



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



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



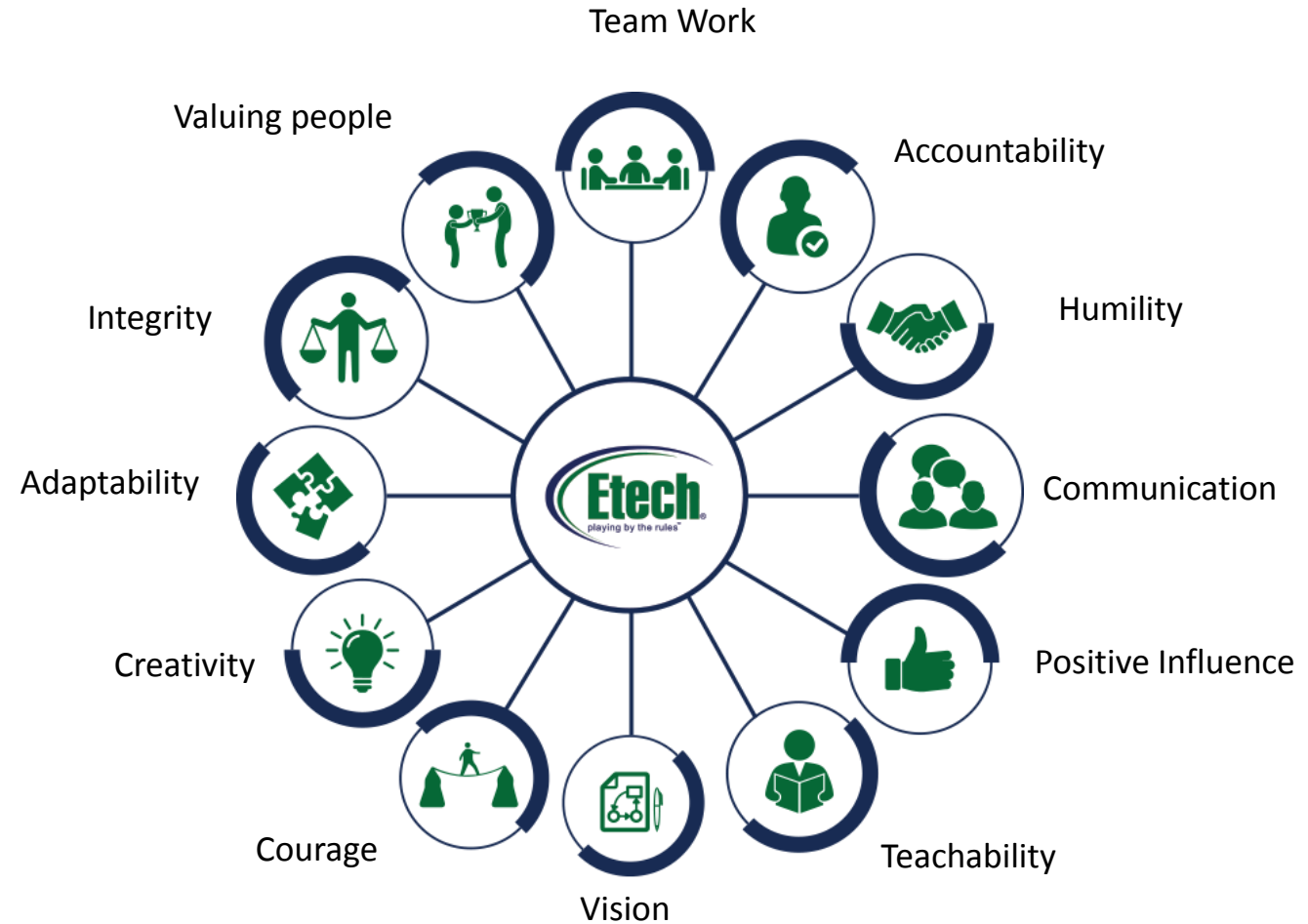
Etech's Servant Leadership Commitment

VISION

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

MISSION

Etech is a servant leader organization providing superior customer experiences and innovative solutions which enable our clients to build stronger brands, strengthen customer relationships, and gain market share.



Nacogdoches, Texas • Dallas, Texas • Lufkin, Texas • Rusk, Texas • Palm Beach, Florida

Montego Bay, Jamaica • Gandhinagar, India • Vadodara, India



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Etech Global Services – Our Journey

OUR STORY



OUR BUSINESS



Customer Engagement Solutions

Inbound & Outbound Interactions, Chat, Sales, Service, and Tech Support



Etech Insights

Actionable Insights for Total Quality Management to Enhance Operational Efficiency and Customer Experiences



Technology Solutions

Etech Technology Solutions

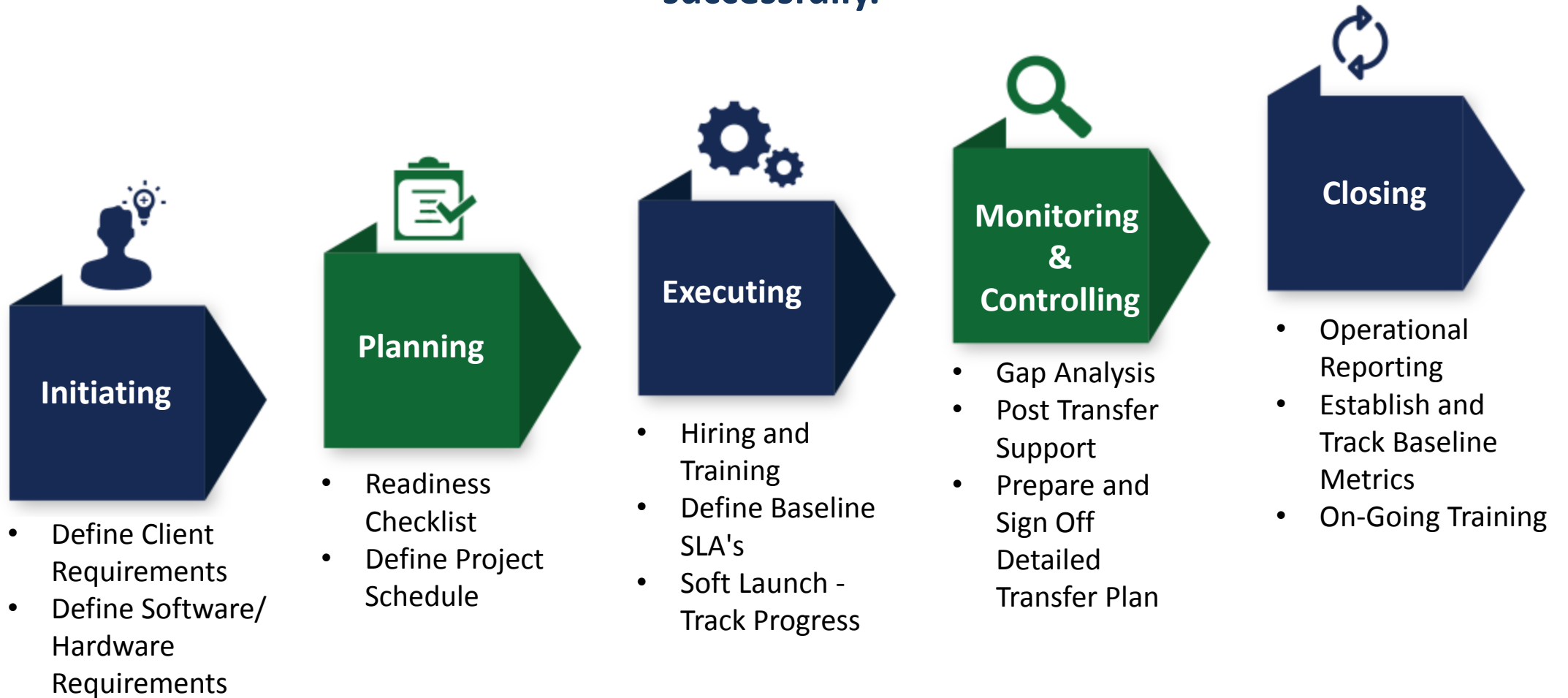
Software/Application Development, Custom Reporting, WFM

OUR AWARDS

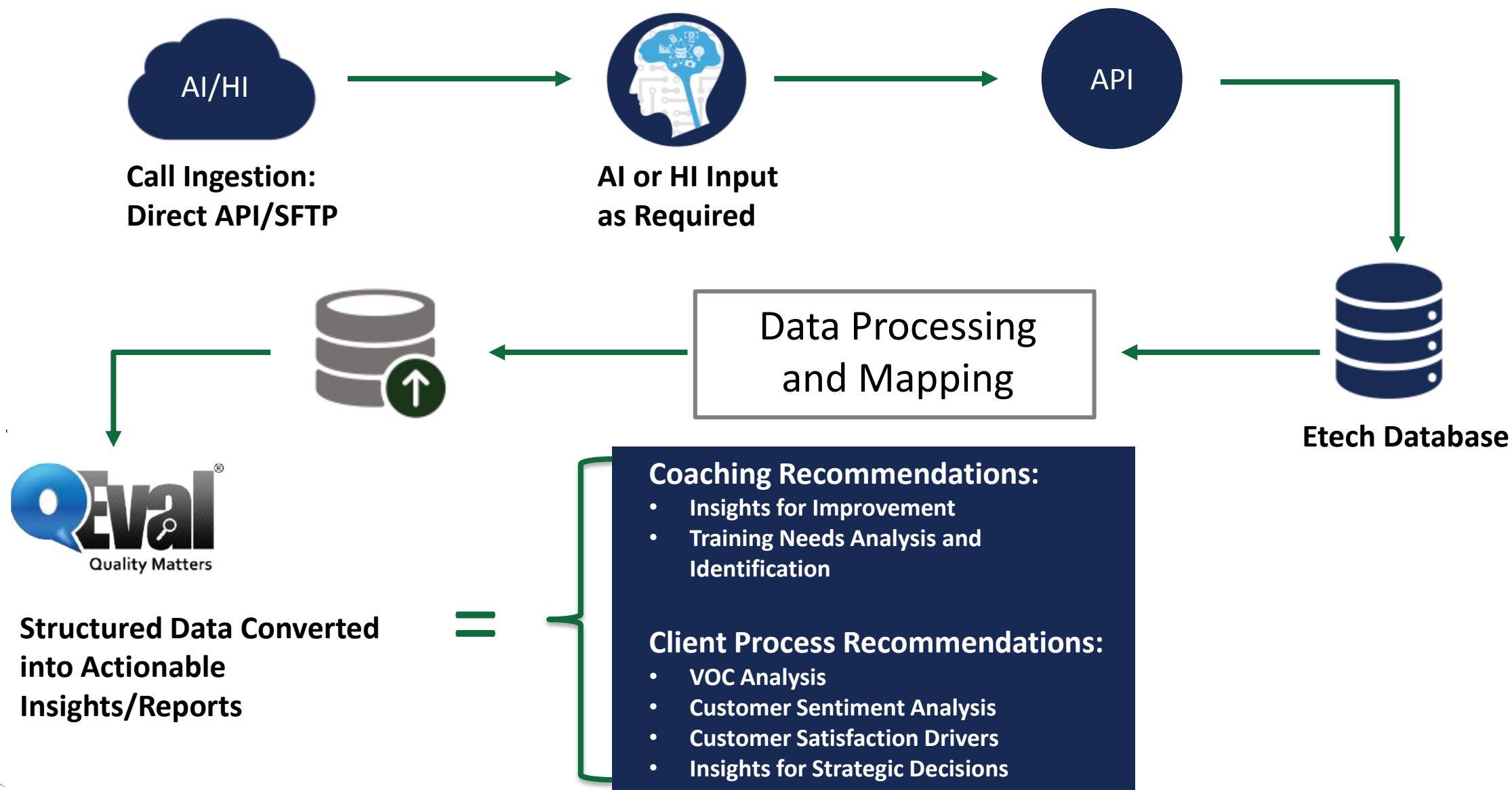


Structured Engagement Approach

Etech assigns a dedicated Project Manager to coordinate the efforts and launch the program successfully.



Transforming Scores to Insights



Etech Insights Drives Business Results

“Etech Insights provides you deeper insight into your customer interactions, which enables you to improve customer experience, reduce effort, meet all corporate governance requirements, and gives you a competitive edge allowing you to increase market share.”

ACQUISITION / RETENTION

Control Churn

Customer Complaints

Insights for improvement

Training Need Analysis and Identification

CUSTOMER EXPERIENCE

VOC Analysis

Customer Sentiment Analysis

Customer Satisfaction Drivers

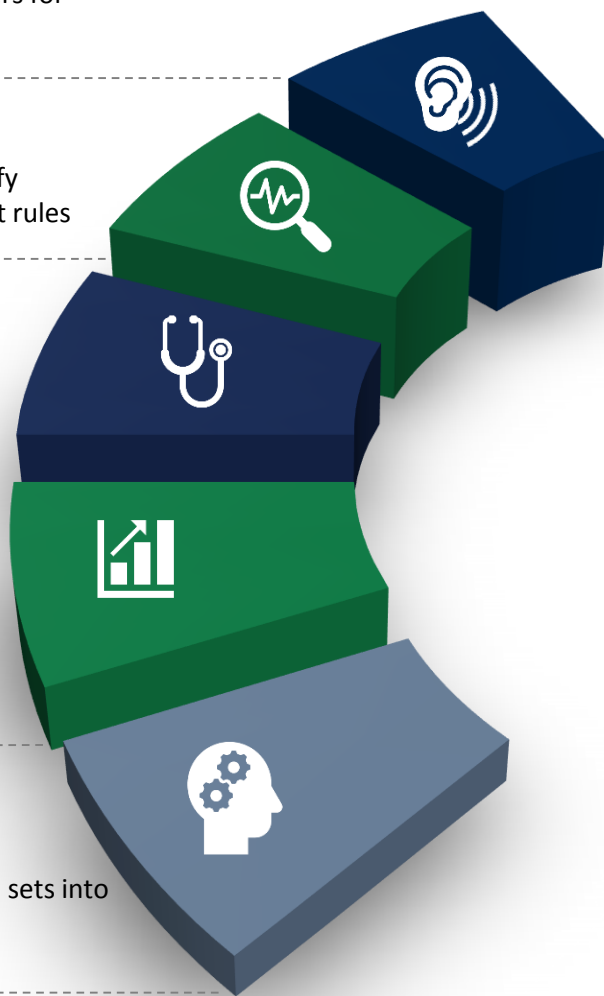
BUSINESS INSIGHTS

Insights for Strategic Decision

Case Study – Sales & Service

Methodology

- Listen: Data Ingestion**
Unstructured data is ingested in layers for further processing
- Identify: Mapping and Processing**
Data Scientists review the calls to identify relevant behavior & add business insight rules
- Analyze: Impact Analysis**
Etech's A.I Engine provided intelligent data output on trends and patterns using 150+ unique categories and scripts
- Improve: Agent Analytics**
Speech Analytic Engine was integrated with the **Scorecard**
- Predict: Deeper Insights**
Etech's Data Scientists refine large data sets into actionable insights



Business Challenges

- **Drive Top Line Revenue**
 - **Increase Sales Conversion**
 - **Reduce Cancellations**
- **Improve CX**
 - **Reduce Customer Effort: Hold Time**
 - **FCR, Educating the Customer / Self Serve**
 - **Improve CSAT Scores**
- **Improve Operational Effectiveness**
 - **Calls Handled**
 - **AHT**



LISTEN

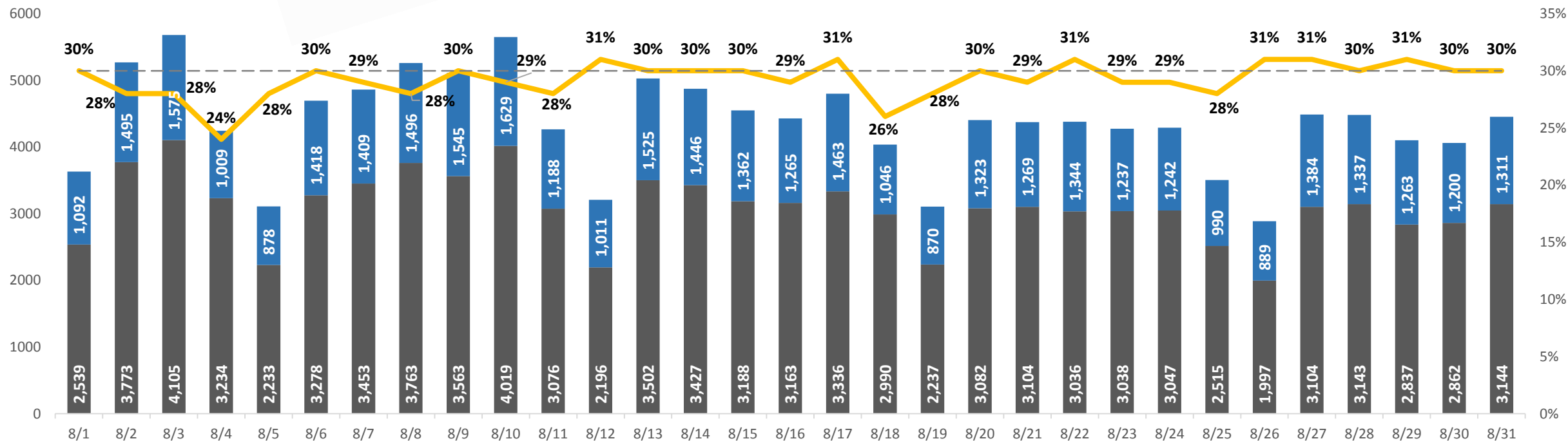
Customers & Agents

Sales

Goal: 30%

MTD Conversion: 29%

- Etech filtered the total volume of **168,771** calls using the “Number of Adult – Verification” category to determine the potential sales calls
- Total Call Volume represented in the graph: **135,495**
- Total Calls Converted: **39,511**



Non-converted Calls Converted Calls Conversion % — — — Benchmark - 30%



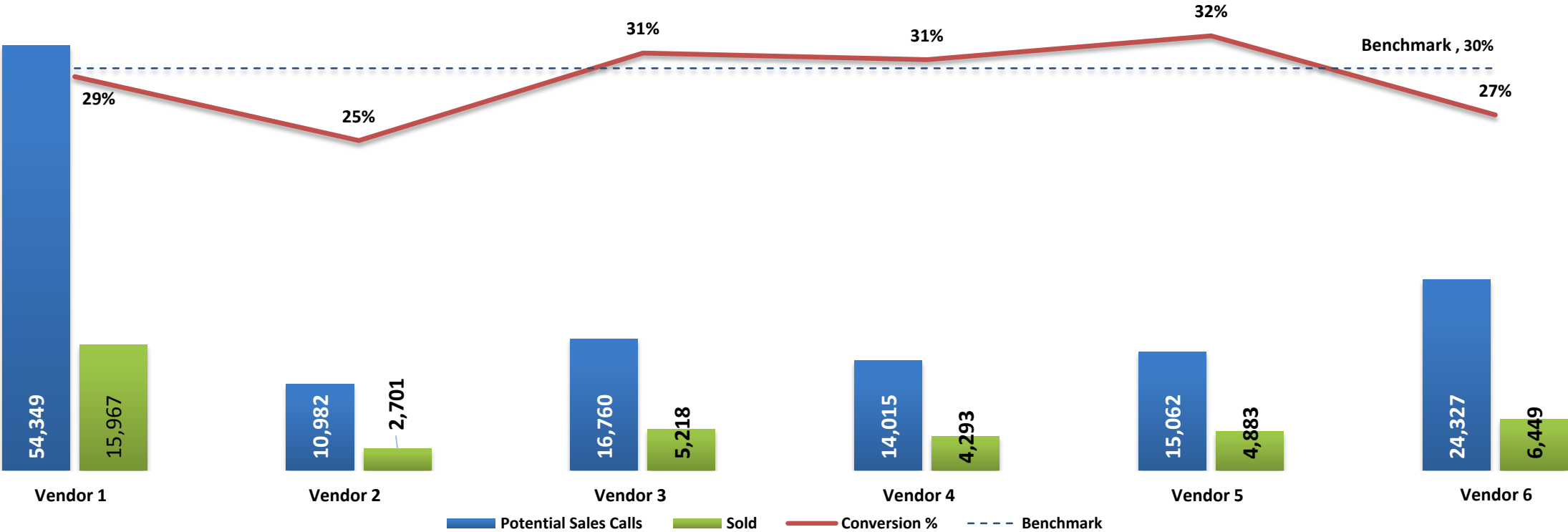
IDENTIFY

No Sale Break Down – Enterprise Level

Total Call Volume : 135,495



Call Outcome - Vendor Wise Analysis

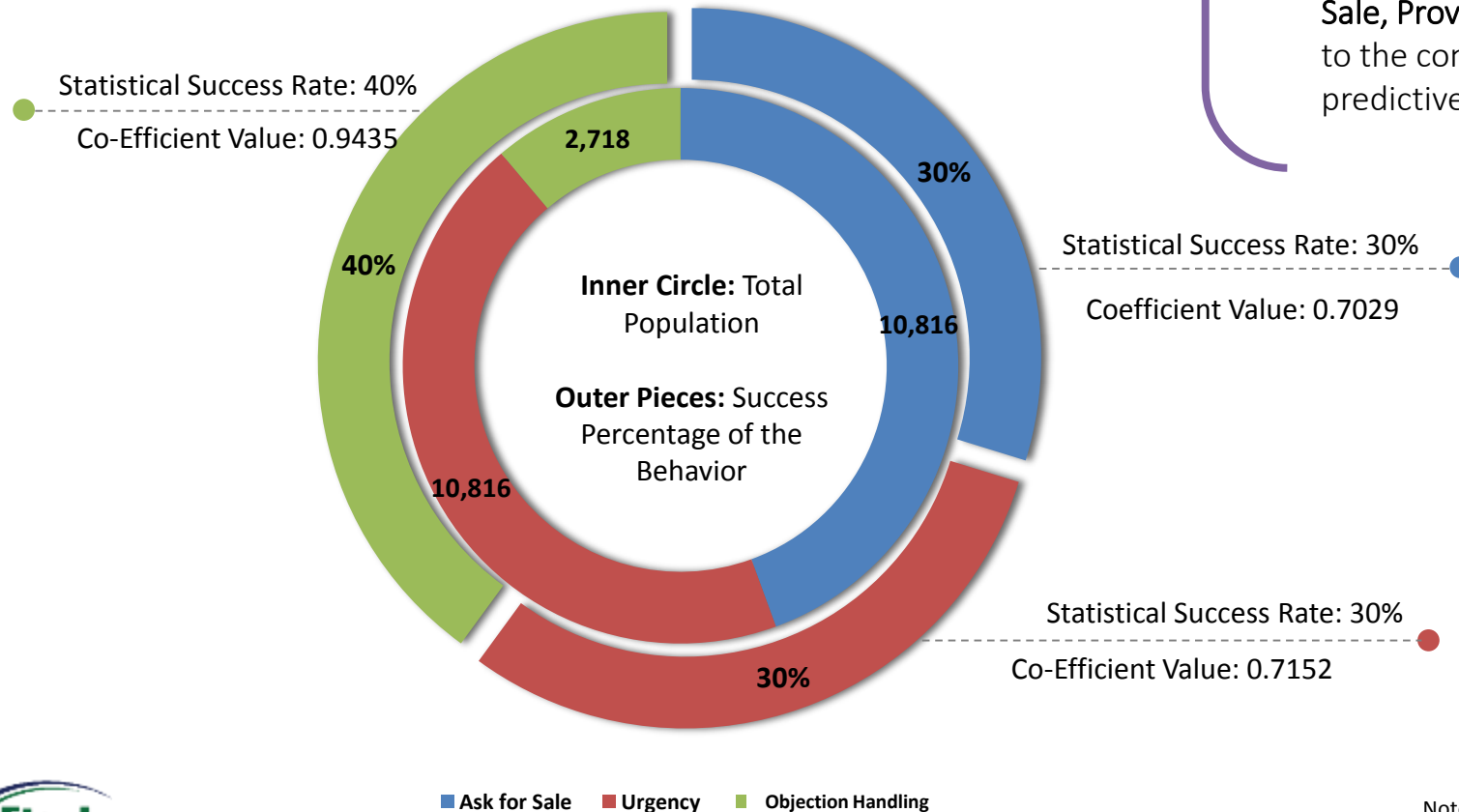




IDENTIFY

Successful Behaviors

Crucial Behaviors & Success Probability



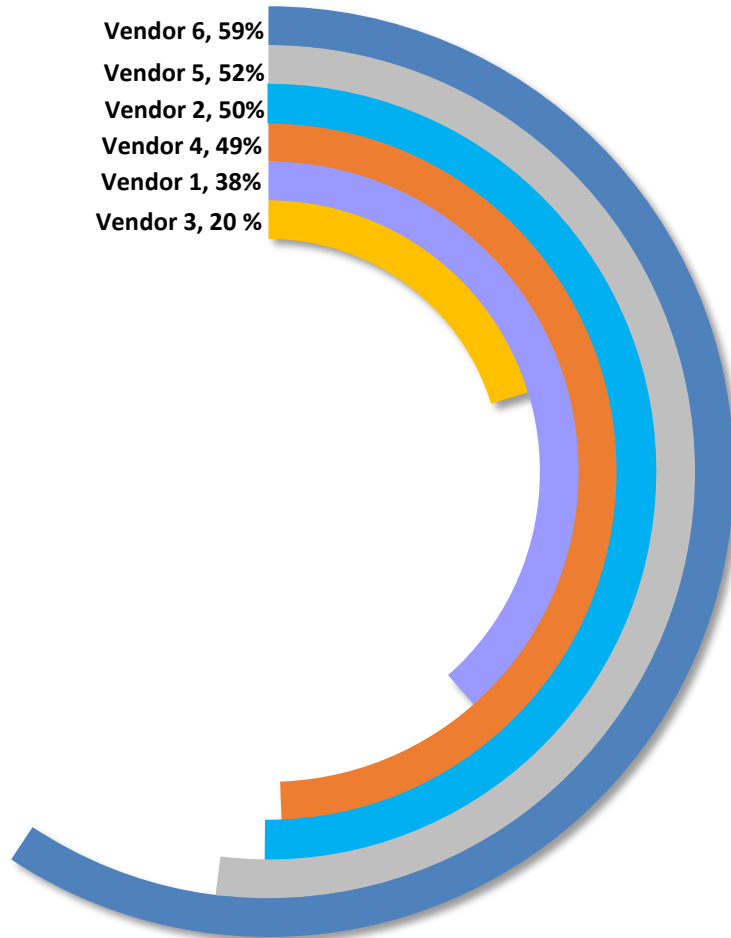
- Co-efficient Value shows a correlation between the observed outcomes and the observed predictor values. The value of co-efficient is always between +1 and -1. The closer it is to +1 the stronger the correlation
- This Analysis statistically proves the hypothesis that **Asking for Sale, Providing Rebuttals, & Creating urgency are directly correlated** to the conversion on an Enterprise Level and can be used to fuel a predictive model



ANALYZE

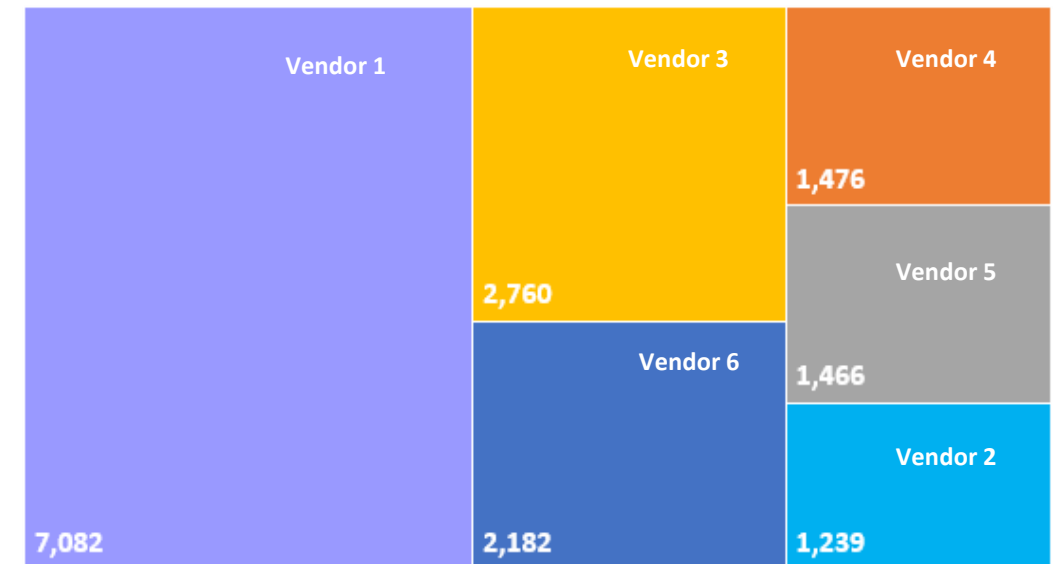
No Sale Calls Vs Crucial Behaviors – Asking for Sale

Vendor Wise Comparison - Asking for Sale on No Sale Calls



Vendor 3 lost **\$552,000** in potential sales by not asking for sale on **80%** of the No Sale calls

Amount of Lost Sales – Impact of not Asking for Sale based on the Regression Model





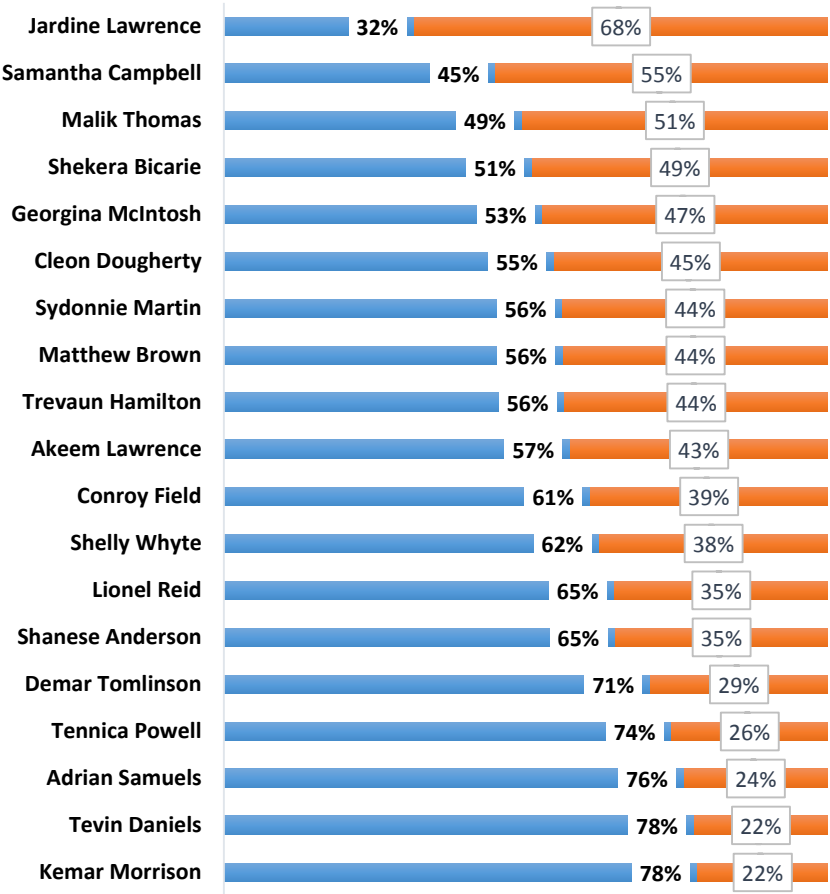
IMPROVE

Playbook to Fix it



Asking for Sale - Impact Bucket

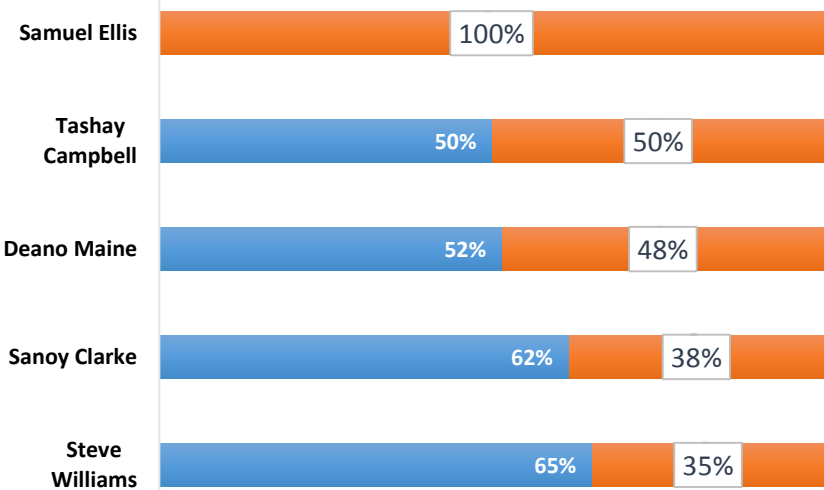
■ Ask for Sale ■ Didn't Ask for Sale



Primary opportunity was derived based on the impact that behavior will have on the conversion

Creating Urgency - Impact Bucket

■ Create Urgency ■ Didn't Create Urgency





IMPROVE

Practical Application

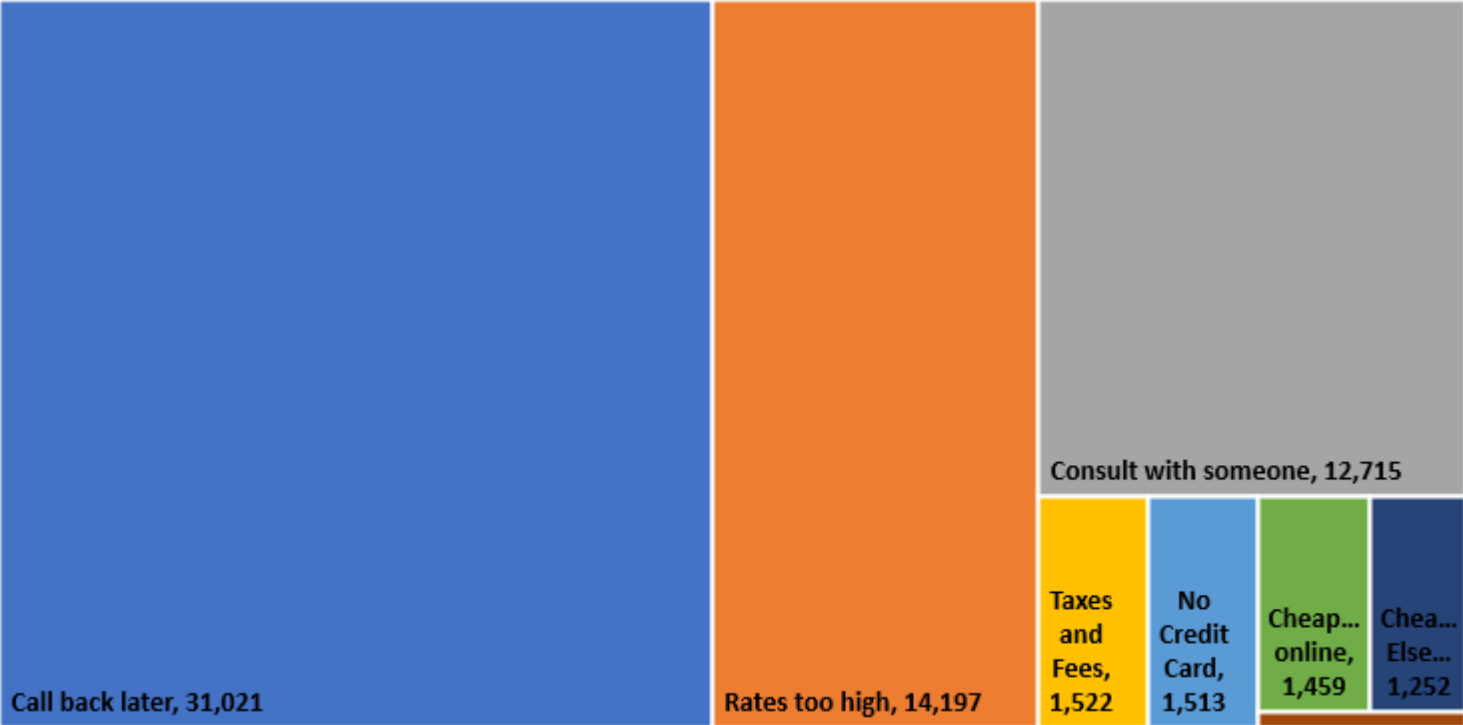
Type of Objections	Successful Rebuttals Agents Use	Example Phrases
City/Hotel not Serviced or sold out	Agents proactively present plan B without seek customer's consent to present plan B. Probing help these agents to proactively present plan B.	I can get you a room at the super 8 in golden it provides you with two queen beds, its a non smoking room, you get free wi-fi included as well as the free breakfast in the morning and you actually can bring your pet along with you.
Discuss with others	Agents always offer to stay on hold while customers discuss with others.	I don't have a particular extension so you wouldn't be able to get back to me directly but is it an option that i can hold on line while you reach out to them?
Not sure of dates - Customer shares that they just wanted to know rates or are just shopping around	Agents create sense of urgency and try to get exact dates.	Everyone is trying to get a room for the summer holidays.
Rate too high / Shopping rates - Customers do not agree with the rates offered	Agents always look for alternate properties with better rates. To overcome this proactively, we should always probe to know customer's budget while probing in the initial part of the call.	We have another property in another area which will be less, it will be at \$88.69 including Tax recovery charges and service fees.
Wants to book online - Customer shares that they are getting better rates online or are more comfortable booking online themselves	Agents offer to stay on hold while customer's are booking online so that they can assist the customer if they are unable to book online.	I know sometimes you book online you may not get a confirmation number, why not get it all the way while we are already on call.
Will call back later - Customers portray that they are not ready to make a reservation and will call back later	Agents portray urgency by saying that the offer is for limited period of time and rates may change later.	We do have a limited amount of rooms actually left at the location.
Will contact Hotel directly - Customers get suspicious of whom they are calling and look to speak to the hotel directly	Agents needs to try and convince the customer that we are discounted rate provider for that particular hotel. Agents have to be very careful while doing this and should not mislead the customer. As instructed by our client, we need to inform customers that we are not the hotel.	We are the ones that actually assist you, providing the best rates and deals for the hotel based on the availability of the hotel and check In dates.
Will not pre-pay - Customers not willing to pre pay due to insufficient funds on card or they are not used to make prepaid bookings	Agents advise customer that prepaid bookings guarantee reservation to them and that they don't have to pay anything when they reach hotel except incidentals. They also advice cancellation policy until which date they can get full refund.	Once you made the reservation over the phone when you check in, there will be no additional charge.
Denies alternate property - Customer wants to book only preferred property	In cases where customer wants to book with preferred property only, agents share plan B and say this is the only availability they have.	Would you be open to other properties near by? The only other property i am seeing in the area is Harrah's Laughlin Hotel its a four star property on 2900 S Casino Dr everything else is booked.

Drive Quick Improvement

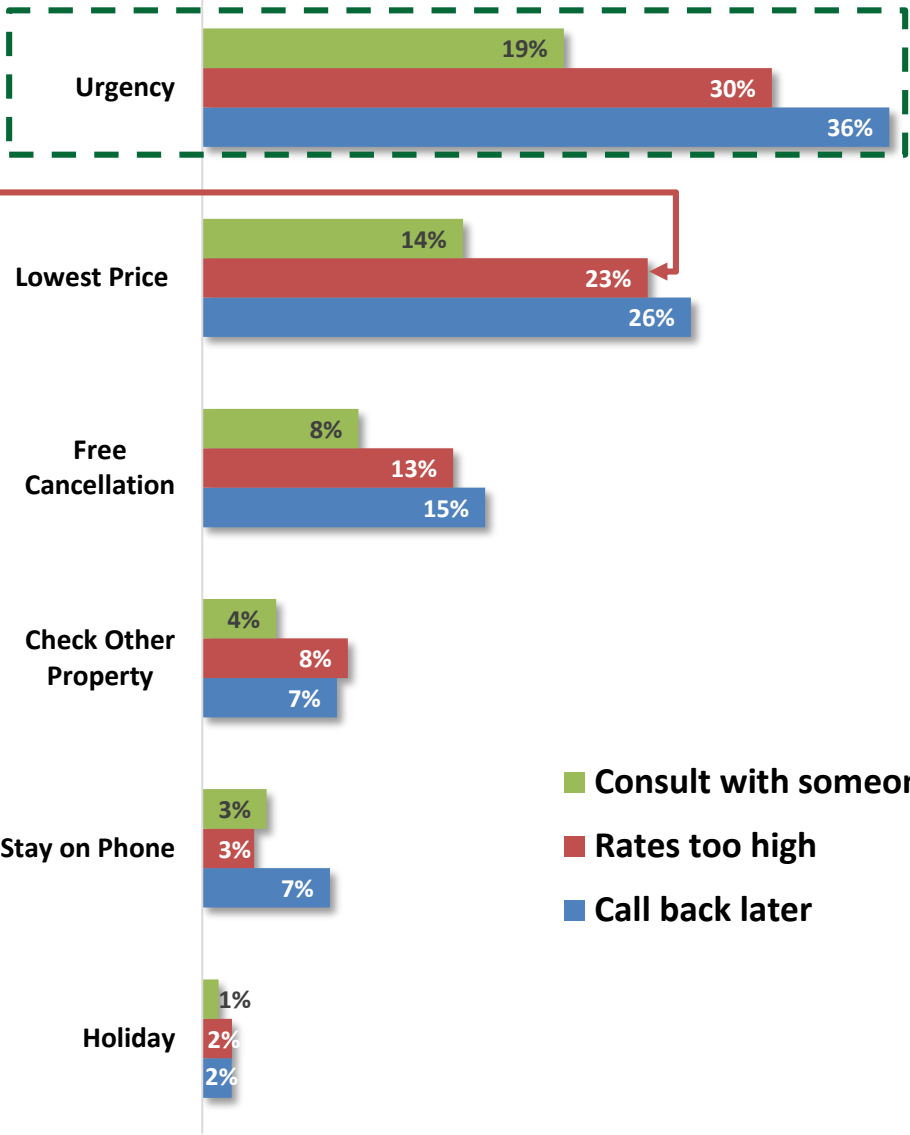
Creating Urgency functioned as a successful rebuttal for the top 3 objections

Lowest price rebuttal was **successful 23%** of the times when customers objected to the price being offered

Type of Objections on calls



Successful Rebuttals Against the Top 3 Objections

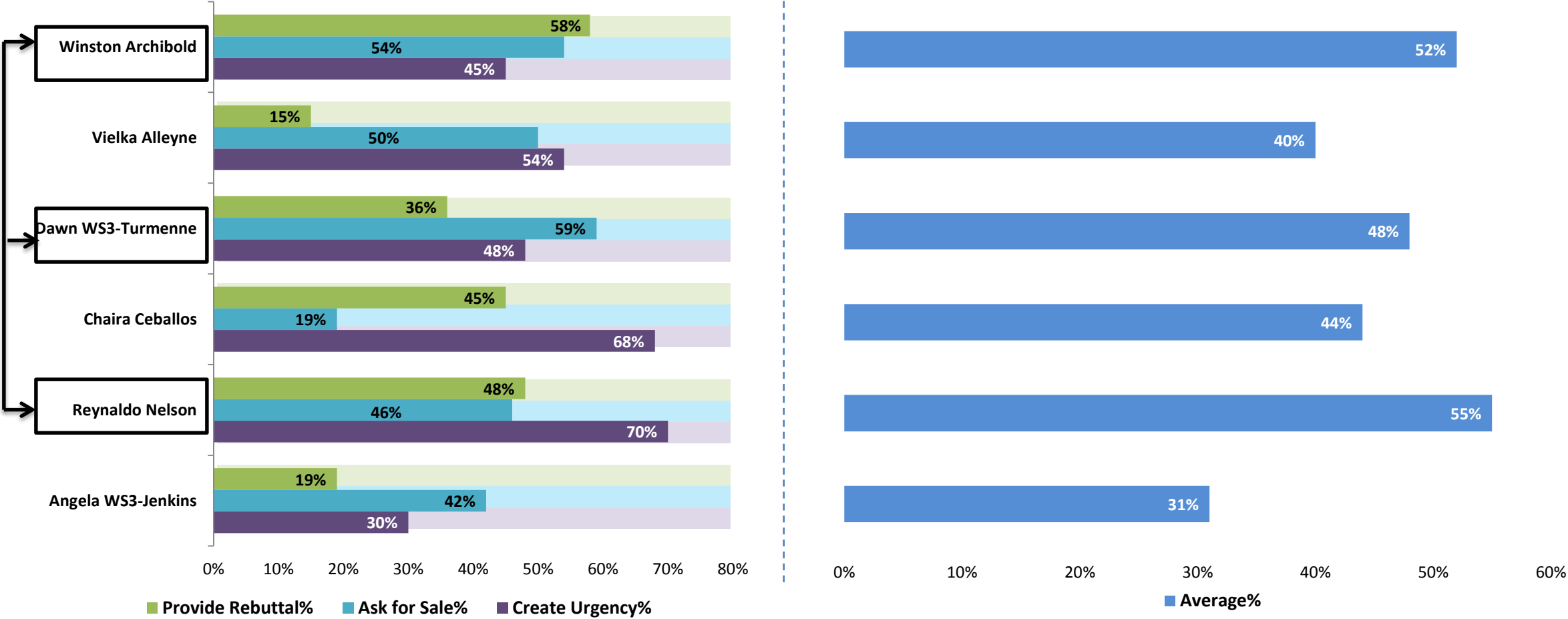




IMPROVE

Replicate Successful Skills

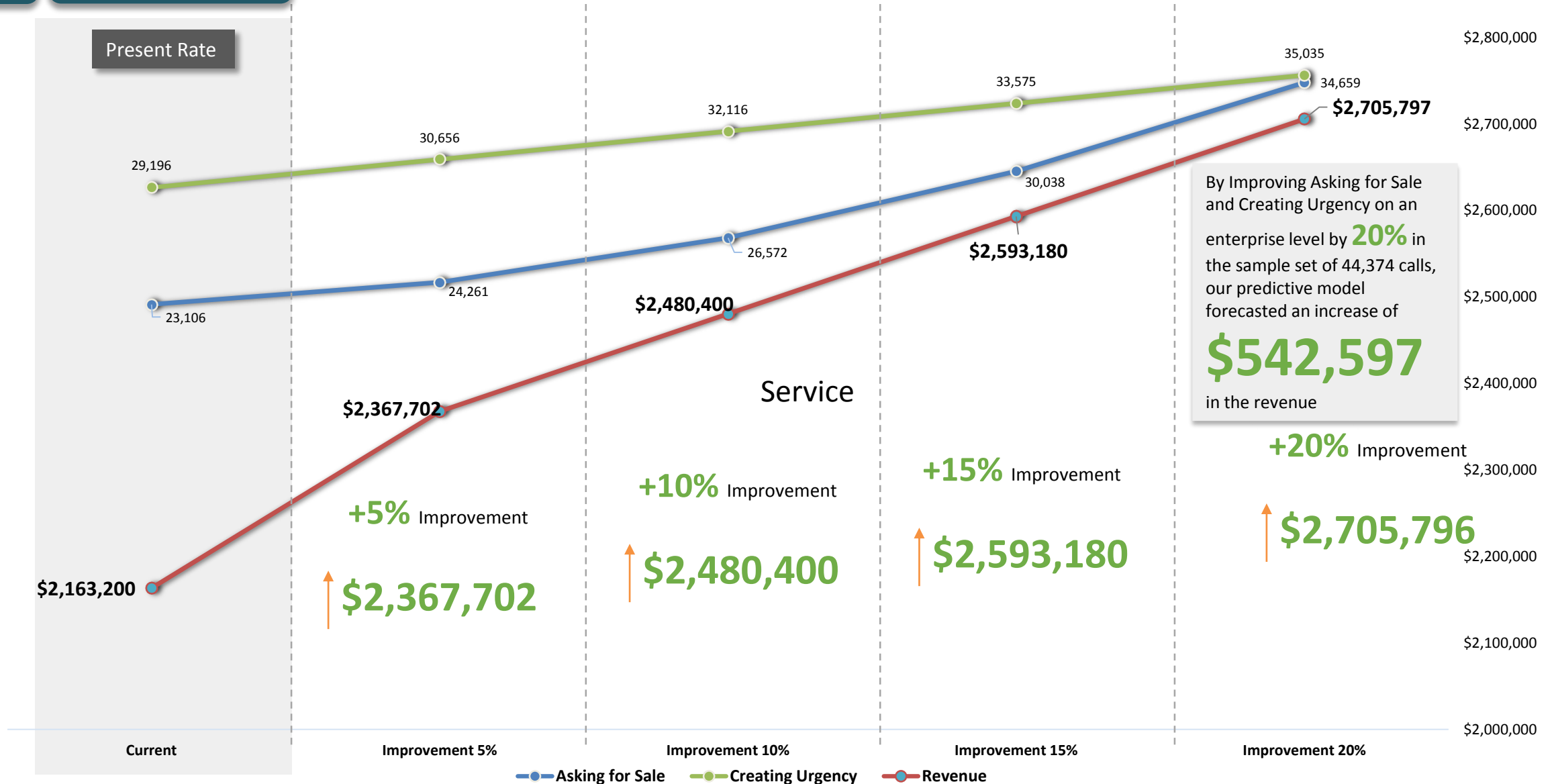
After understanding what behaviors drive success, Etech cross trains agents to improve performance





PREDICT

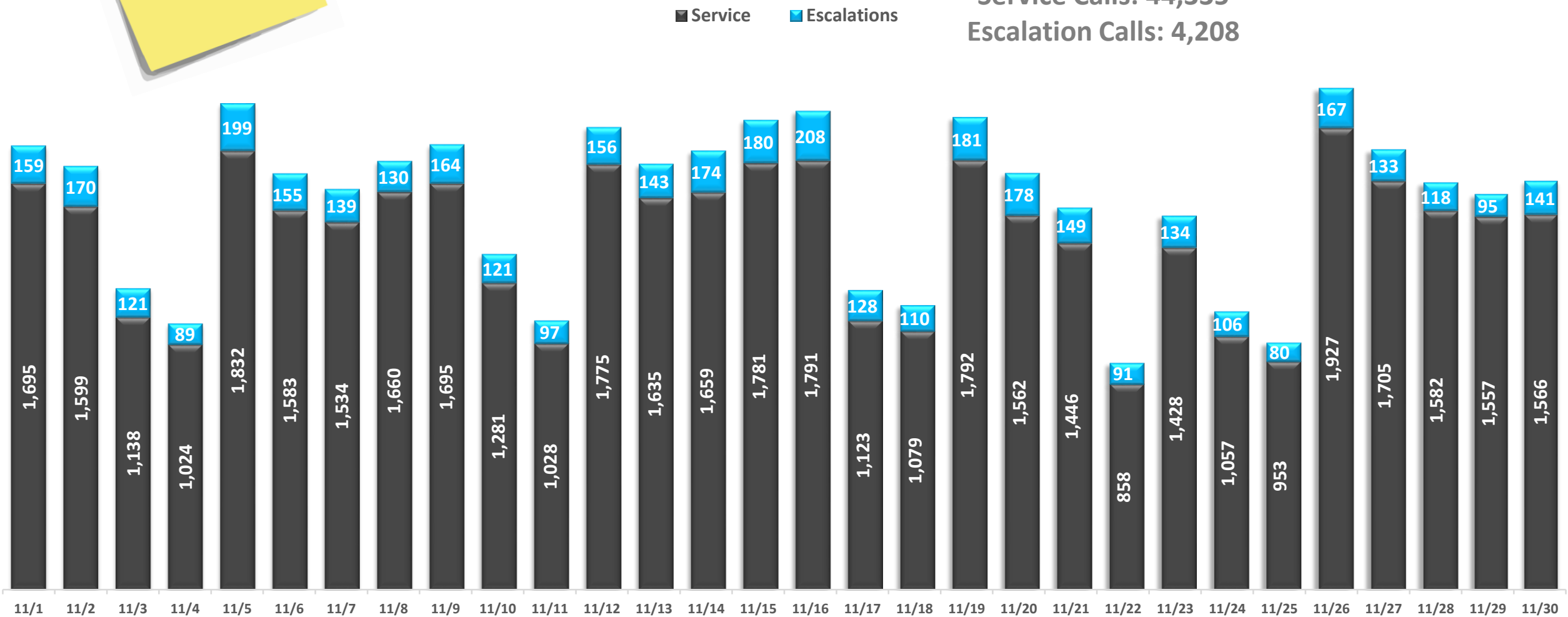
Predictive Model: Successful Behaviors Increase Revenue





Call Volume Analysis

Service Calls: 44,335
Escalation Calls: 4,208



Call Volume Vs AHT Heat Map

Time (CST)	Weekday						
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12 AM	77	91	90	81	107	146	117
1 AM	195	94	111	115	154	178	134
2 AM	130	109	108	122	164	217	123
3 AM	109	90	92	87	114	198	118
4 AM	78	96	109	93	122	187	98
5 AM	85	123	164	157	179	238	149
6 AM	49	122	146	112	163	176	93
7 AM	137	286	300	211	340	395	186
8 AM	252	554	584	474	638	634	362
9 AM	393	878	731	543	798	857	539
10 AM	431	949	809	747	899	947	598
11 AM	479	940	853	746	935	972	700
12 PM	562	1033	831	720	894	903	652
1 PM	567	989	713	731	904	957	590
2 PM	562	1069	968	770	875	1,094	624
3 PM	544	1160	865	916	973	1,097	600
4 PM	482	908	770	816	824	1,085	552
5 PM	495	751	646	537	767	823	512
6 PM	456	628	551	452	672	698	370
7 PM	370	511	538	467	554	581	352
8 PM	313	434	373	411	504	496	333
9 PM	258	386	333	309	486	415	218
10 PM	190	280	173	238	311	334	198
11 PM	112	146	142	153	203	250	128

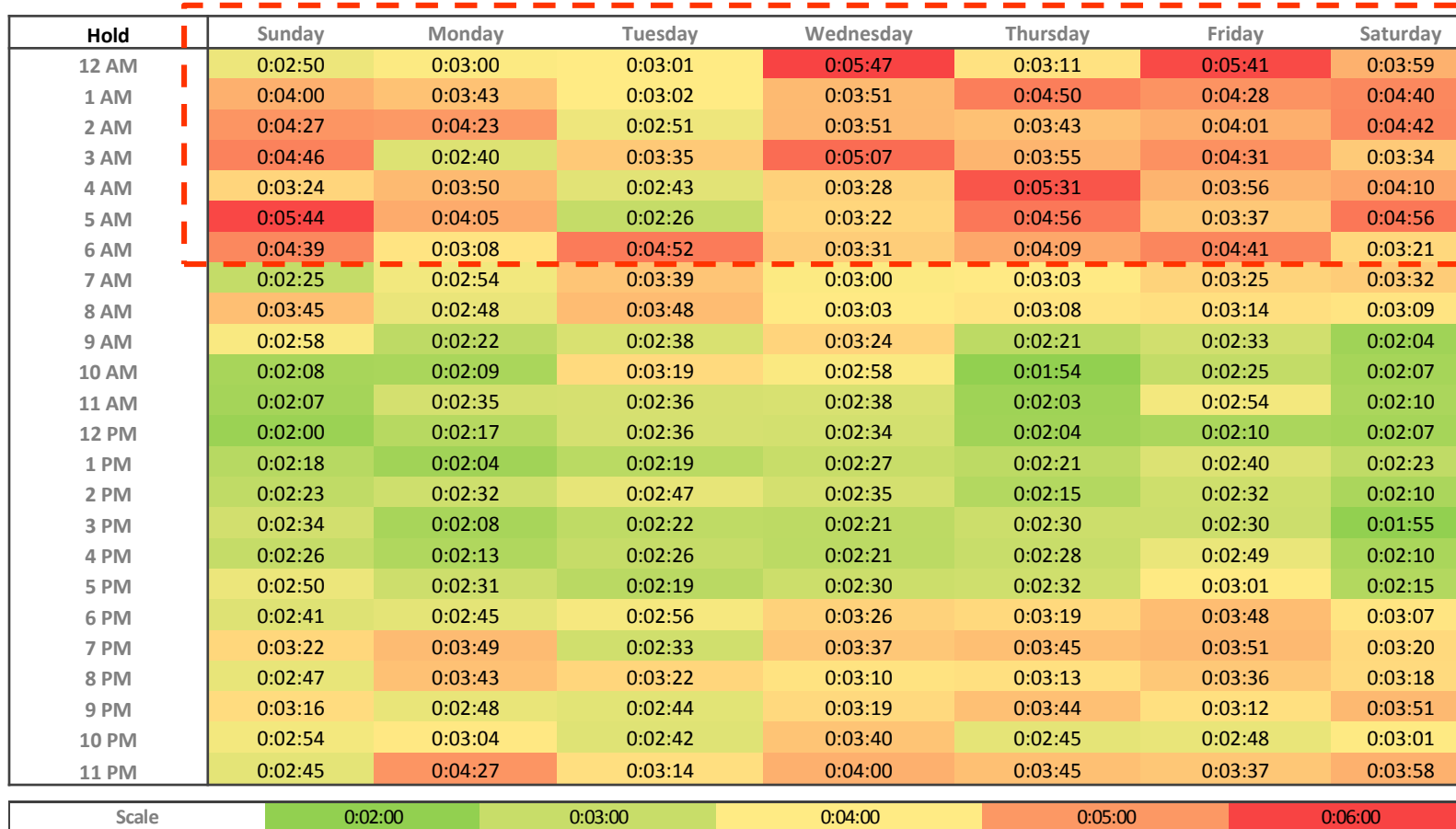
As the volume increases from 9am-2pm on weekdays, the AHT increases

Recommendations:

- Etech Insights recommends to have an **alert system** that will remind the agents to wrap up calls
- Leaders should be on the floor supporting the agents during high call flow periods
- Build a **customer focused website** to empower customers to use self-help options and reduce call flow towards the contact centers

Color Scale = AHT	0:03:00	0:05:00	0:07:00	0:09:00	0:10:00	0:11:00
Numeric	Call Volume					

Hold Time Analysis – Heat Map



Agent Behavior Indicators

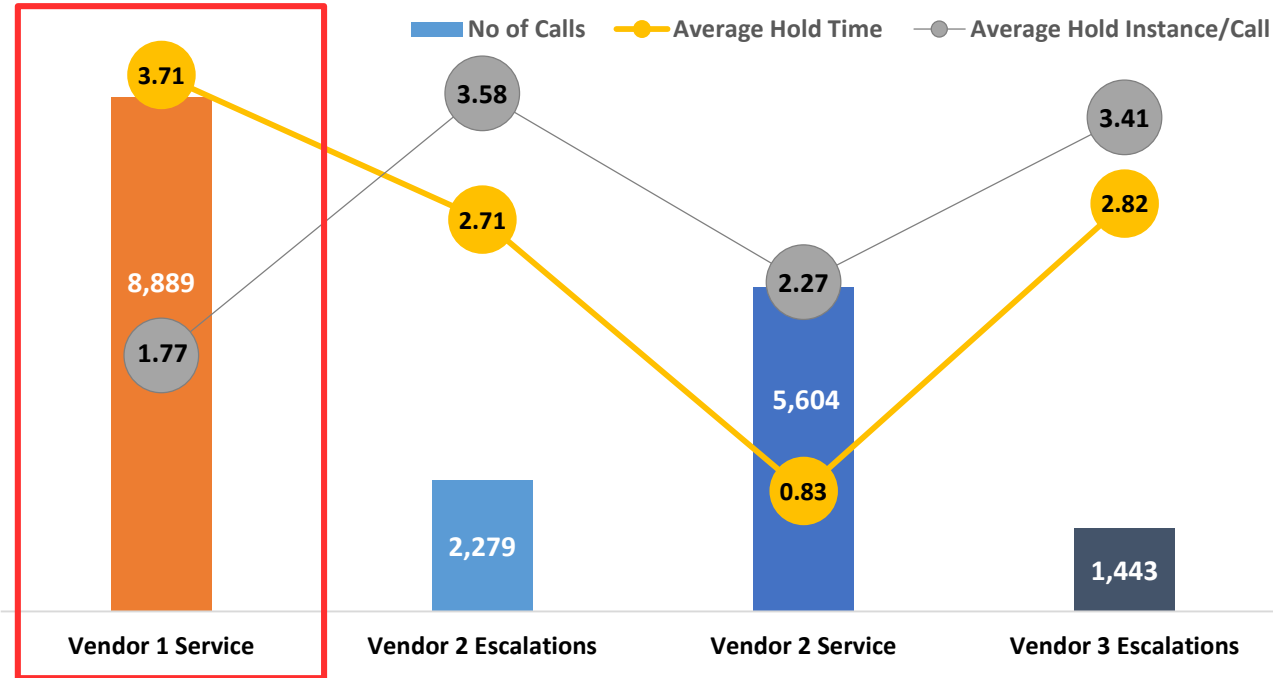
During 12 am to 6 am, the average hold time per call was **3:50 minutes** compared to the 2:47 mins for the rest of the day

The average call volume during these hours was 56 Calls/hour

Average Call Volume Enterprise Level: 168 Calls/hour

*No shift in the call driver pattern was observed during the high hold time periods of the day

Hold Time - Vendor Wise Breakdown



Vendor 1 service is impacting the enterprise level Hold Time

Top 2 Agents with Highest Hold Time and Hold Instances

Vendor 1 Service			
Agent Name	No of Calls	Average Hold	No of Instances
Agent 1	173	485	192
Agent 2	162	438	202

Vendor 2 Escalations			
Agent Name	No of Calls	Average Hold	No of Instances
Agent 1	168	323	336
Agent 2	171	194	671

Vendor 2 Service			
Agent Name	No of Calls	Average Hold	No of Instances
Agent 1	133	102	269
Agent 2	240	82	396

Vendor 2 Escalations			
Agent Name	No of Calls	Average Hold	No of Instances
Agent 1	280	409	391

Why are People Calling?

22.4% Reason for Call - Cancellation

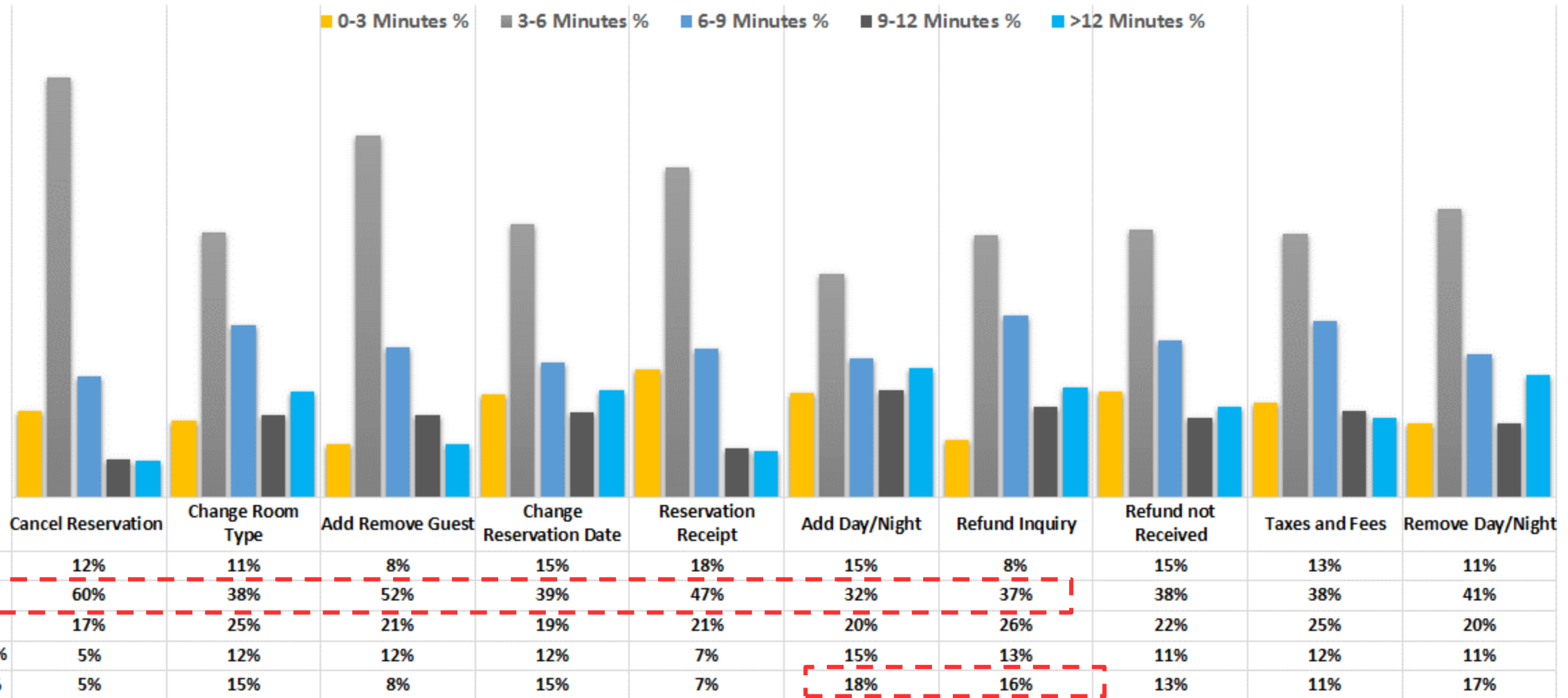
4,577 calls = Inquire refund status or request a reservation receipt

Etech Insights recommends:

Introduce self serve options like IVR and reservation receipt download capability on the website



AHT Buckets Vs Call Drivers

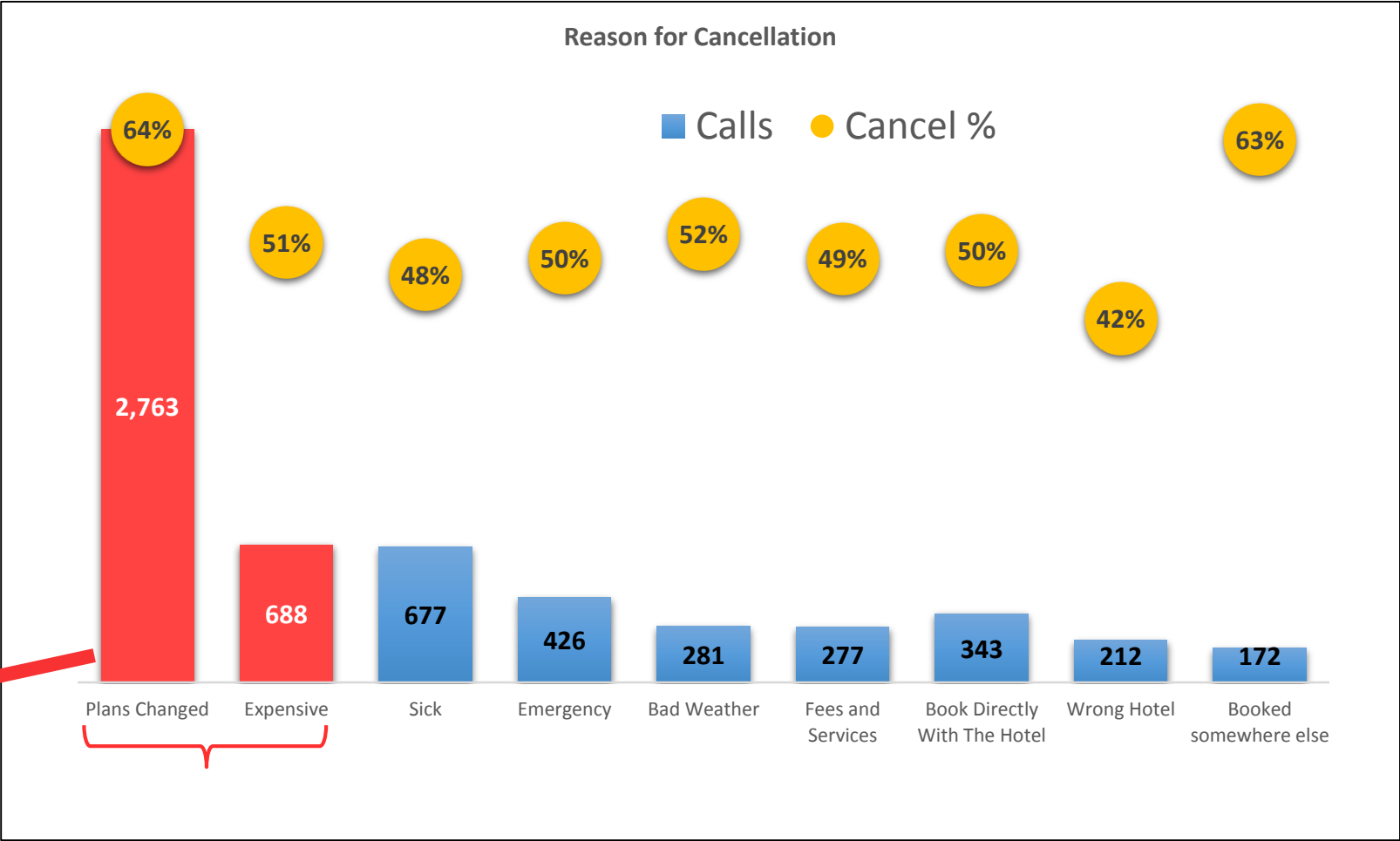


>12 Minutes: Add Day
and/Night + Refund Inquiry

Why People Cancel?

Agent offered to rebook on only **30%** of the calls when customers wanted to cancel the reservation because of change of plans

Successful Behaviors



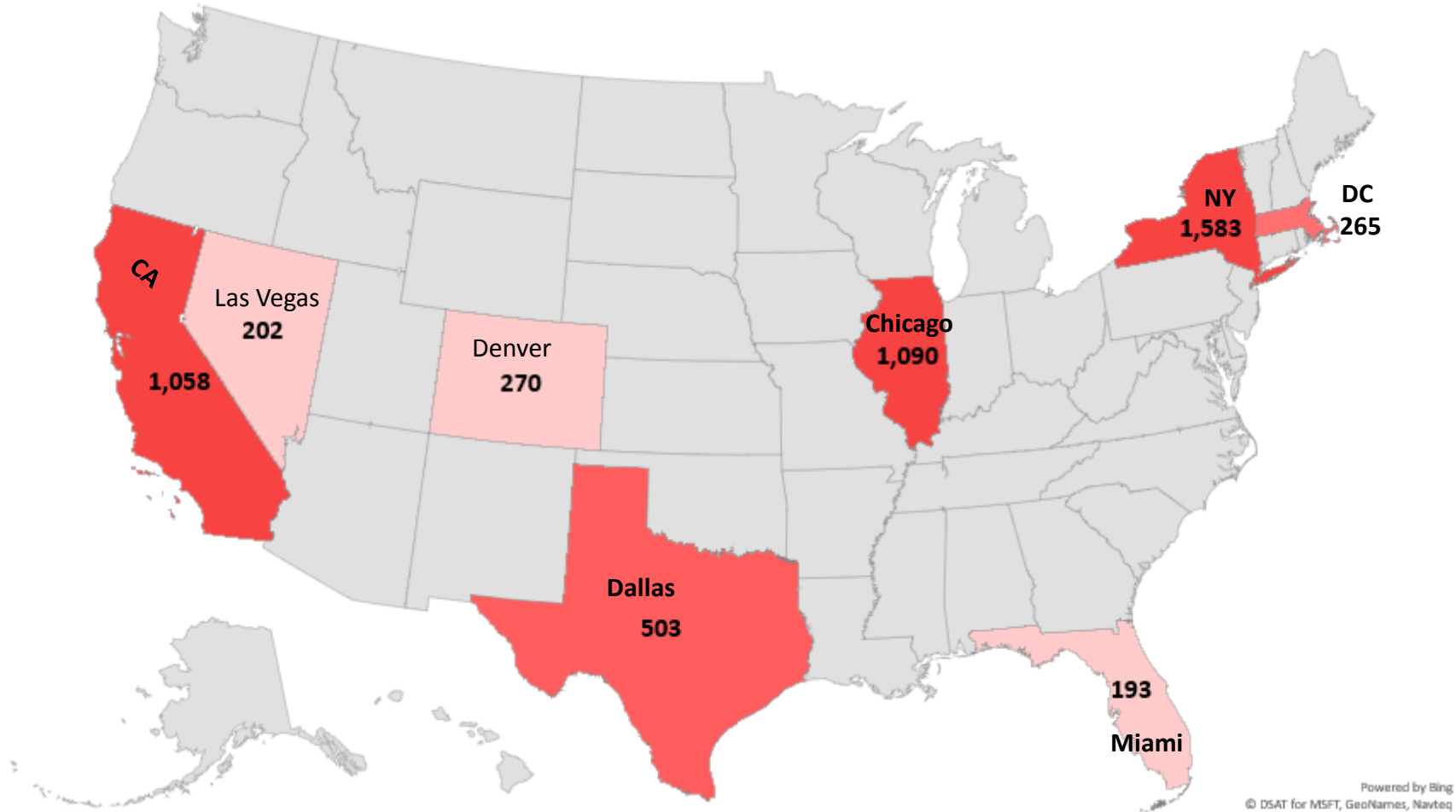
Rebuttal -
Cancel Driver



Agents offered to rebook + provided a discount both only on **2% calls** when customers called to cancel due to change of plans, and **all of those cancellations were saved** in November

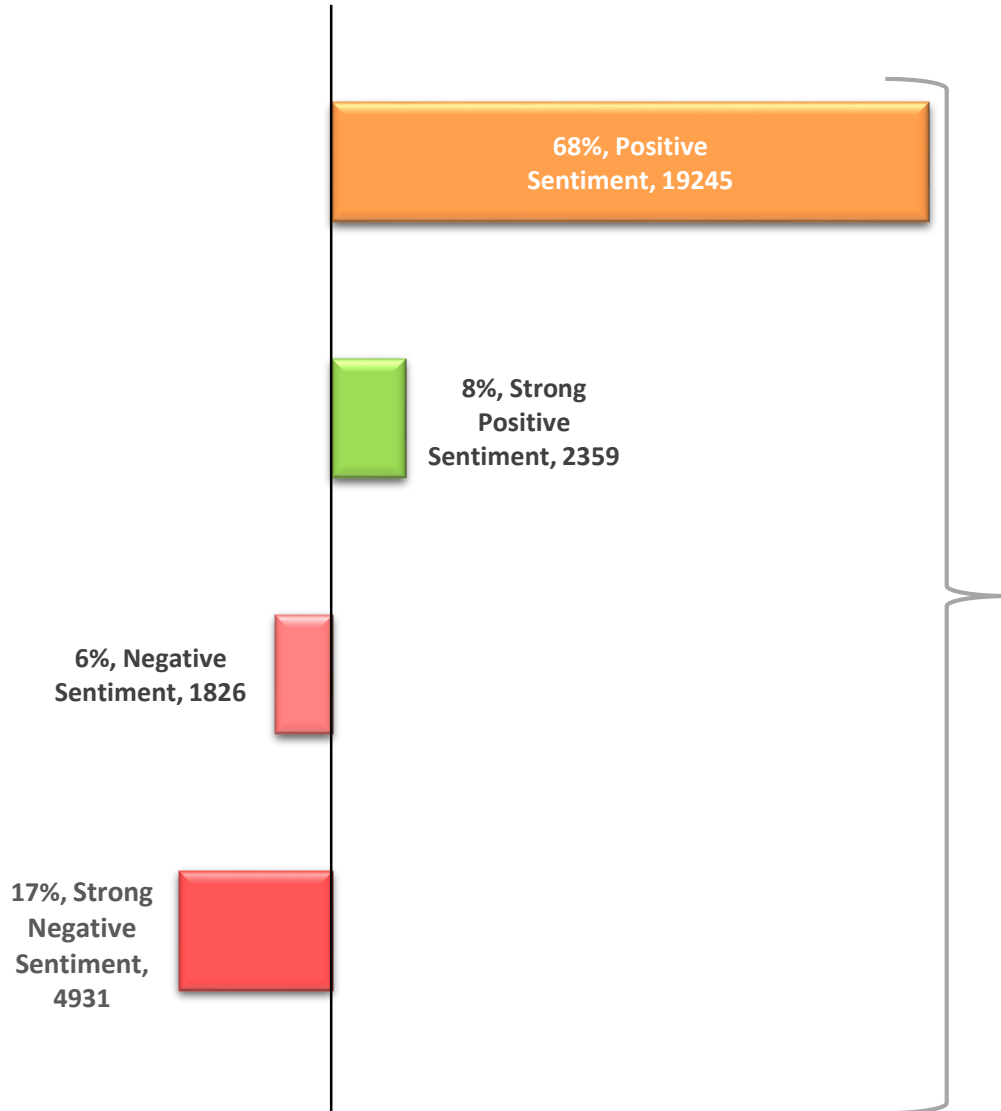


Cancellation Calls by Locations

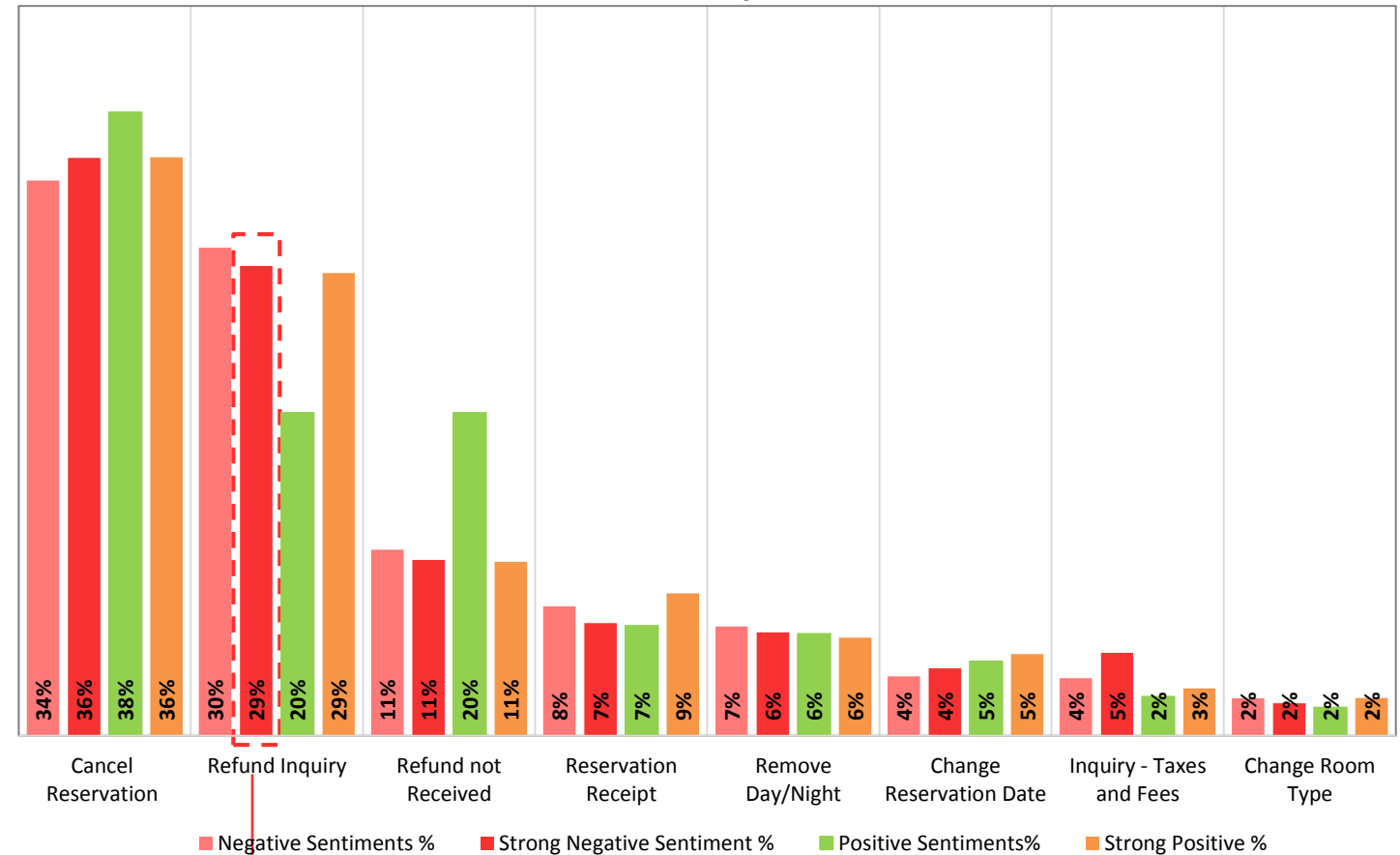


82% of the cancellation calls came in for properties like **Hotel Chain 1** and **Hotel Chain 2**

Customer Sentiment Analysis



Customer Sentiments Breakdown by Call Drivers



Customers Expressed Strong Negative Sentiments on 29% of the Refund Inquiries

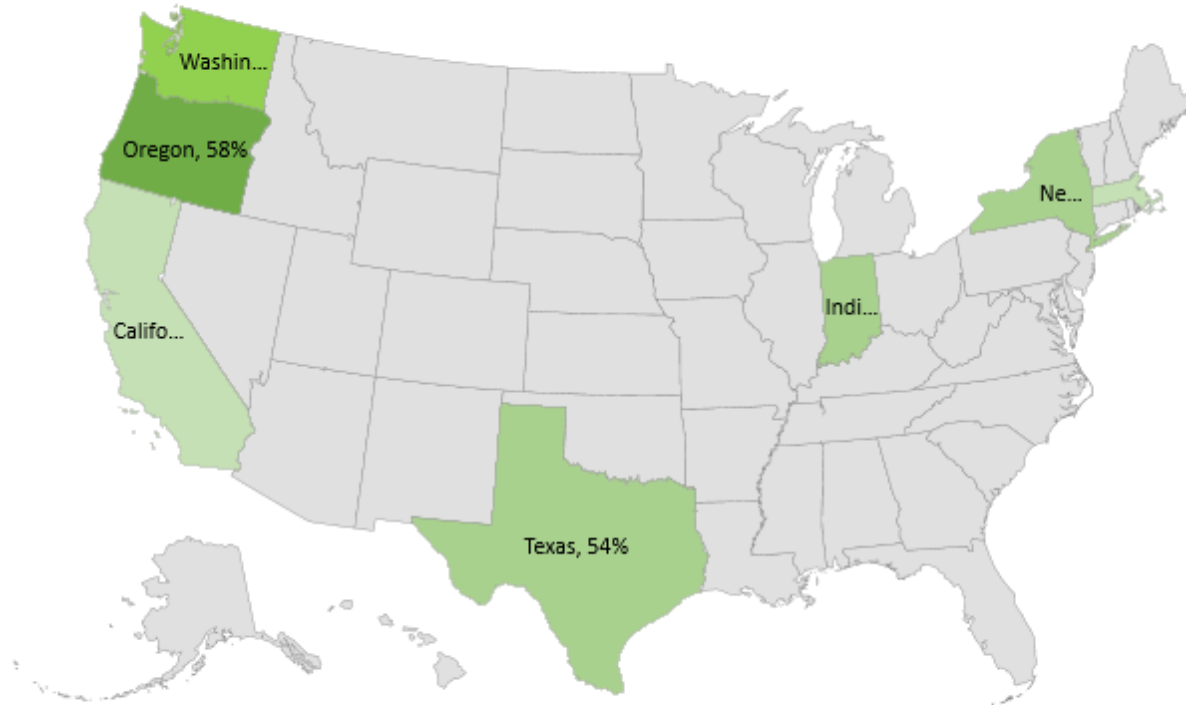
Customer Sentiment by Hour

Time (CST)	Weekday						
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12 AM	24%	18%	17%	23%	16%	19%	27%
1 AM	24%	7%	5%	14%	20%	25%	13%
2 AM	13%	14%	18%	15%	10%	21%	21%
3 AM	30%	15%	13%	24%	22%	15%	9%
4 AM	13%	17%	23%	24%	17%	14%	14%
5 AM	18%	20%	21%	13%	14%	20%	24%
6 AM	13%	12%	20%	21%	17%	26%	25%
7 AM	22%	21%	16%	18%	21%	19%	10%
8 AM	23%	17%	22%	14%	20%	21%	22%
9 AM	25%	17%	15%	17%	14%	16%	17%
10 AM	20%	22%	21%	18%	18%	15%	20%
11 AM	16%	17%	20%	18%	16%	17%	22%
12 PM	17%	23%	21%	19%	19%	22%	29%
1 PM	20%	19%	22%	22%	20%	21%	18%
2 PM	25%	24%	21%	15%	20%	18%	27%
3 PM	20%	23%	19%	24%	21%	22%	31%
4 PM	23%	25%	20%	19%	19%	23%	25%
5 PM	27%	26%	18%	22%	18%	27%	30%
6 PM	19%	23%	16%	28%	17%	24%	19%
7 PM	25%	20%	16%	15%	21%	20%	17%
8 PM	19%	16%	20%	15%	19%	19%	25%
9 PM	25%	25%	15%	14%	29%	22%	14%
10 PM	20%	18%	19%	20%	25%	24%	18%
11 PM	29%	23%	17%	14%	19%	23%	38%

- The call volume decreases significantly during the weekend & the negative customer sentiments on calls start increasing
- We received 109 calls during 2-3 am on Sundays with a customer dissatisfaction rate of **30%**

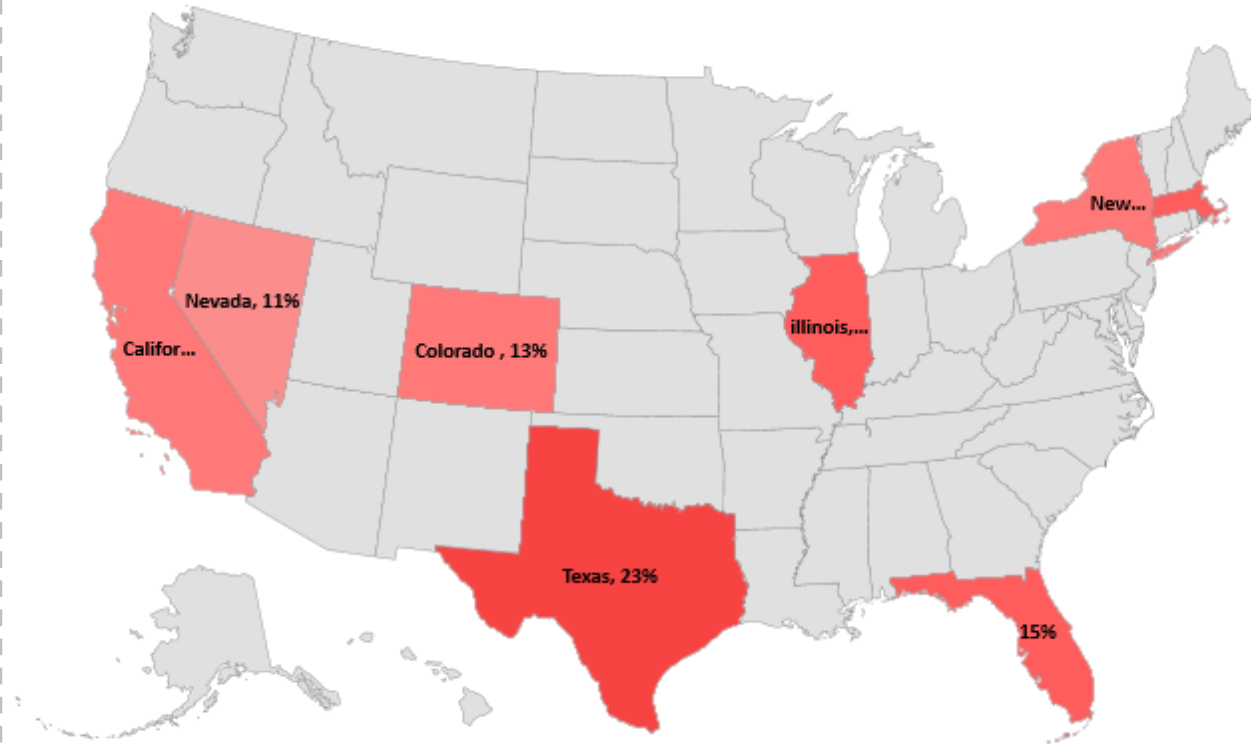
Geographical Plot - VOCs

Positive



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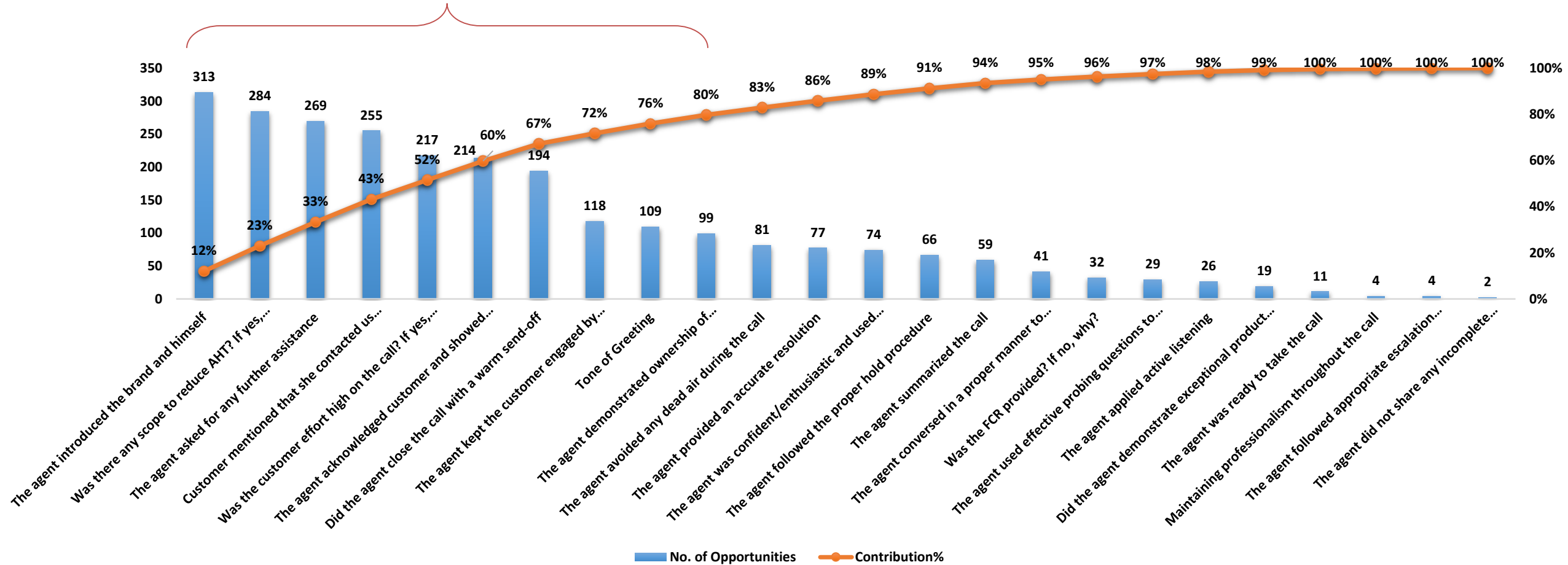
Negative



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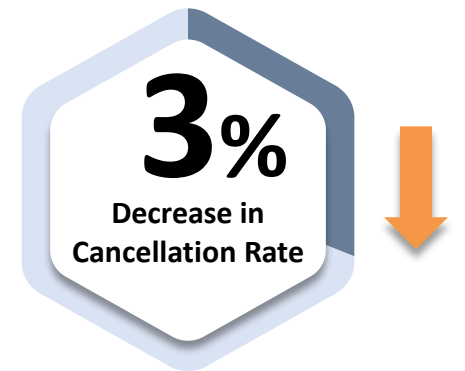
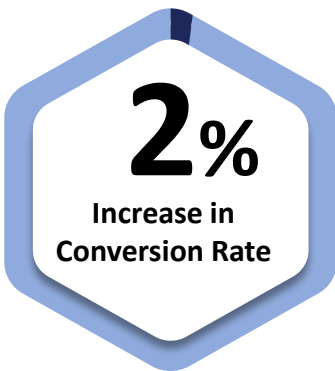
Pareto Analysis

Top 8 Opportunities made 80% impact on overall performance.





The **2%** increase in conversion resulted in more than **\$542K** in incremental revenue and is about a 2000 basis point improvement



Etech Technology Solutions



Database
Administration



Desktop Support



24/7 Support



Network
Administration



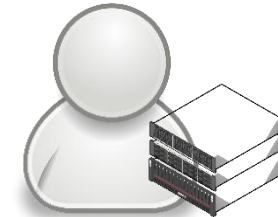
Application and
Reporting
Development



Corporate
Security



Data
Analytics



CTI and
Telecommunications
Administration

Etech Security and Compliance

ISO 27001 Certified Organization



PCI-DSS Certified Compliant



GDPR Compliant



PACE-SRO Certified



Network Security



Host Security



Vulnerability Management



Individual Certifications



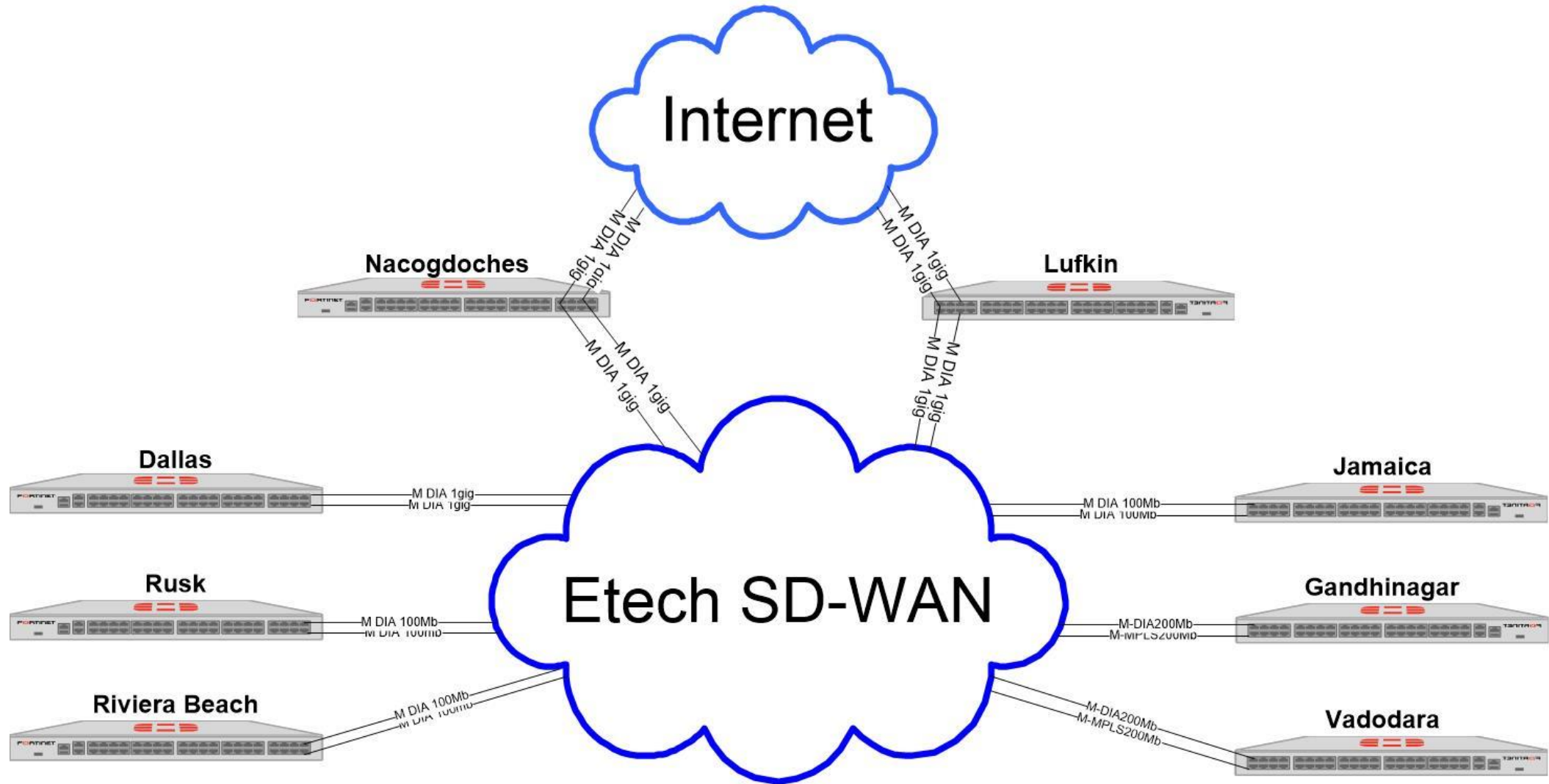
24x7 Monitoring
Deep Packet Inspection
Intrusion Prevention
Data Leak Prevention

Host Intrusion Prevention
Integrity Monitoring
Web Application Security
Log Inspection

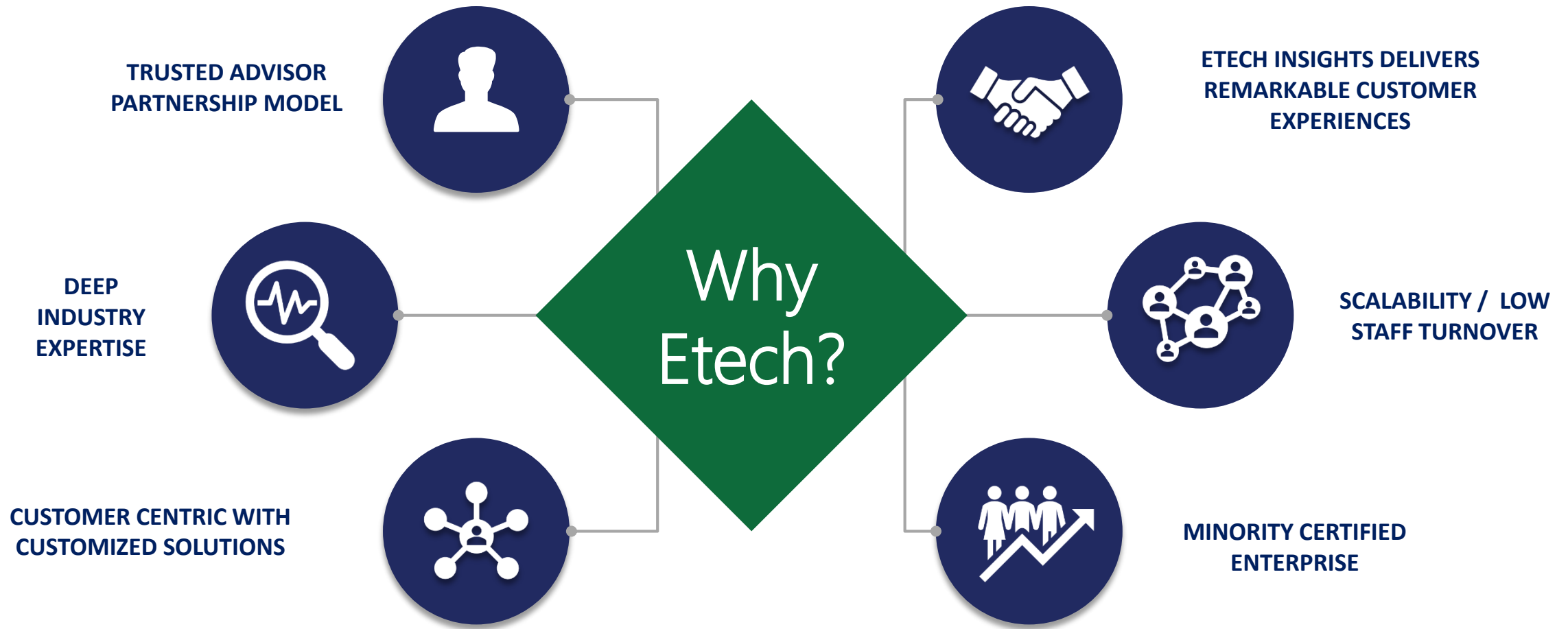
Monthly Vulnerability Scans
Web Application Scanning

CompTIA CySA+
CompTIA Security+
CompTIA Network+
CompTIA A+

Etech SD-WAN Diagram



A Commitment to Servant Leadership Focusing on our People, Customers and Communities





Jim Iyooob
Chief Customer Officer



Thank You!

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