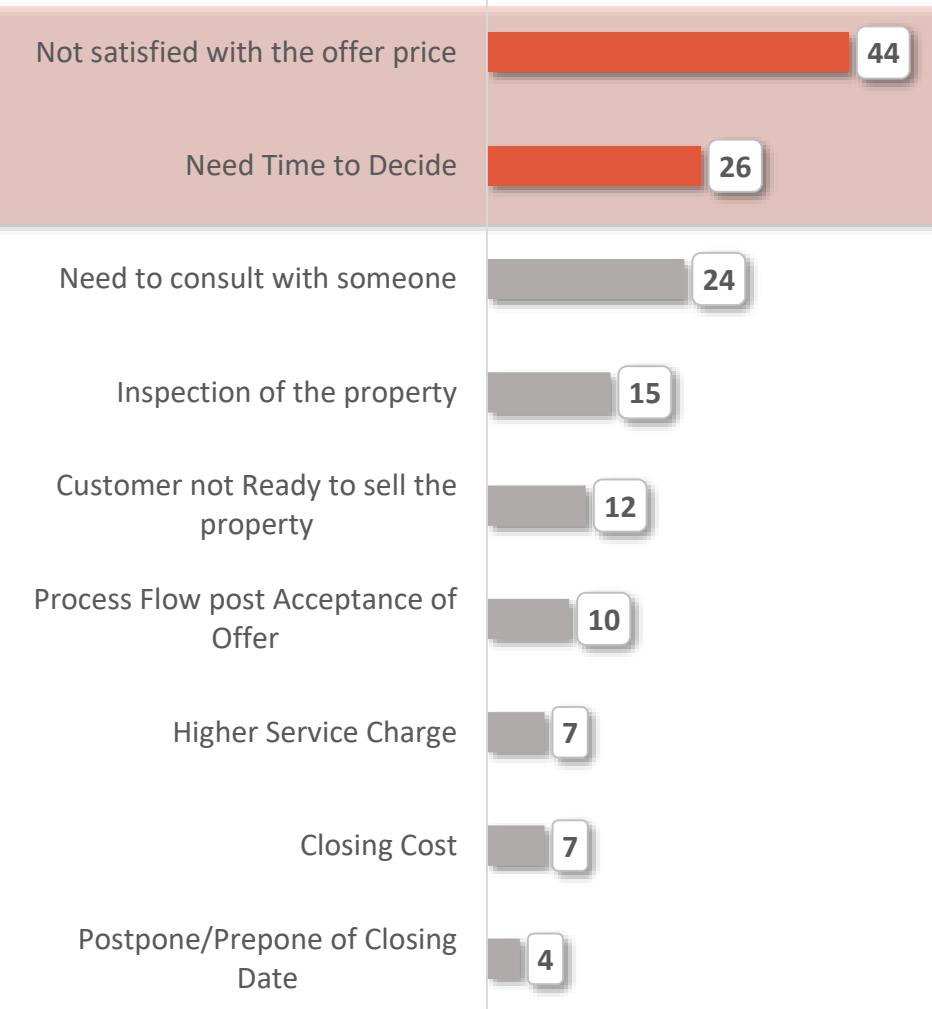
Reasons (primary call driver)	Florida 163 calls 21.53%	Texas 144 calls 19.02%	Arizona 120 calls 15.85%	East Coast 97 calls 12.81%	Georgia 92 calls 12.15%	North Carolina 63 calls 8.32%	Nevada 42 calls 5.55%	Central Region 36 calls 4.76%
Discovery Call: Offer already sent to the Customer	78	82	54	40	46	28	22	24
Discovery Call: Reason for sale of Property	3	2	1	2	1	-	1	1
Follow Up Call: Decision of Buying/Selling Property	43	35	39	32	22	20	10	9
Follow Up Call: Information on closing process	11	4	10	8	6	4	-	-
General Inquiry	9	10	4	6	8	3	6	1
Offer expired : Customer interested to sell the property	3	3	1	4	1	2	1	-
Offer price revised	16	8	11	5	8	6	2	1

Top 2 Reasons for Contact vs Objections

Discovery Call: Offer already sent to the Customer

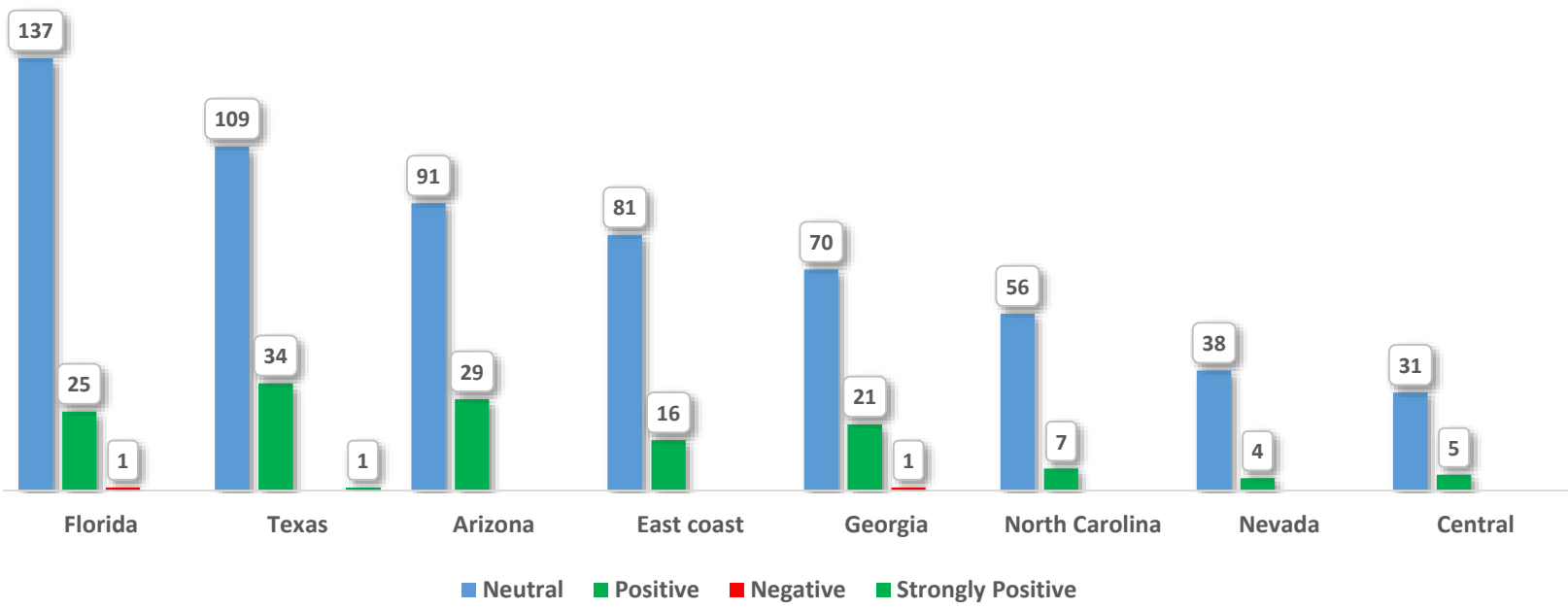
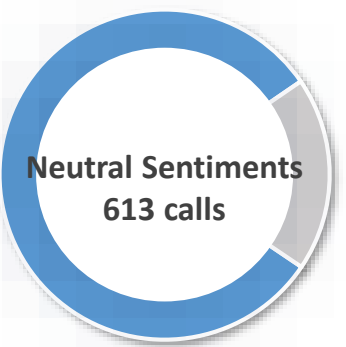


Follow Up Call: Decision of Buying/Selling Property



- ❑ Observed **highest** objections about "**Not satisfied with the offer price**" where agents are calling the customers after sending the offer to discuss it or to identify the decision of buying/selling the property.
- ❑ Also, identified **2nd highest** objections about "**Need Time to Decide**" where agents are calling customers in order to discuss the offer already sent or in order to check whether customer have made any decision or not regarding the offer.

Sentiment Analysis



Sentiment Ratings	Total Calls
Neutral	613 (80.98%)
Positive	141 (18.63%)
Negative	2 (0.26%)
Strongly Positive	1 (0.13%)

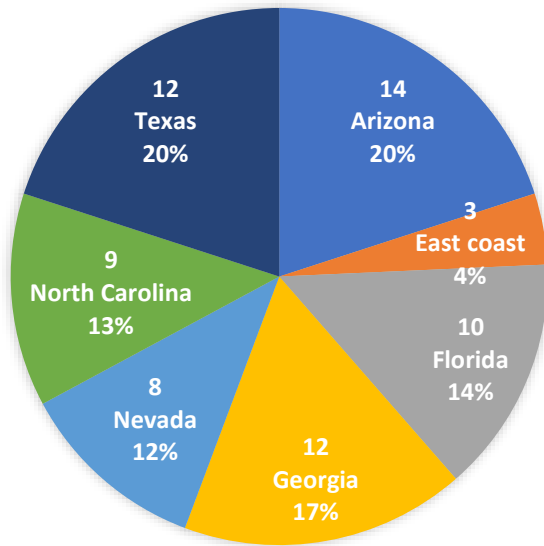
- 480XXXXXXX : "Alright, sounds good. I appreciate you answering some questions an explain this all to me"
- 678XXXXXXX : "That sounds great, I appreciate your follow up and hopefully we do business with you"

- 770XXXXXXX : "Sorry, hanging up on you right now"
- 352XXXXXXX : "I'm not interested, thank you for calling, Bye"

Competitor Analysis



COMPETITOR ANALYSIS - DEC, 2019



Market	Competitor 1	Competitor 2	Competitor 3
Arizona	13	1	-
Texas	9	3	2
Georgia	6	5	1
Nevada	6	1	1
Florida	5	5	-
North Carolina	5	3	1
East Coast	3	-	-

Agent Heat Map

Agent	Supervisor Name	QA Score Without Auto Failure	Introduction and Opening	Probe to understand customer's needs	Recommendation & Benefits	Customer Objection	Customer Experience	Agent Closing
Jonathan	Kit	84.86%	54.31%	51.61%	94.00%	100.00%	90.00%	85.72%
Zach	Mike	82.86%	74.16%	74.75%	83.84%	100.00%	76.88%	92.16%
Matt	Mike	82.33%	75.63%	61.68%	82.86%	100.00%	89.54%	58.70%
Amanda	Mike	82.32%	83.80%	59.24%	87.10%	99.24%	79.56%	59.57%
Drew	Kit	82.16%	73.94%	61.40%	89.66%	100.00%	82.58%	63.13%
Stephanie	Mike	81.37%	73.15%	70.97%	85.45%	100.00%	82.61%	62.23%
Brandon	Mike	81.25%	71.43%	57.38%	100.00%	100.00%	78.57%	52.94%
Tyler	Kit	81.23%	66.06%	47.83%	95.45%	100.00%	79.76%	69.70%
Matt	Mike	80.85%	77.18%	37.21%	82.61%	100.00%	80.00%	78.05%
Christopher	Kit	80.63%	80.95%	31.84%	82.69%	98.62%	85.47%	66.82%
Jared	Kit	80.61%	86.36%	100.00%	61.54%	100.00%	83.87%	50.00%
Charles	Kit	80.47%	75.32%	40.43%	89.09%	98.60%	84.03%	68.57%
Greg	Mike	79.31%	85.85%	32.79%	91.89%	98.89%	78.39%	50.53%
Josh	Mike	79.26%	74.18%	71.90%	81.71%	100.00%	76.61%	58.69%
Jenna	Kit	78.74%	83.54%	21.84%	90.00%	100.00%	76.67%	51.85%
Mike	Kit	78.17%	88.89%	46.36%	77.78%	100.00%	77.78%	46.15%
Chris	Mike	77.71%	60.61%	51.35%	92.50%	100.00%	83.54%	46.43%
Michelle	Kit	77.33%	80.18%	22.22%	96.10%	99.07%	73.49%	62.46%
Tanya	Kit	76.05%	77.78%	40.98%	86.11%	100.00%	69.41%	69.95%
Michael	Kit	75.52%	59.78%	20.19%	93.65%	100.00%	83.10%	51.96%



Jim Iyoo
Chief Customer Officer



Thank You!

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To make a remarkable difference for each other,
our customers, and within our communities.

