



YOUR TRUSTED ADVISOR FOR
Remarkable Customer Experiences

Etech is a Certified minority owned BPO that combines AI analytics with human expertise to improve contact center performance. Our QEval® platform transforms interaction data into coaching priorities that drive measurable results in customer satisfaction and operational efficiency.

Etech's Servant Leadership Commitment

Our Story. Our Foundation. Our Difference

We don't just manage contact centers. We build cultures and deliver outcomes. We own etslabs.ai-our proprietary AI platform. You get partners who understand technology, not vendors selling licenses.

VISION

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

GLOBAL FOOTPRINT:

4,000+ Team Members | 24/7/365 Operations
| Multilingual | MBE Certified

Our Character Commitments

Accountability

We own outcomes.
No deflection.

Integrity

We do what we say.
Transparency in every
interaction.

Communication

Direct. Clear. No
corporate speak.

Adaptability

Change is constant.
We move with it.

Positive Influence

We elevate teams and
drive better decisions.

Teamwork

We deliver through
collaboration, not silos.

Valuing People

We respect, honor, and
develop those around
us.

Humility

Sincere, transparent,
open, and honest.

Teachability

We accept feedback and
seek continuous growth.

Creativity

We think outside the
box to solve problems.

Courage

We take bold risks and
make confident decisions.

Vision

We focus forward
toward the big picture.

Etech Global Services – Our Journey

OUR STORY



OUR BUSINESS



Customer Engagement Solutions

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



Automation-Driven Professional Services

Enterprise Product Development, Software Implementation, Process Automation Solutions, Workforce Management, Professional Services

OUR AWARDS





Matt Rocco,
Chief Executive Officer



Etech's Executive Leadership Team



Jim Iyob
President –ETS Labs/
Chief Revenue
Officer –Etech

Gurudatt Medtia
Executive VP

Kaylene Eckels
President & COO

Ronnie Mize
Chief Technology &
Security Officer

**Dr. Veronica
Chimney**
Chief HR Officer

Shawndra Tobias
Chief Data Strategy
Officer

- Guiding:**
- Customer Success
 - Global Development
 - Professional Services
 - Product & Software Dev.
 - Project Management
 - AI & Analytics

- Directing:**
- Offshore Planning, Execution & Management
 - Business Operations

- Executing:**
- Business Operations
 - Organizational Excellence
 - Learning & Development
 - Talent Acquisition

- Leading:**
- Enterprise Security
 - Incident Response Team
 - Compliance
 - Technology

- Facilitating:**
- Global Labor Relations
 - Compensation & Benefits
 - Employee Engagement
 - Leadership Development

- Optimizing:**
- Leads Data Strategy
 - Drives operations execution
 - Optimizing continuous improvement

Structured Engagement Approach

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



Initiating

- Define Client Requirements
- Define Software/Hardware Requirements



Planning

- Readiness Checklist
- Project Schedule



Executing

- Hiring & Training
- Define Baseline SLA's
- Soft Launch – Track Progress



Monitoring & Controlling

- Gap Analysis
- Post Transfer Support
- Prepare and Sign Off Detailed Transfer Plan



Closing

- Operational Reporting
- Establish and Track Baseline Metrics
- On-Going Training

Hiring Methodology

Sourcing

- Referrals
- Social Media
- Community Recruitment
- Advertising

Job Offer

- Leader recommends candidate
- Salary/Hiring Paperwork signed
- Training dates assigned

Qualifying

- High School Diploma
- Relevant previous experience
- Computer skills
- Soft skills

Background Check

- Reference check
- Work history
- SSN/Identify

AI-Powered Screening

- Written test
- Essay writing
- Typing test
- Mock chat/calls
- Aptitude test

Hired

- Final Offer extended to candidate
- Process employment paperwork

Interview

- Targeted Selection Interview Process
- Personalized interview with Ops Hiring Manager
- Interviews via video, phone, and brick and mortar
- Same Day results for Agent Level Positions

Etech hires career minded employees who are proficient in Customer Experience

Etech's – Operational Effectiveness

TRAINING IS A JOURNEY

Induction Training

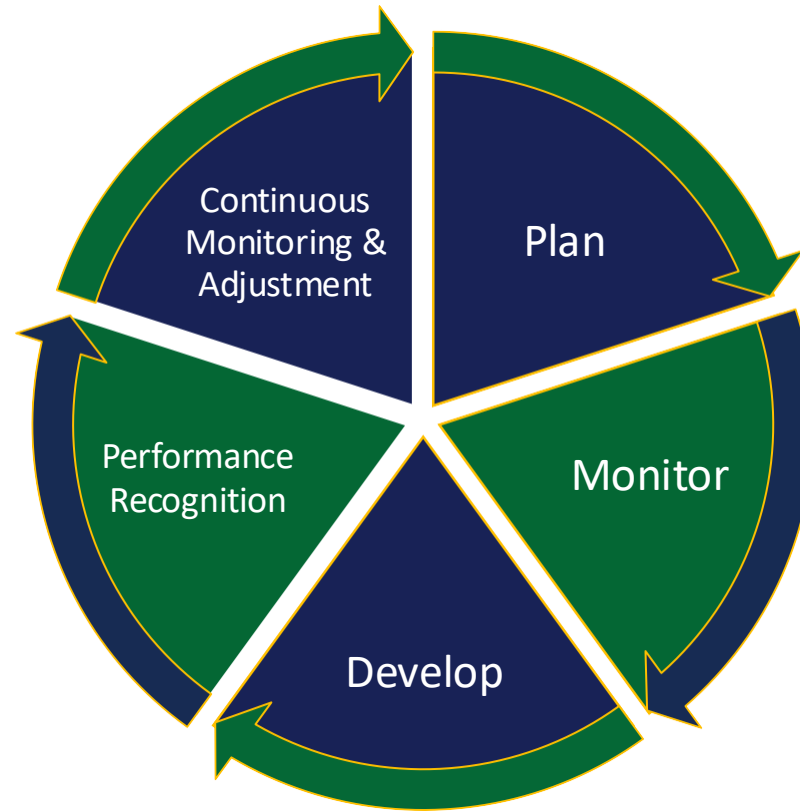
Product, Sales & CX
Training

Incubation

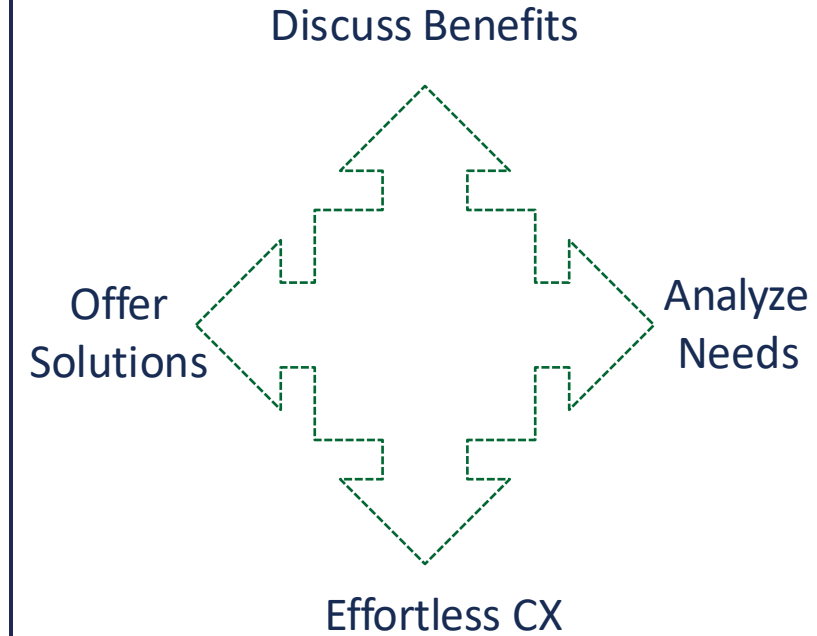
Graduation

Go-Live

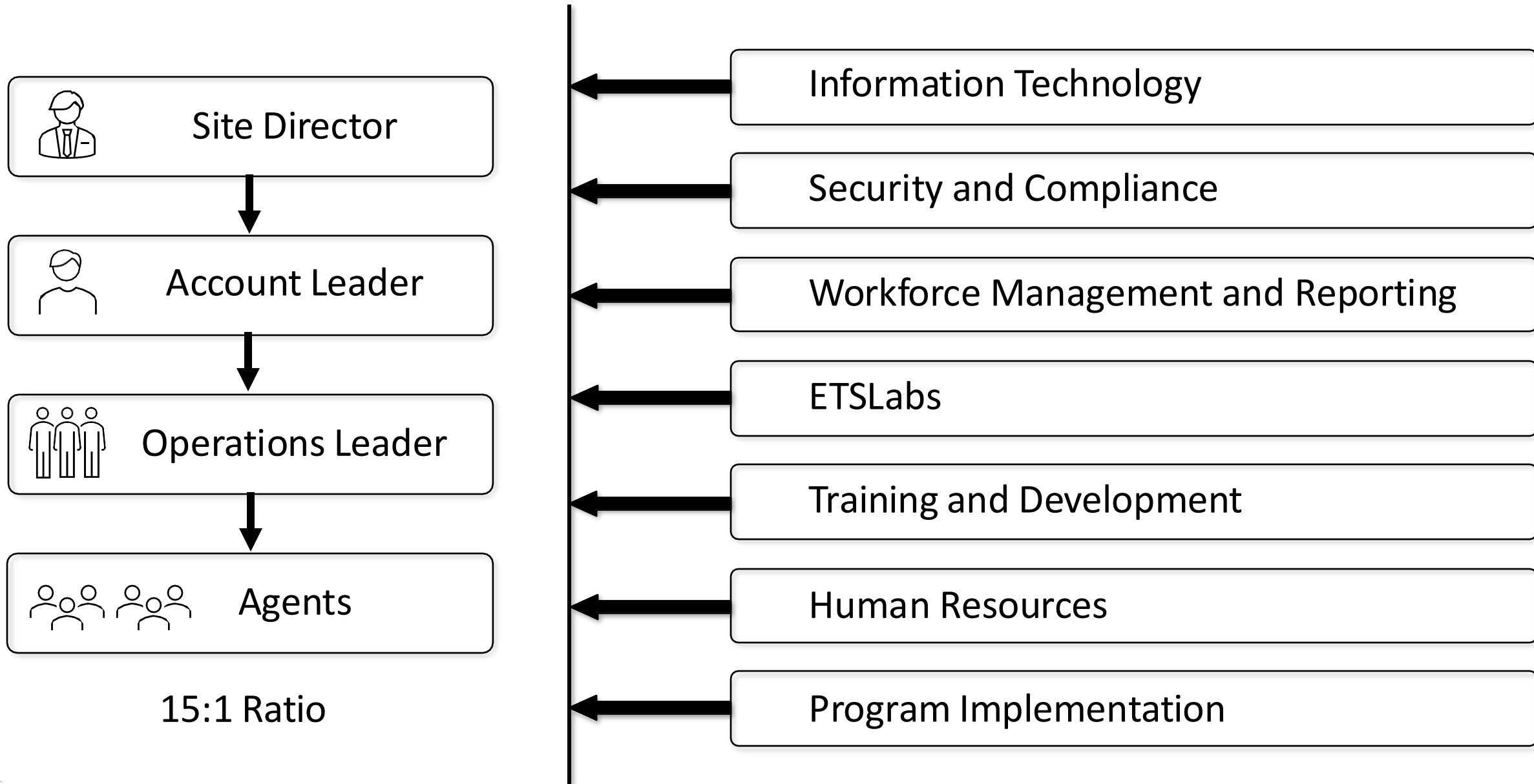
OPERATIONS PERFORMANCE MANAGEMENT



CONSULTATIVE APPROACH



Etech's – Operations Org Chart

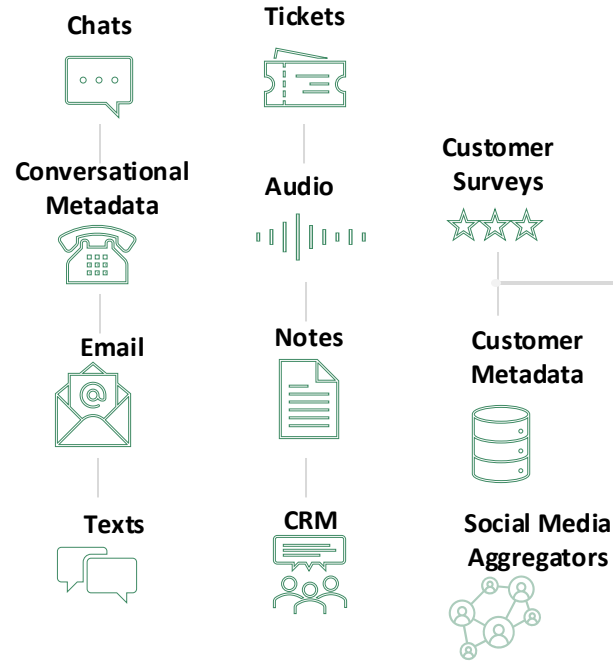


Etech's Conversational Analytics Drives Business Results

Analyze

Capture

360-degree view of your customer

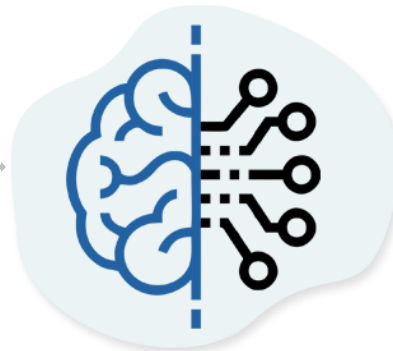


Compatible with virtually any tech stack

Transcribe 1 hour of audio in 3.5 seconds



Text Mining
Complete Data Integration
Automated Triggers
Automated QA
Human Guided Evaluations
Business Insights



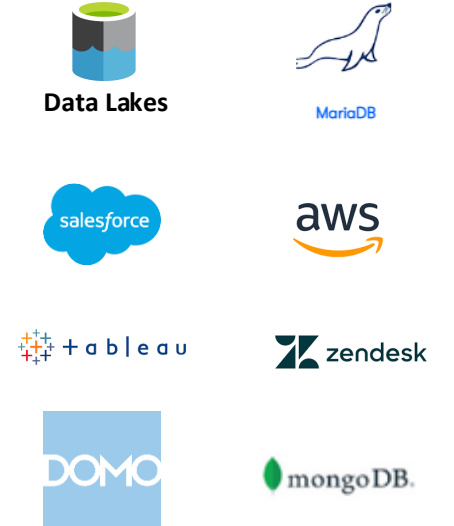
Convert disparate CCI data sources into a single stream of Insights

Human Guided Reviews
Automated Evaluation



Deliver

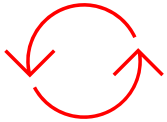
Actionable insights delivered near real time



Format Agnostic Delivery to the end point of your choice

No More Data Silos.

360° Contact Center Performance Management



Intelligent Topic Mining

Identify, repeat contacts, reason for contact, contact trends, pattern shifts in near real time to identify customer effort, isolate impact points and implement corrective actions in the moment



Complete Knowledge Sync

360 Degree view into performance with self serve Behavior monitoring customized for FTR to identify agent response patterns that do not match the ideal state, indicating a knowledge gap, tech stack utilization patterns among teams/agents/vendors, survey responses, handle time etc



Automated Compliance Monitoring

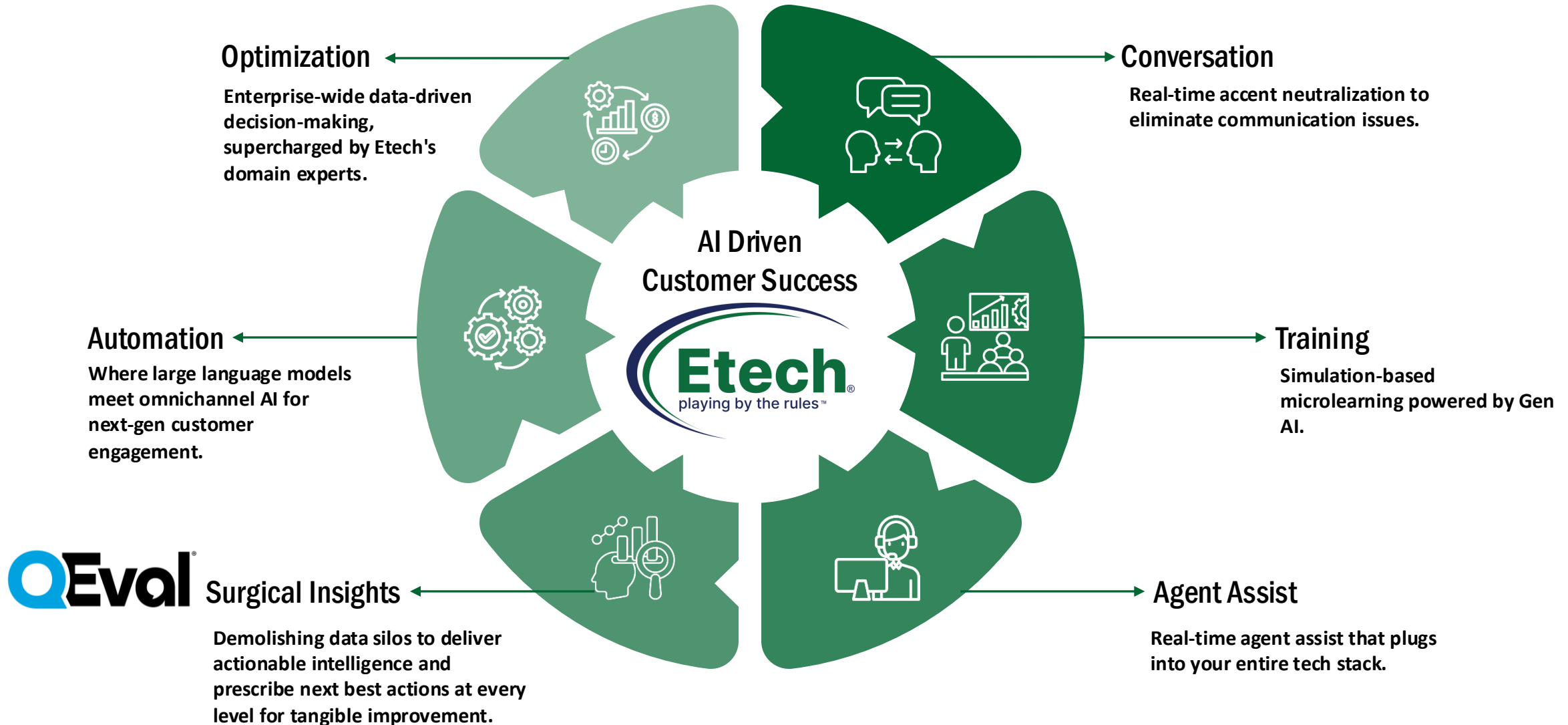
Compliance Audit on 100% of the customer interaction insuring we are identifying compliance issues in near time, triggering self education actions to the agents within moments of a call being taken instead of weeks old feedbacks



Data Driven Hybrid QA

Allocate Human Guided Reviews automatically to QA Team based on predefined triggers like Sentiments, Silence Time, AHT, Conversation topics like Truck Roll etc.

Etech's AI Capabilities To Supercharge Customer Engagement



Surgical Insights

Demolishing data silos to deliver actionable intelligence and prescribe next best actions at every level for tangible improvement.

Coaching Effectiveness Scorecard

Leader	Hours	Ops KPI Attainment	TM Contribution Ops		Quality Score		TM Contribution QA		Coaching Effectiveness Score		Retention	Utilization	Overall Score	Coaching Effective Rating
		Overall Score	Target	Actual Performance	Target	Actual Performance	Target	Actual Performance	Target	Actual Performance				A-D
Elizabeth Darville	209.84	128.91%	>80%	40.00%	>90%	90.57%	>80%	40.00%	>90%	103.46%	100.00%	0.00%	102.77%	A
Matthew Brown	456.85	115.76%	>80%	66.67%	>90%	98.15%	>80%	11.11%	>90%	87.42%	100.00%	98.30%	93.71%	A
Valeria Castillo	228.73	97.45%	>80%	0.00%	>90%	96.12%	>80%	75.00%	>90%	85.19%	100.00%	0.00%	88.15%	B
Christopher Staudt	237.768	122.61%	>80%	83.33%	>90%	97.74%	>80%	83.33%	>90%	103.37%	100.00%	92.84%	101.68%	A
Rachelle Barnett	156.525	114.87%	>80%	62.50%	>90%	98.51%	>80%	50.00%	>90%	92.37%	100.00%	99.89%	96.19%	A
Elzerick Holmes	213.5	118.82%	>80%	71.43%	>90%	93.61%	>80%	85.71%	>90%	99.18%	100.00%	92.84%	99.59%	A
Ashley Rodgers	172.64	102.02%	>80%	37.50%	>90%	91.42%	>80%	50.00%	>90%	81.36%	100.00%	99.89%	90.68%	B
Sashoi Maxwell	243.18	105.64%	>80%	100.00%	>90%	96.75%	>80%	100.00%	>90%	101.28%	100.00%	83.96%	100.64%	A
Gennive Walker	334.48	102.68%	>80%	71.43%	>90%	100.00%	>80%	100.00%	>90%	96.79%	100.00%	89.47%	98.39%	A

Case Study – Sales

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

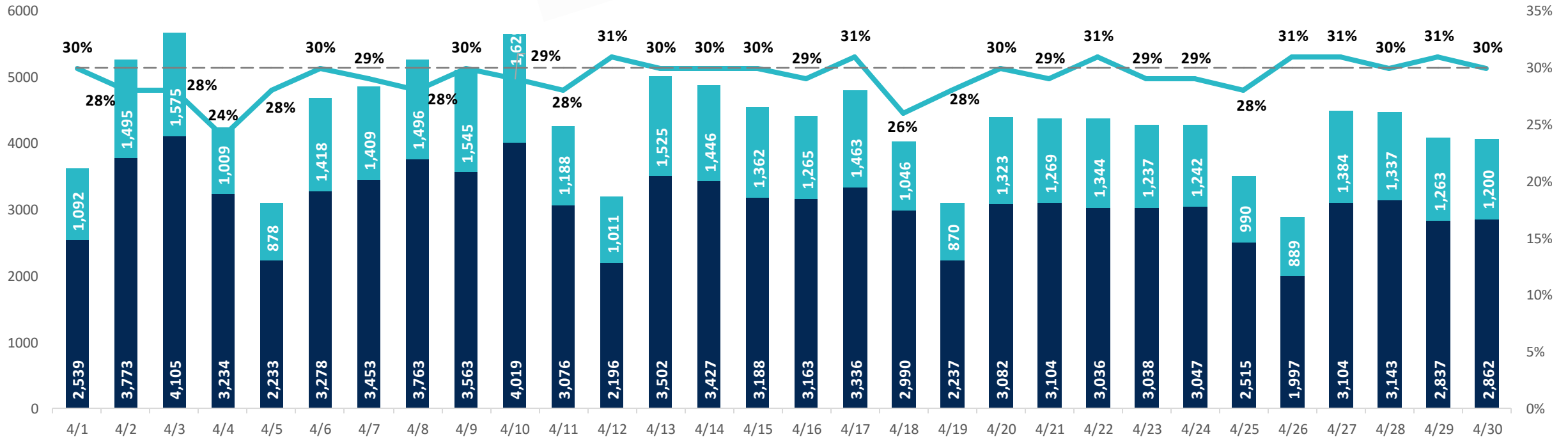
Customers & Agents



Goal: 30%

MTD Conversion: 29%

- Total Call Volume represented in the graph: **131,040**
- Total Calls Converted: **38,200**

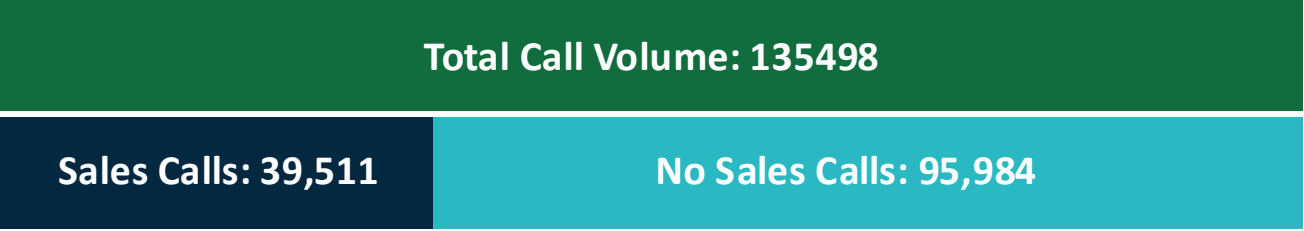


■ Non-converted Calls ■ Converted Calls — Conversion % - - - Benchmark - 30%

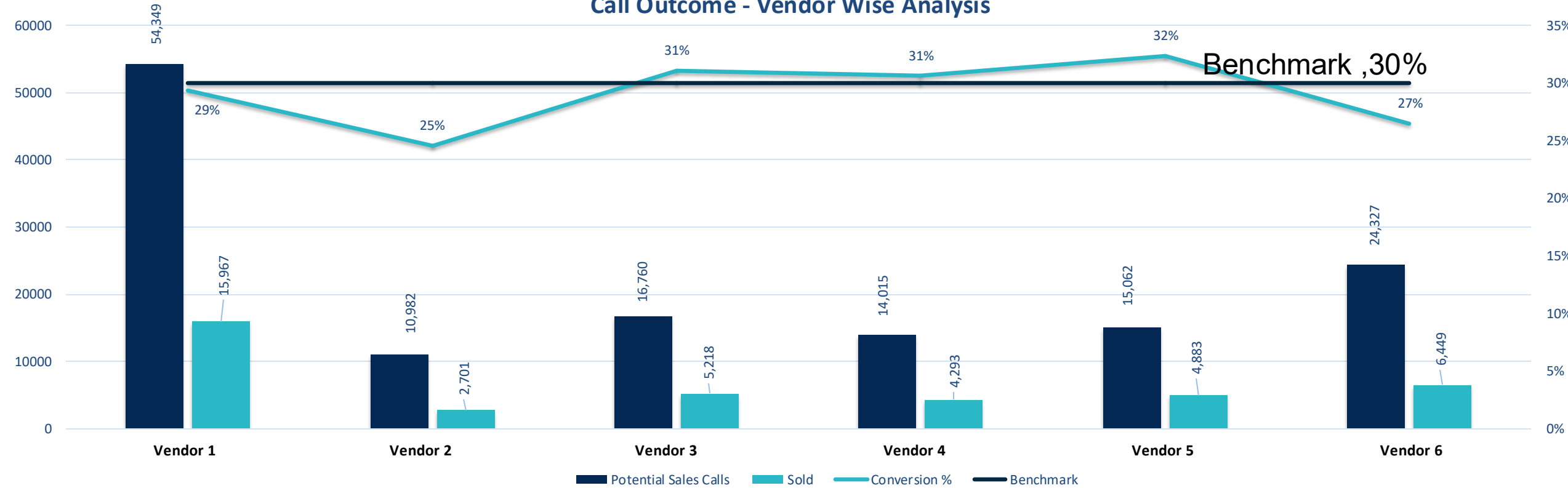
No Sale Break Down - Enterprise Level



IDENTIFY



Call Outcome - Vendor Wise Analysis

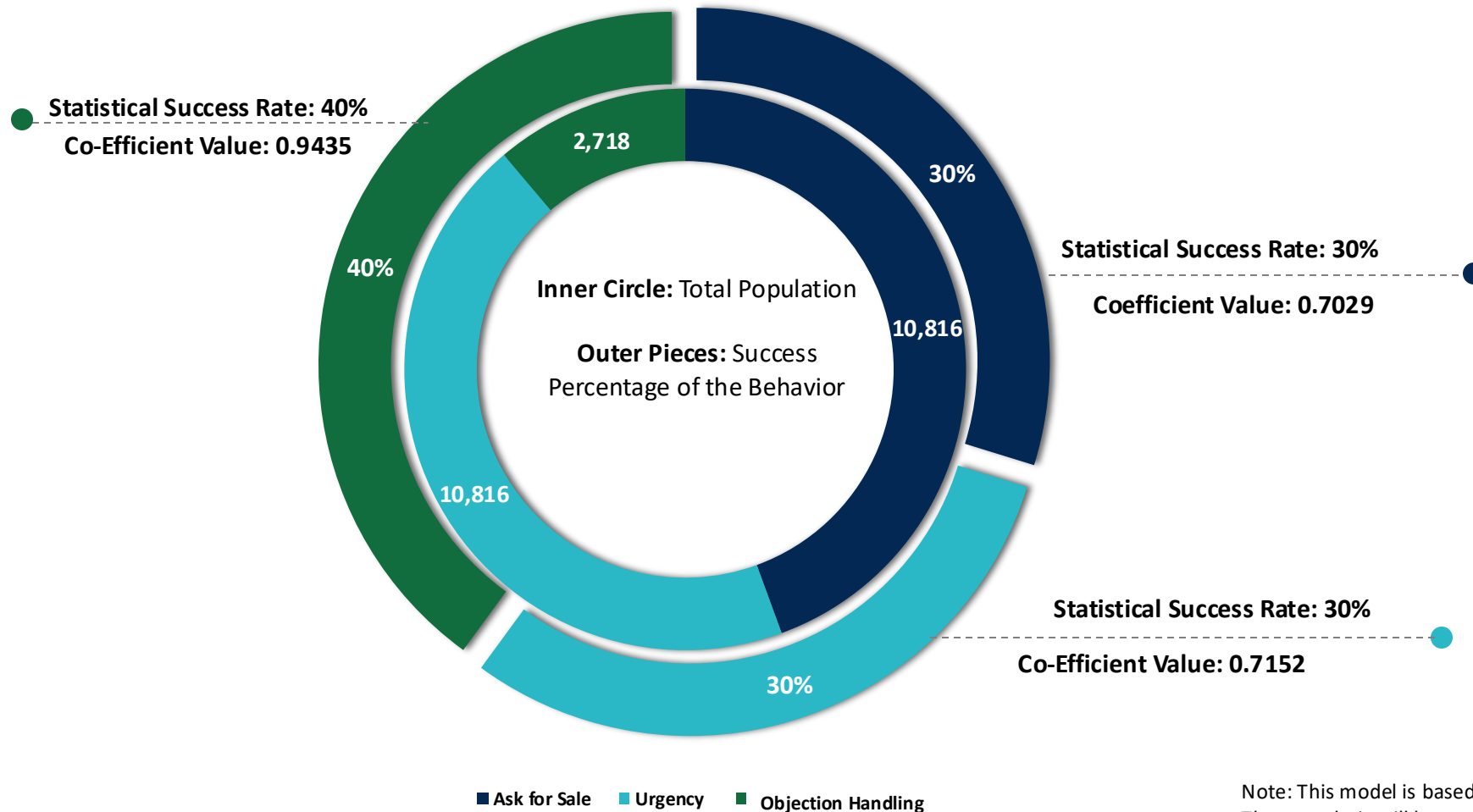


Successful Behaviors



IDENTIFY

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

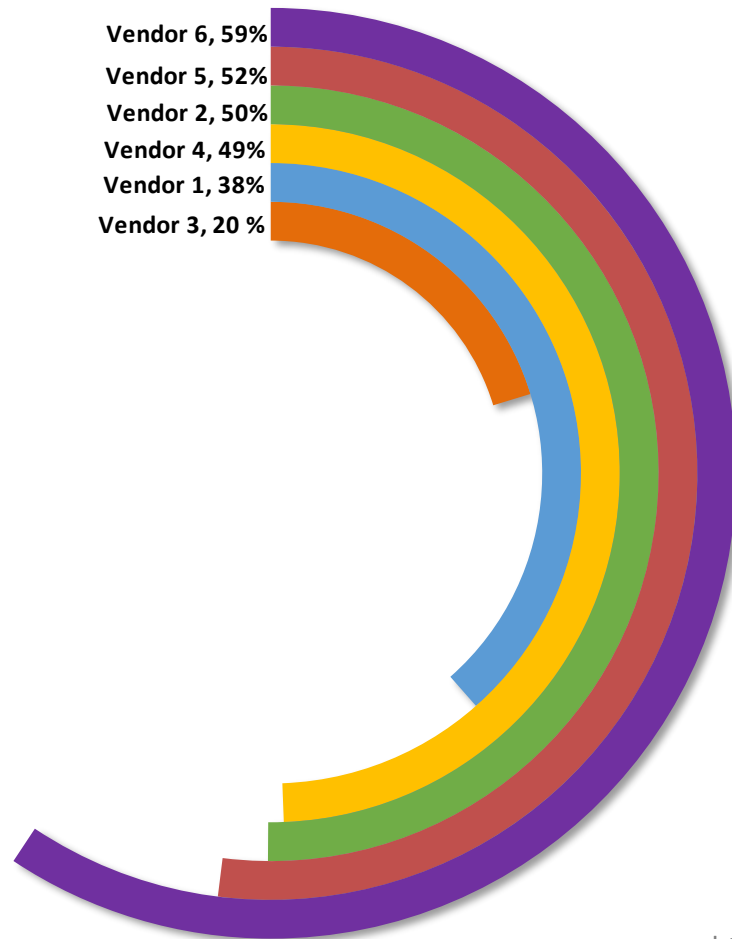
Note: This model is based on the data collected in the month of July. These analysis will be run quarterly to ensure we have enough data to observe any new patterns or see any visible deviations from the last output.

No Sale Calls Vs Crucial Behaviors – Asking for Sale



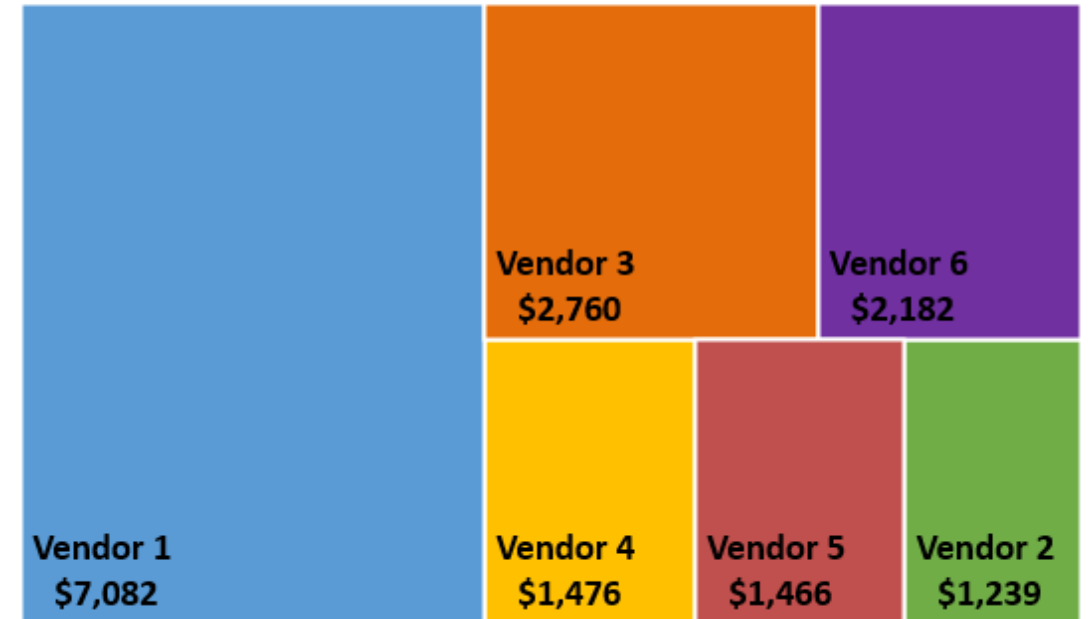
ANALYZE

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



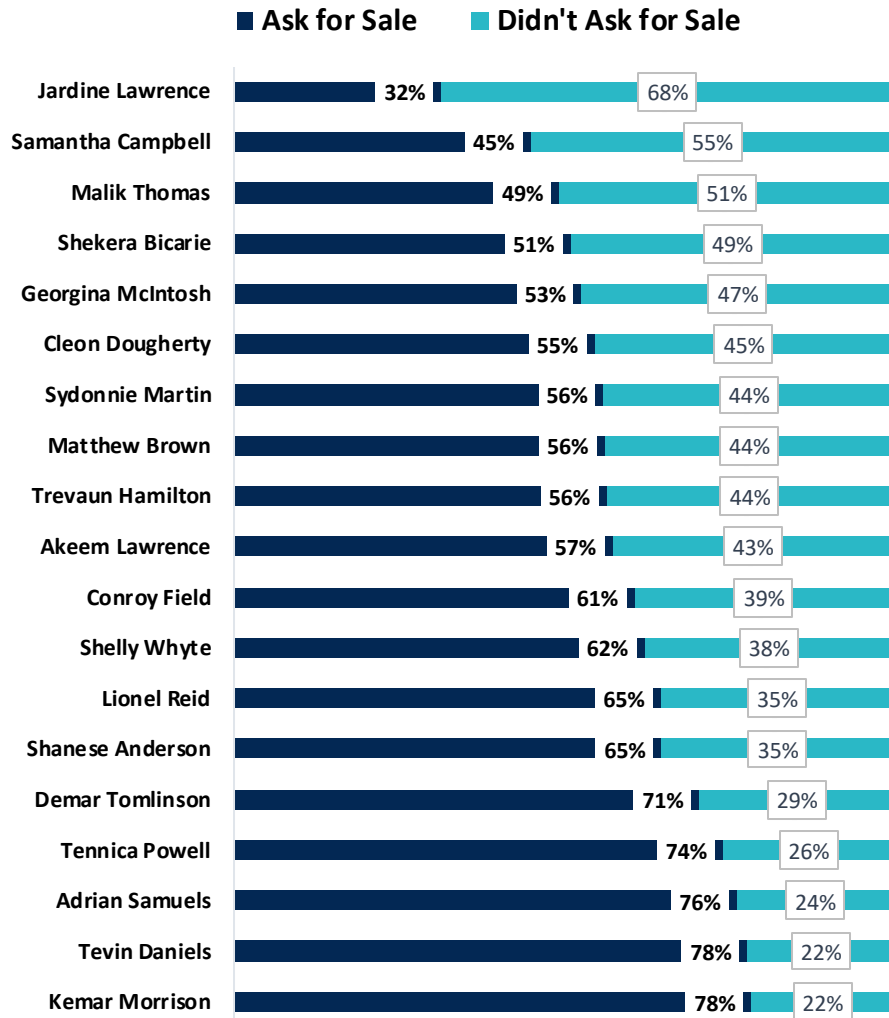
Playbook to Fix it



IMPROVE

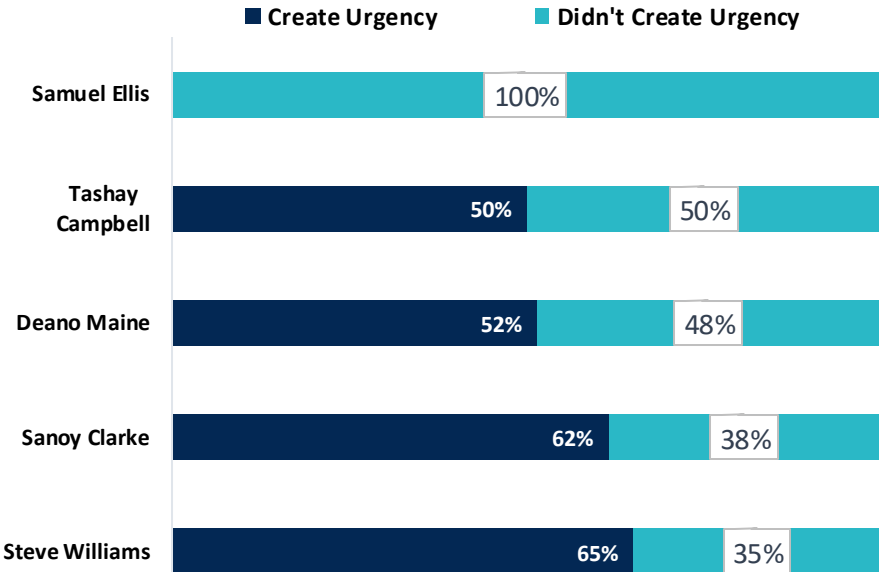


Asking for Sale - Impact Bucket



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

Creating Urgency - Impact Bucket



Drive Quick Improvement

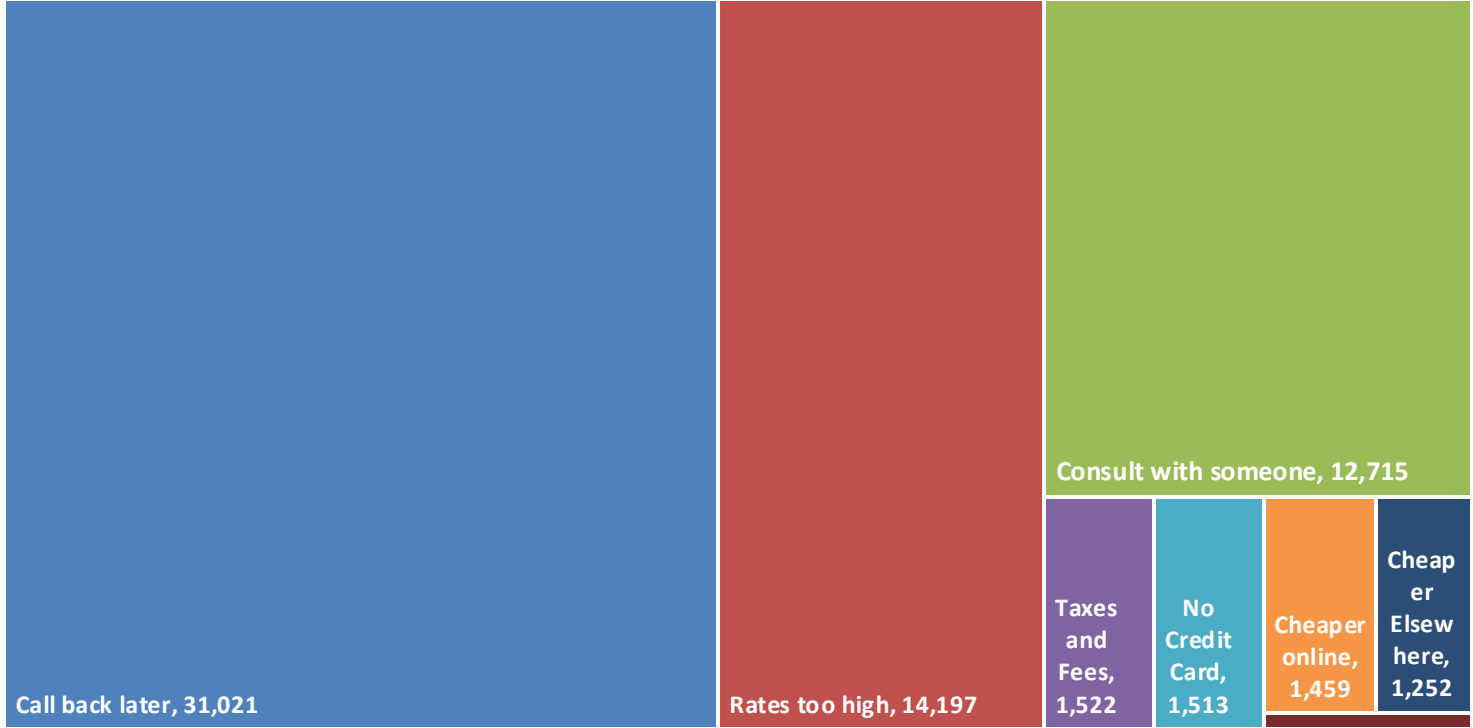


IMPROVE

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

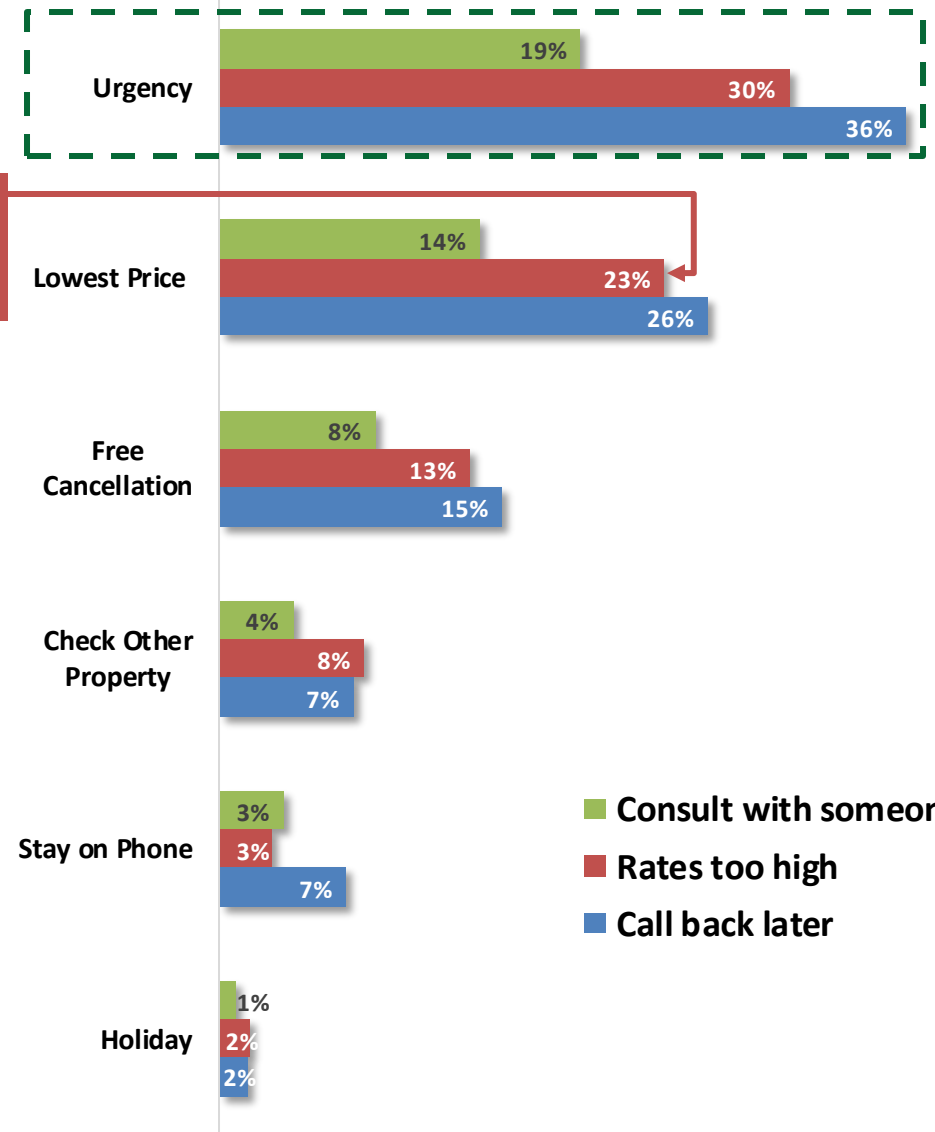
Lowest price rebuttal was **successful 23%** of the times when customers objected to the price being offered

Type of Objections on calls



Discounted rates: 198

Successful Rebuttals Against the Top 3 Objections



■ Consult with someone
■ Rates too high
■ Call back later

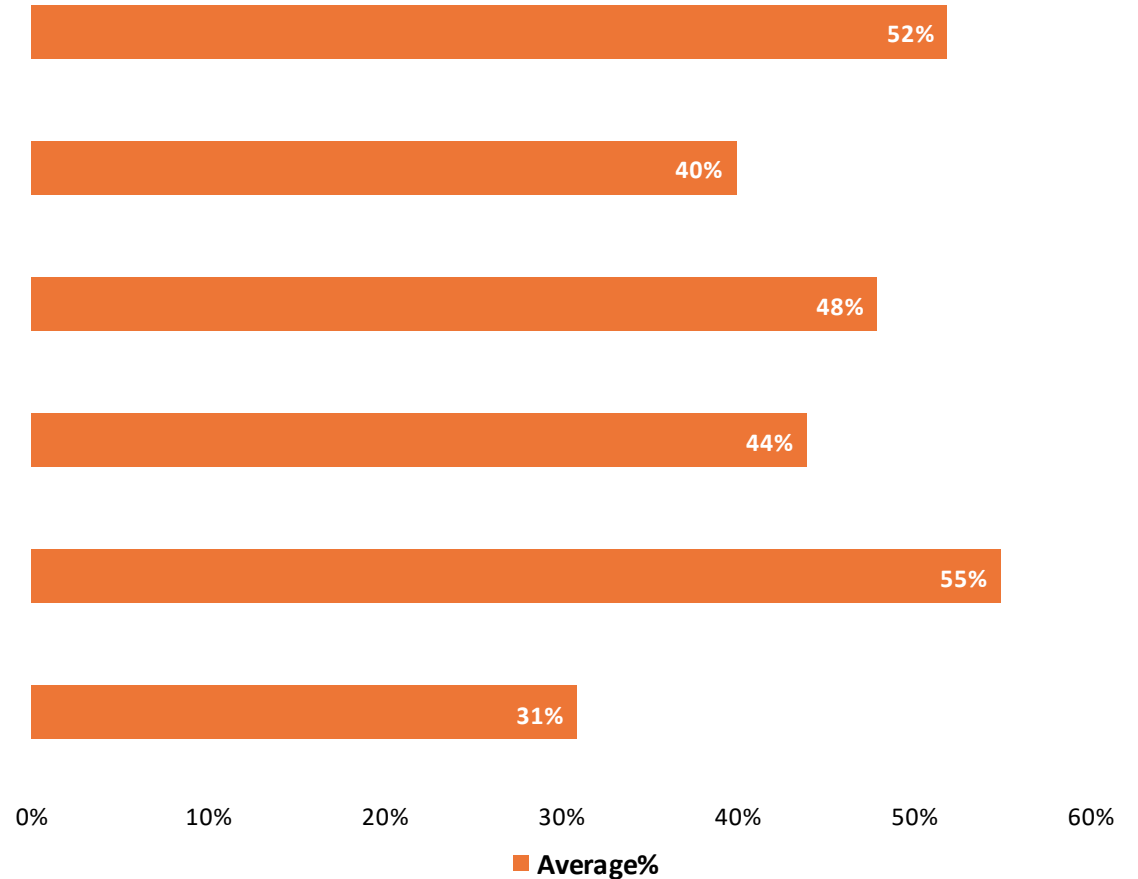
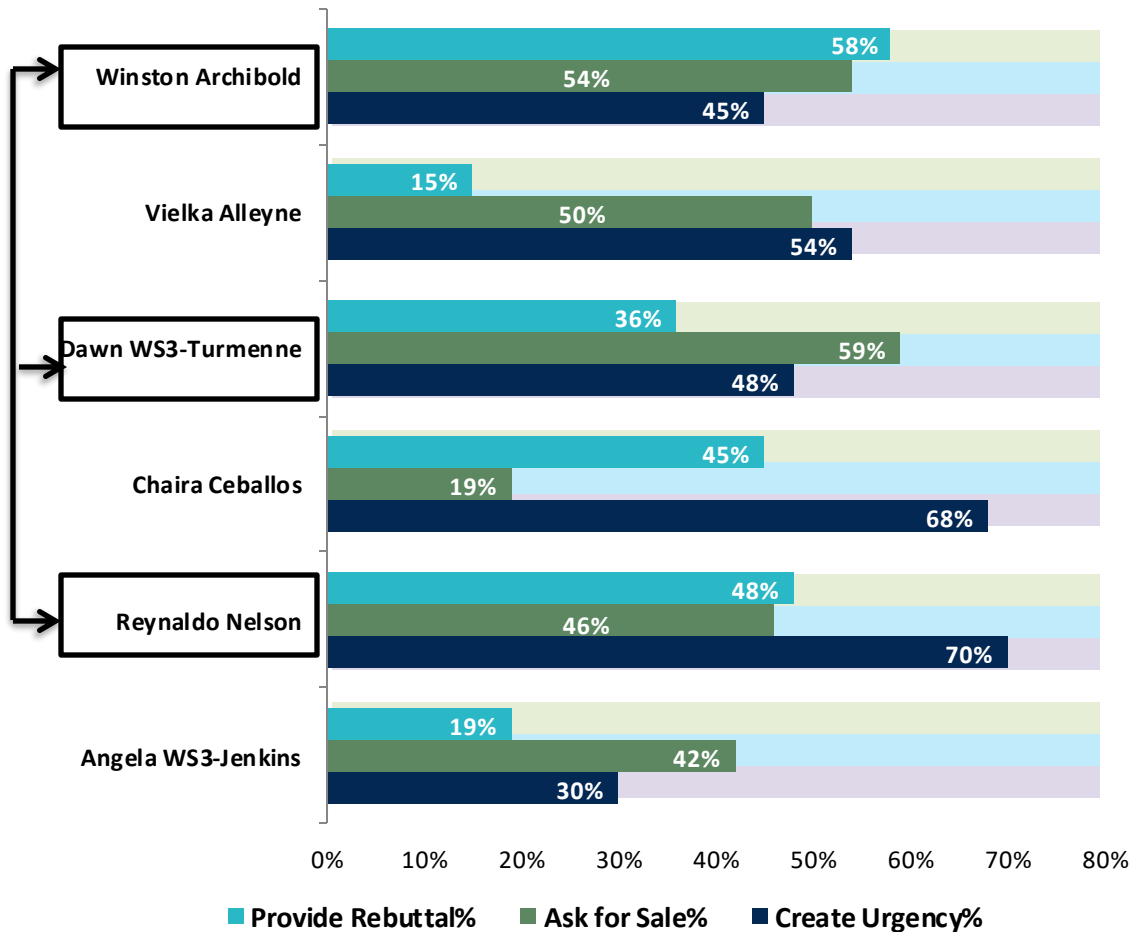


Replicate Successful Skills



IMPROVE

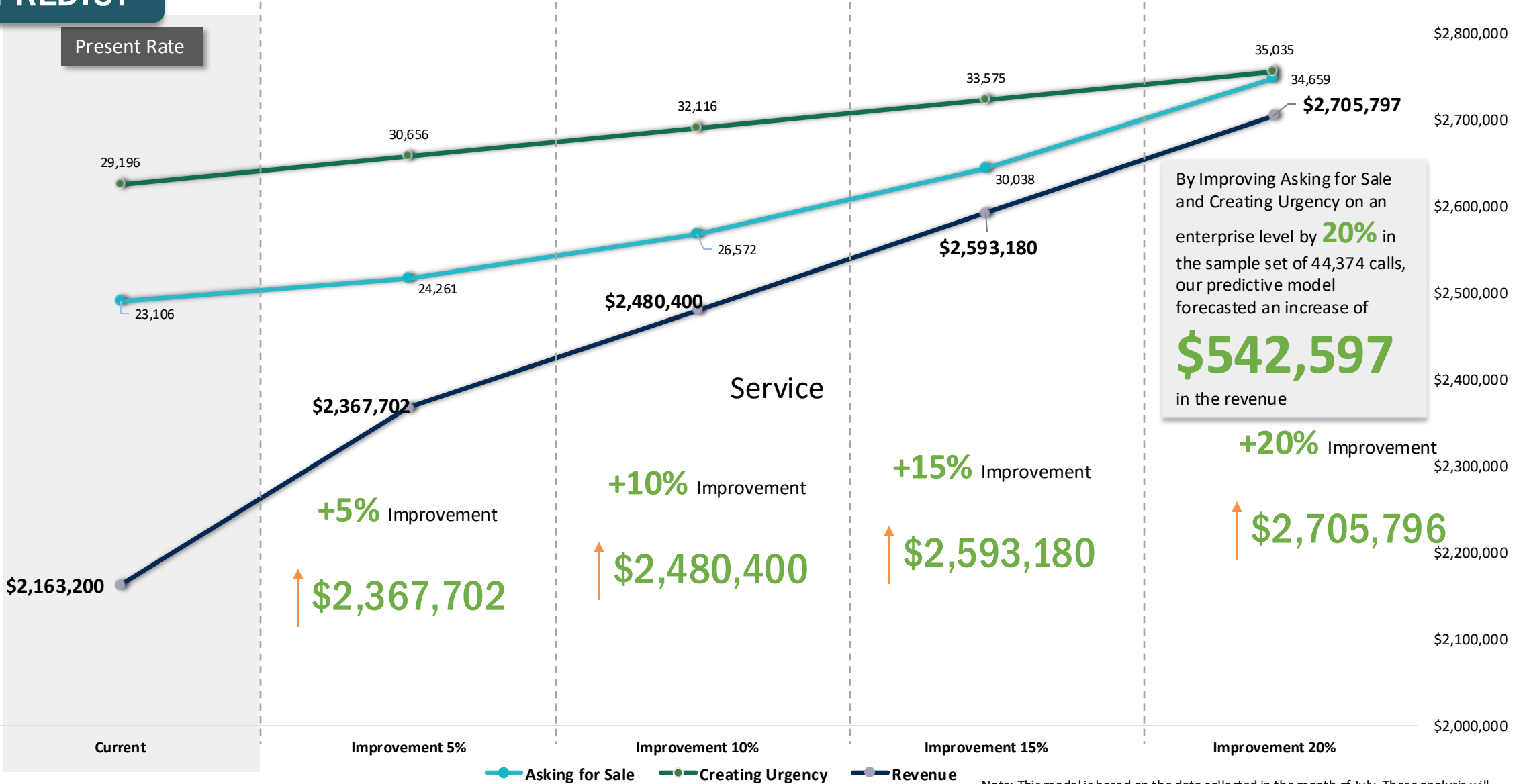
After understanding what behaviors drive success, Etech cross trains agents to improve performance



Predictive Model: Successful Behaviors Increase Revenue



PREDICT

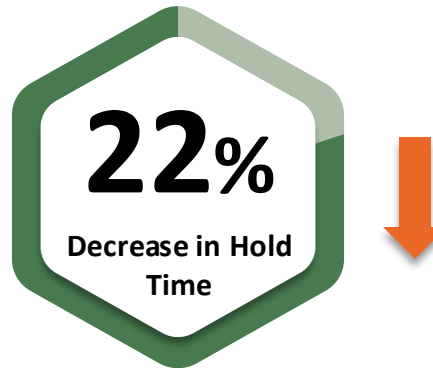


By Improving Asking for Sale and Creating Urgency on an enterprise level by **20%** in the sample set of 44,374 calls, our predictive model forecasted an increase of **\$542,597** in the revenue

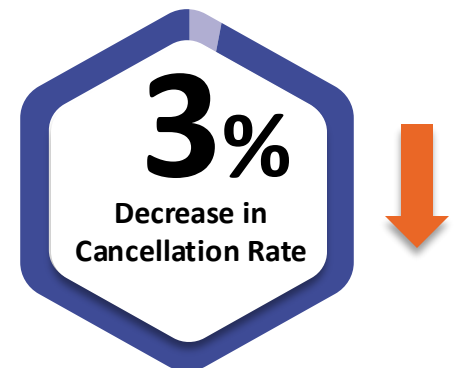
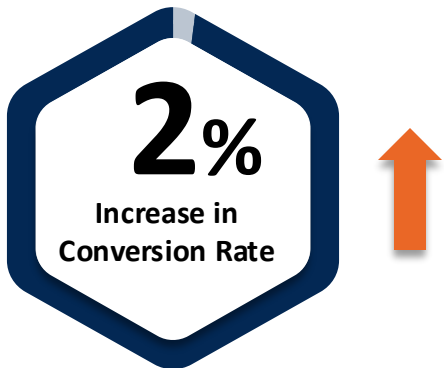
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Key KPI & Revenue Impact

Results



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



AI Implementation & Integration

Strategic deployment of QEval and ICE platforms with seamless enterprise system integration and custom configuration.

ML/LLM Optimization Services

Fine-tuning and optimization of machine learning models and large language models for contact center-specific use cases.

Contact Center Automation

Strategic AI consulting guidance and optimization from our technical experts. Get the strategic direction needed to maximize your AI investment and scale operations.

System Architecture & Technical Integration

Enterprise-grade technical consulting for complex system integrations, API development, and cloud infrastructure setup.

Workforce Management Services

Specialized WFM consulting, real-time analytics implementation, and predictive scheduling optimization for contact centers.

24/7 Support & Managed Services

Dedicated technical support, system monitoring, performance optimization, and ongoing maintenance for all ETS Labs platforms.

Etech Dedicated Security & Compliance



ISO 27001 Certified



PCI-DSS Certified Compliant



SOC 2 Type II and SOC 3 Certified



GDPR Compliant



Network Security

24x7 Monitoring
Deep Packet Inspection
Intrusion Prevention
Data Leak Prevention



Host Security

Host Intrusion Prevention
Integrity Monitoring
Web Application Security
Log Inspection



Vulnerability Management

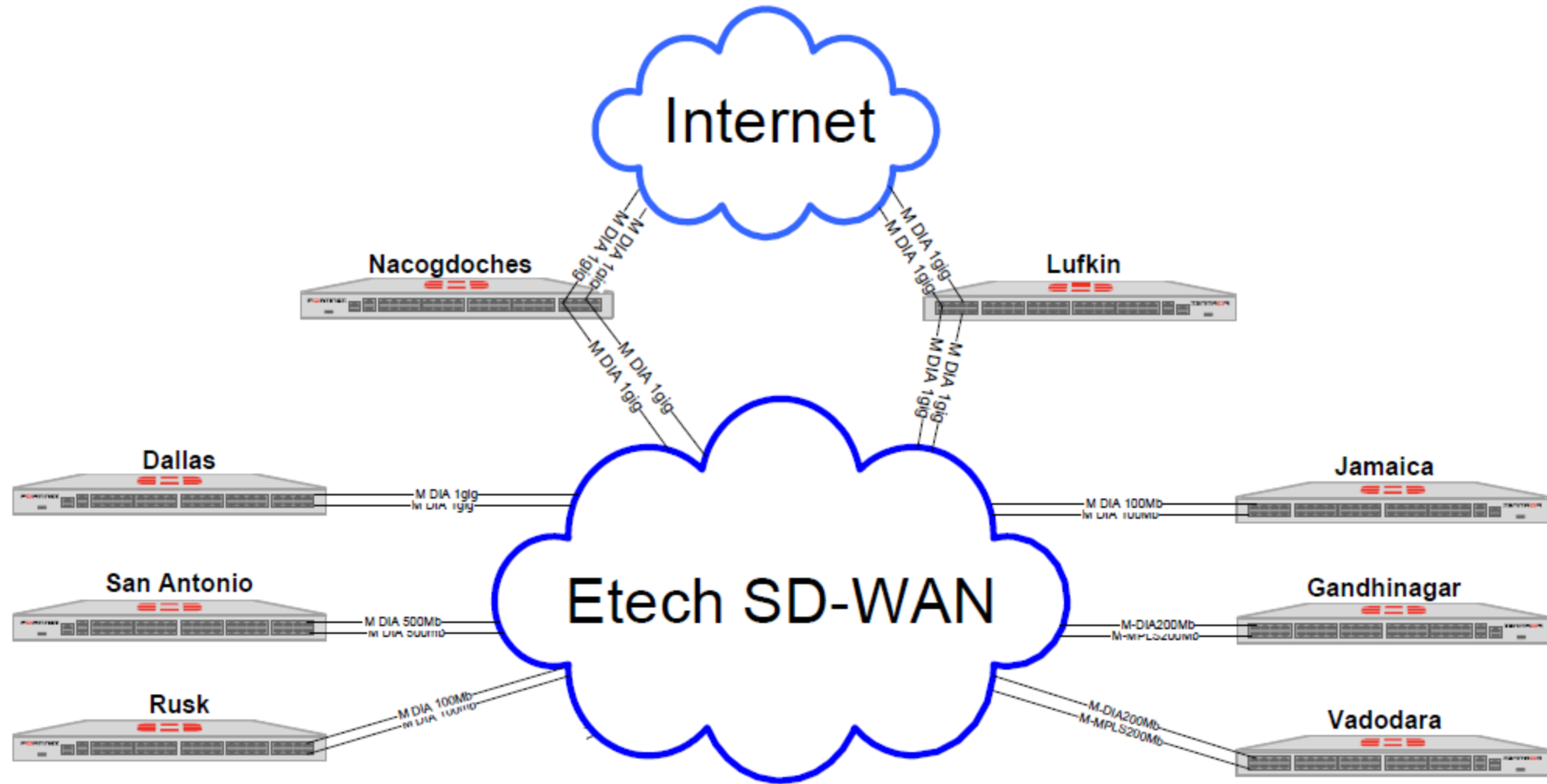
Monthly Vulnerability Scans
Web Application Scanning



Individual Certifications

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

Etech SD-WAN Diagram



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

Get a **prescriptive plan to improve what matters.**

Etech offers the most efficient transcription in existence, allowing you to transcribe 100% of contact center calls well within budget, and enjoy **industry-leading speed and accuracy with near real-time, feature-rich insights.**

Actionable intelligence that bridges the gap between insight and action, thanks to post-interaction automated scoring, frontline coaching, and organization awareness.

PCI DSS compatible **automatic redaction** of sensitive information

Contact Center DNA with Speech Analytics expertise. Over the last decade, Etech has mined millions and millions of interactions, integrated with almost every CCI tech stack, positioning Etech as a customer analytics leader

Etech is **trusted by the world's leading organizations** across many industries, including financial services, healthcare, retail, insurance, travel, and hospitality, and more



Jim Iyoo
President –ETS Labs
Chief Revenue Officer –Etech



Thank You!

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