



**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

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- Define Client Requirements
- Define Software/Hardware Requirements



## Planning

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- Readiness Checklist
- Project Schedule



## Executing

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



## Monitoring & Controlling

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



## Closing

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

# Hiring Methodology

## Sourcing

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- Referrals
- Social Media
- Community Recruitment
- Advertising

## Job Offer

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

## Qualifying

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

## Background Check

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- Reference check
- Work history
- SSN/Identify

## AI-Powered Screening

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

## Hired

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- Final Offer extended to candidate
- Process employment paperwork

## Interview

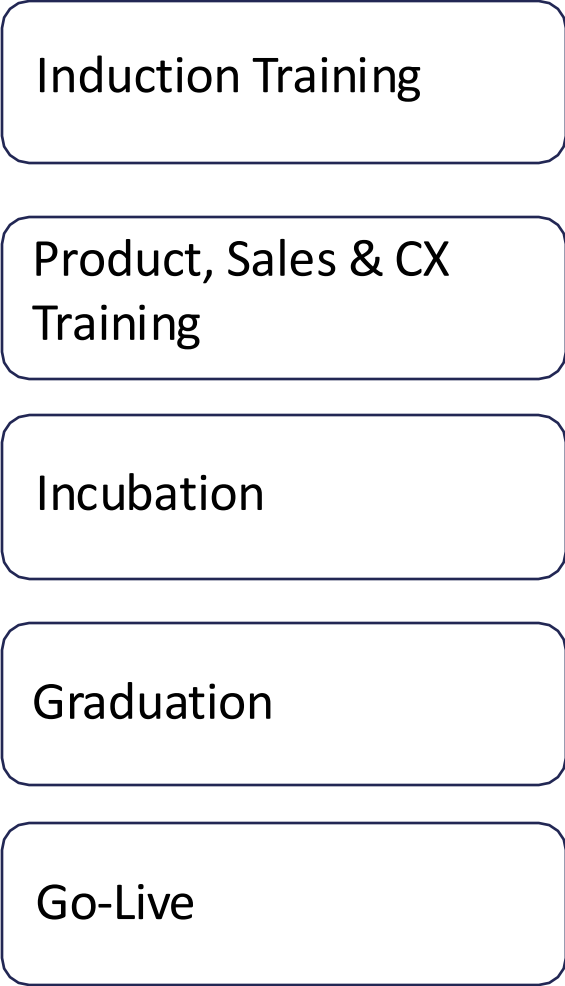
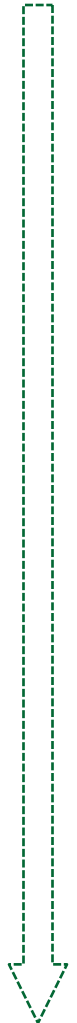
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- Targeted Selection Interview Process
- Personalized interview with Ops Hiring Manager
- Interviews via video, phone, and brick and mortar
- Same Day results for Agent Level Positions

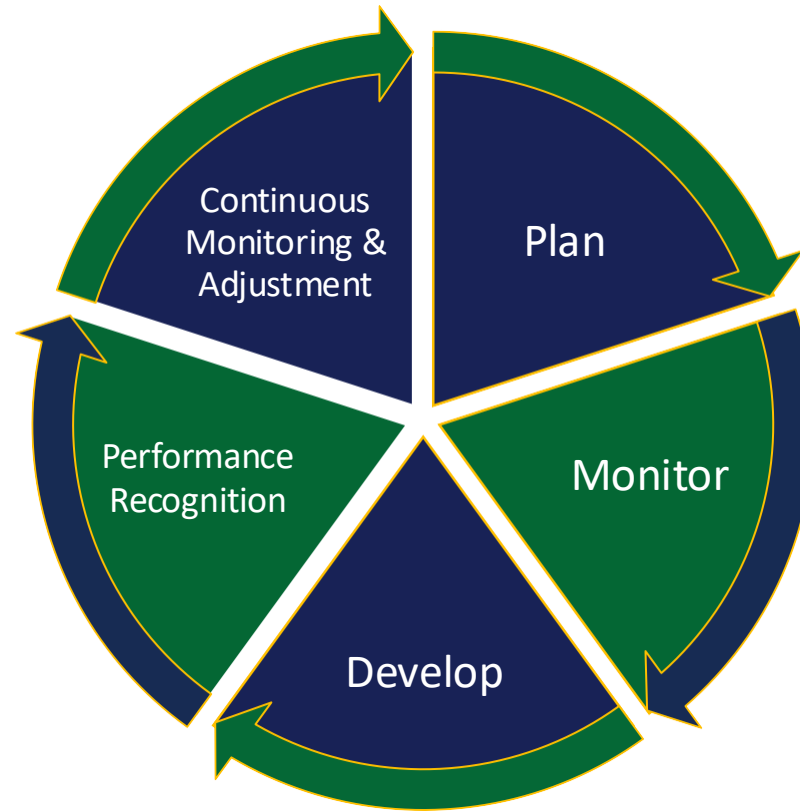
**Etech hires career minded employees who are proficient in Customer Experience**

# Etech's – Operational Effectiveness

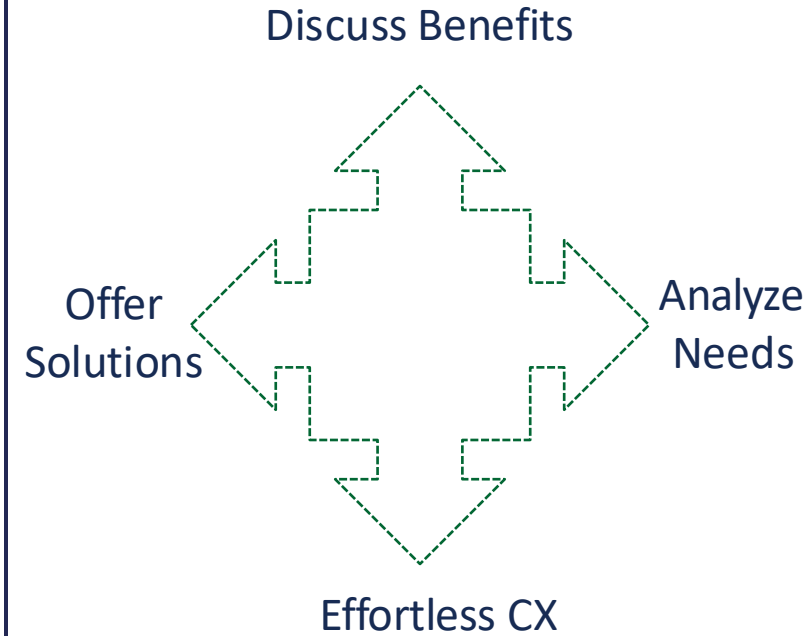
## TRAINING IS A JOURNEY



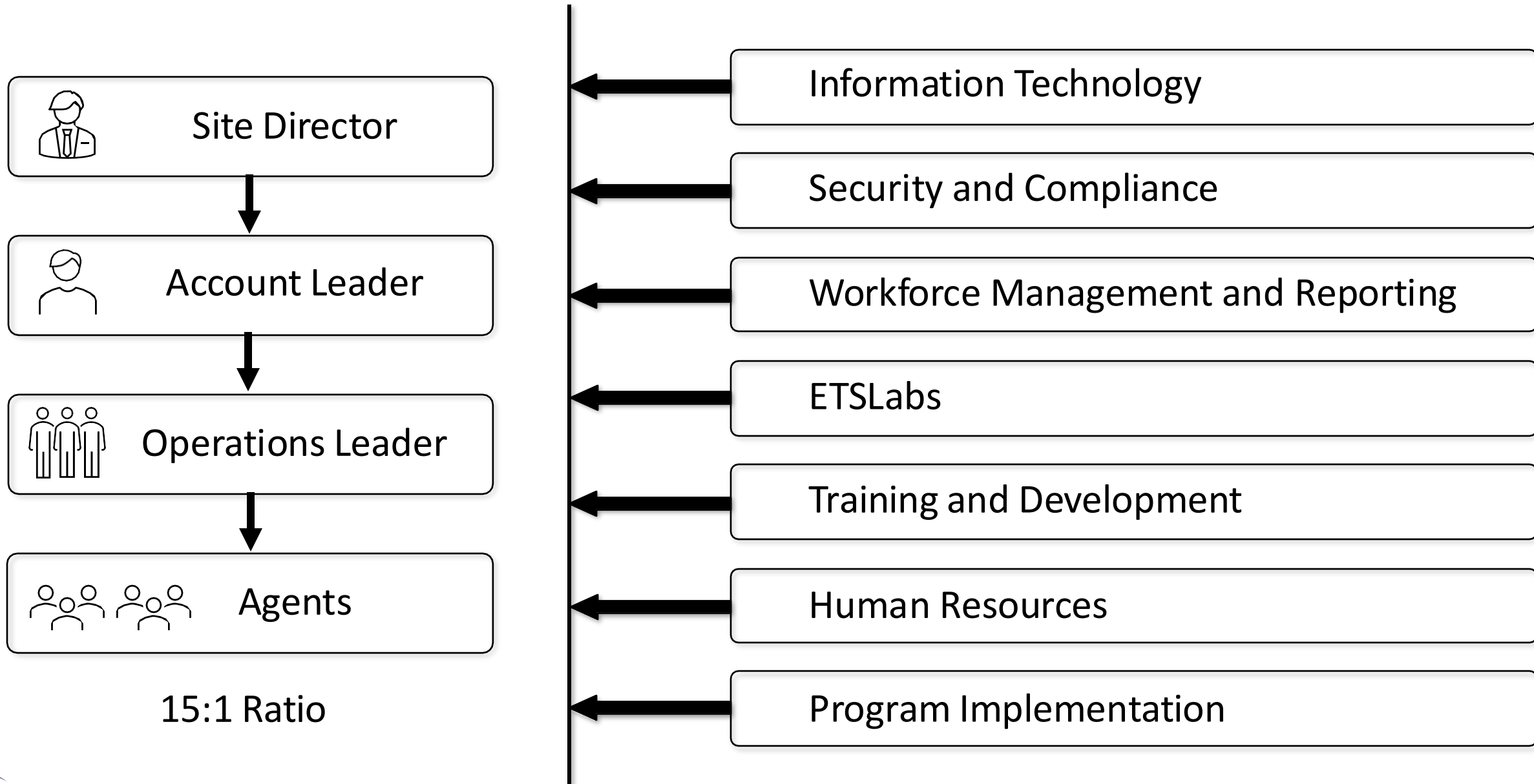
## OPERATIONS PERFORMANCE MANAGEMENT



## CONSULTATIVE APPROACH



# Etech's – Operations Org Chart

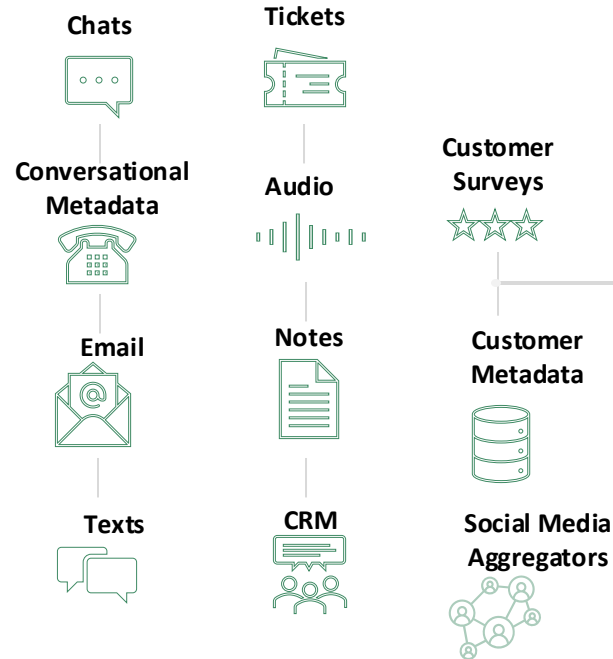


# Etech's Conversational Analytics Drives Business Results

## Analyze

## Capture

360-degree view of your customer

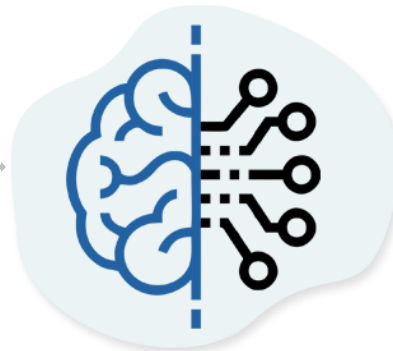


Compatible with virtually any tech stack

Transcribe 1 hour of audio in 3.5 seconds



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



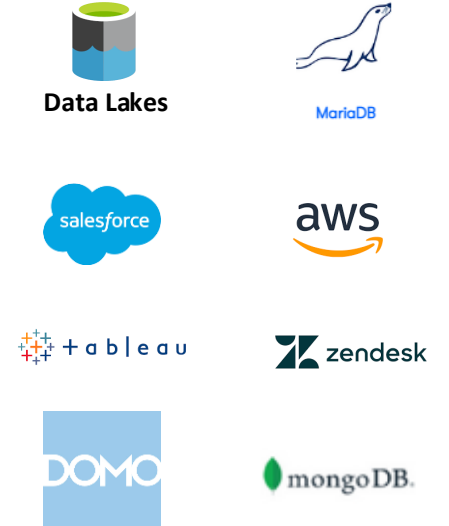
Convert disparate CCI data sources into a single stream of Insights

Human Guided Reviews  
Automated Evaluation



## Deliver

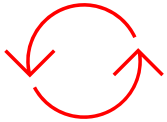
Actionable insights delivered near real time



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

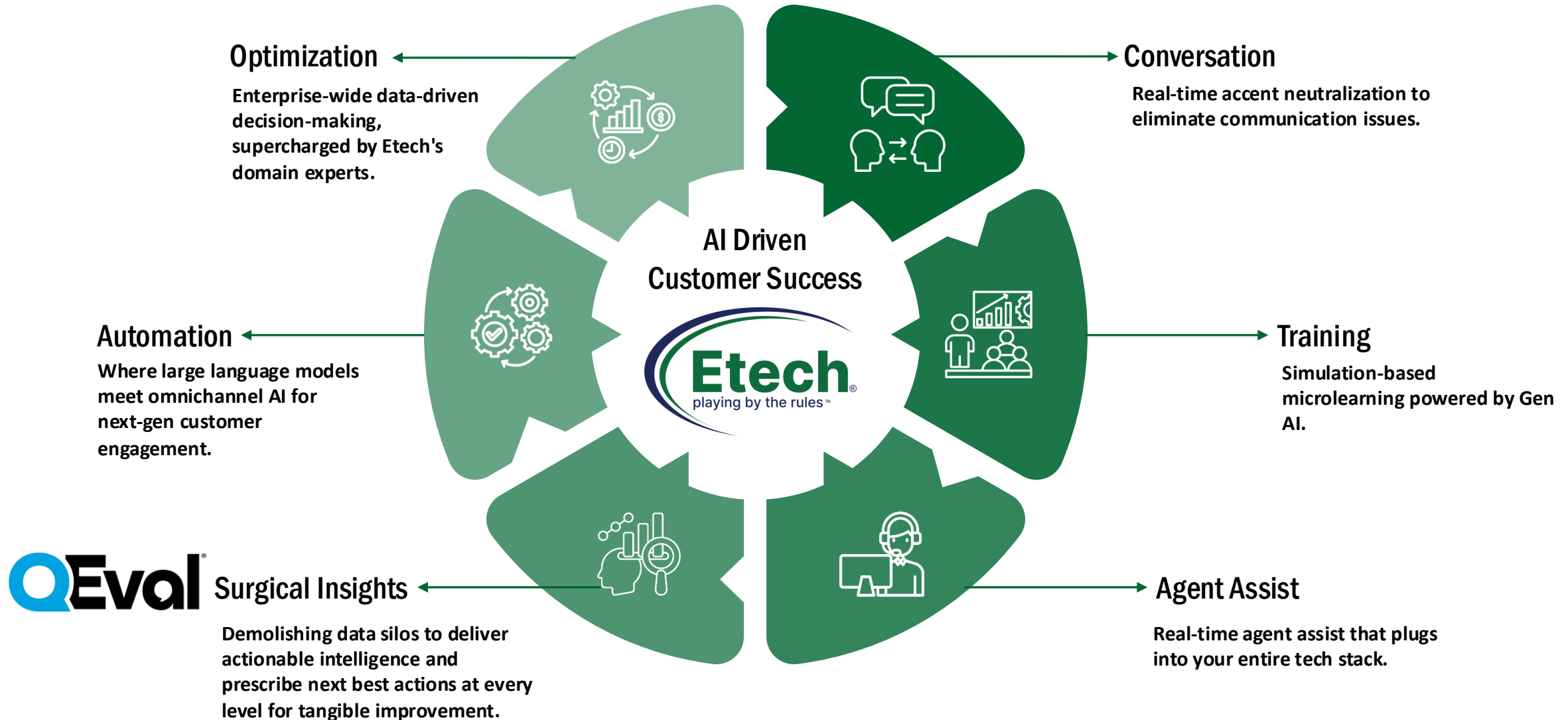
Compliance Audit on 100% of the customer interaction insuring we are identifying compliance issues in near time, triggering self education actions to the agents within moments of a call being taken instead of weeks old feedbacks



## 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 – 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

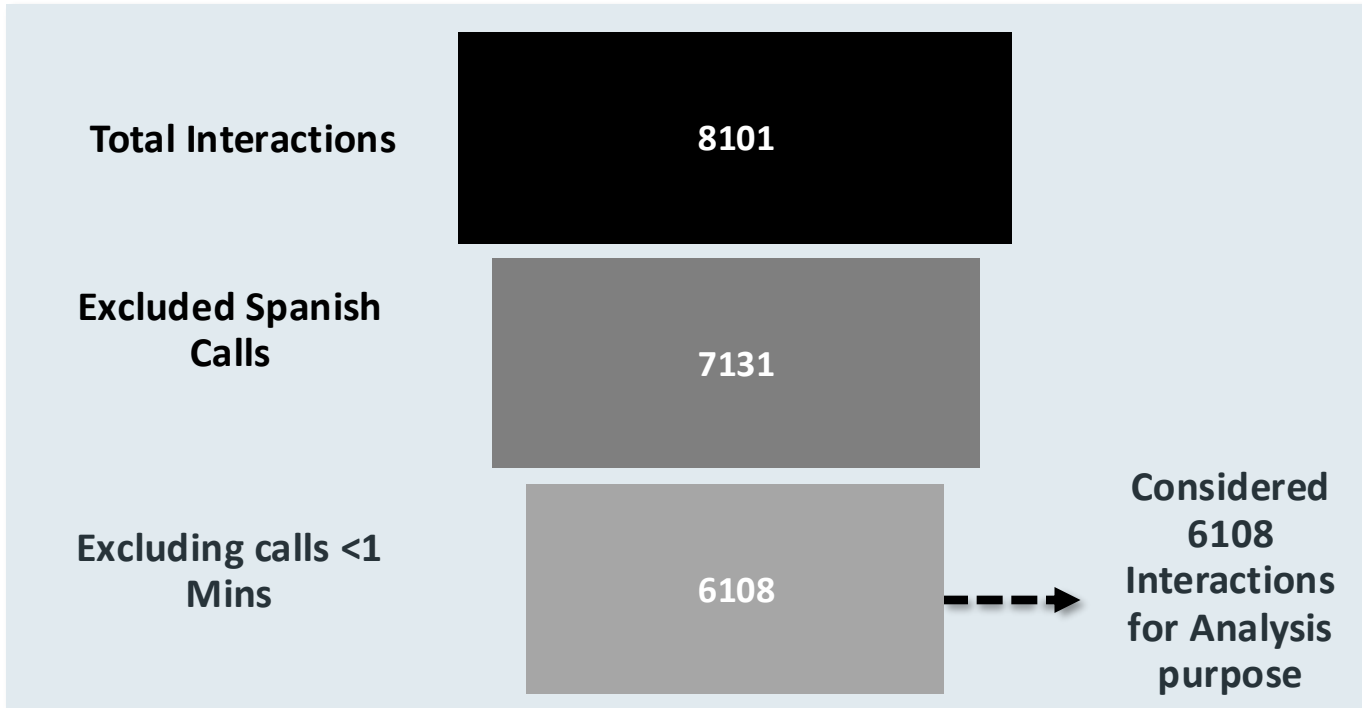
Etech's Data Scientists refine large data sets into actionable insights



## 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

# Data Cleaning & Methodology



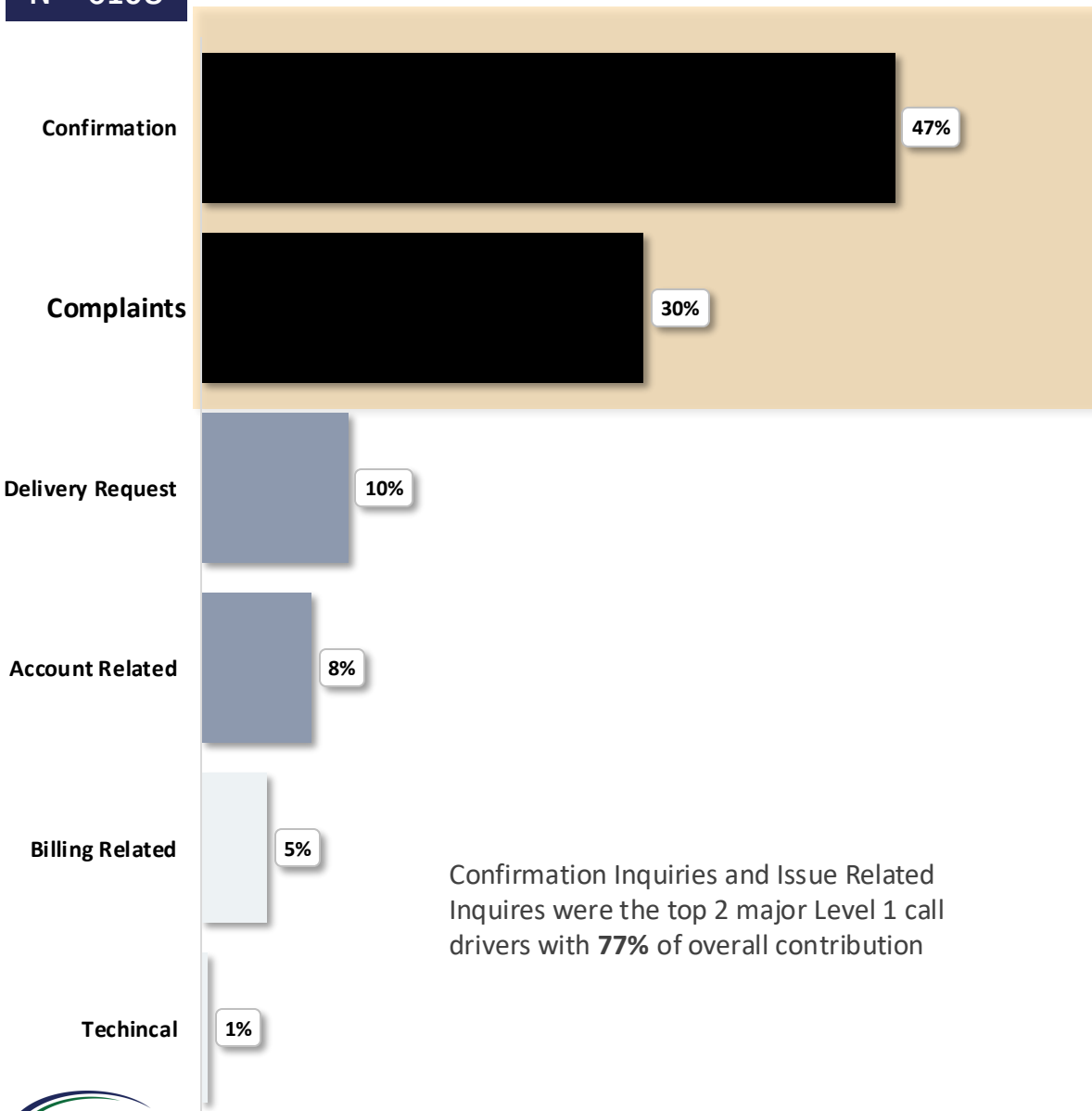
Date Range	1 <sup>st</sup> July till 31 <sup>st</sup> August 2022
Total Call Volume Received	8101
Spanish Calls	970
Calls < 1 Min Duration	1023
In-Scope Calls	6108

92% of the calls were from FL  
4% of the calls were from NY

# Call Reason Analysis – Level 1 Main Reason for Contact

N = 6108

## Level 1 Call Reasons



Confirmation Inquiries and Issue Related Inquires were the top 2 major Level 1 call drivers with **77%** of overall contribution

- Confirmation Inquiries

Agents calling customers to confirm the furniture delivery, pick up or exchange details.

**Example Phrase** – Just calling to **confirm delivery** for today you should be **receiving the exchange** I **need to confirm** that you are receiving a king size bed

- Complaints

Issues like delivery of damage/wrong/incomplete furniture, delay in the delivery.

**Example Phrase** – One **chair is missing** and the other two **are damaged**.

- Delivery Request Inquiries

Inquiries related to basic delivery related questions, product related questions, requests to reschedule existing delivery.

**Example Phrase** – I got a notification that the elevator reservation for my **delivery isn't confirmed** but I called you guys last week and **confirmed it** I just want to **make sure we're all set**

- Account Related Inquiries

Customers looking to update any personal or payment related details in their profiles, checking existing order's delivery status or looking to make any changes to an existing order.

**Example Phrase** – They were calling to see if they can **change the address** on the order.

- Billing Related Inquires

Questions/concerns related to refund, wrong charges, payment status.

**Example Phrase** – I received an order without chairs, waited too long for it. Now I **want a refund** of the order

- Technical Inquiries

Customers getting any error message or glitch while accessing website.

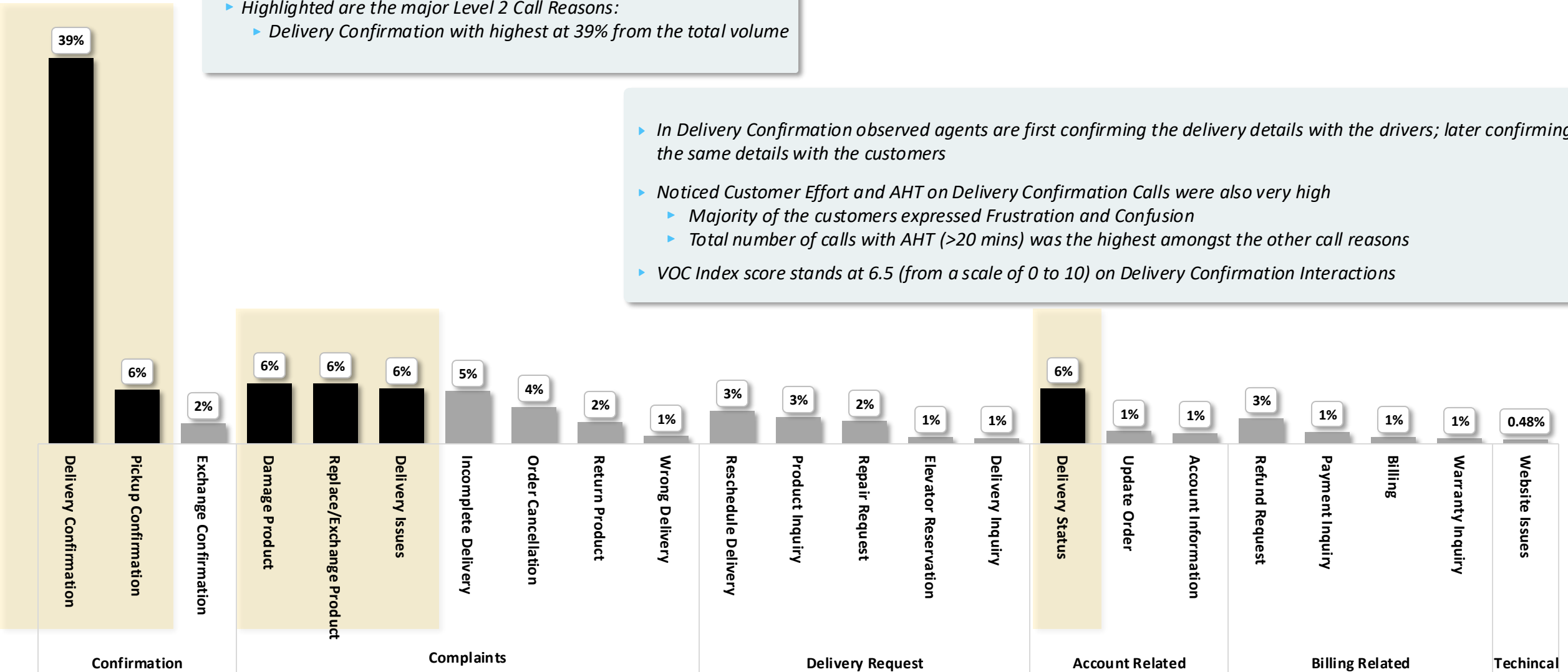
**Example Phrase** – It's not on the website, it must be a **glitch in your system**, I have the invoice right here in front of me.

# Call Reason Analysis – Level 2 Drivers

N = 6108

- ▶ Highlighted are the major Level 2 Call Reasons:
  - ▶ Delivery Confirmation with highest at 39% from the total volume

- ▶ In Delivery Confirmation observed agents are first confirming the delivery details with the drivers; later confirming the same details with the customers
- ▶ Noticed Customer Effort and AHT on Delivery Confirmation Calls were also very high
  - ▶ Majority of the customers expressed Frustration and Confusion
  - ▶ Total number of calls with AHT (>20 mins) was the highest amongst the other call reasons
- ▶ VOC Index score stands at 6.5 (from a scale of 0 to 10) on Delivery Confirmation Interactions



# Insights on Delivery Issue Interactions

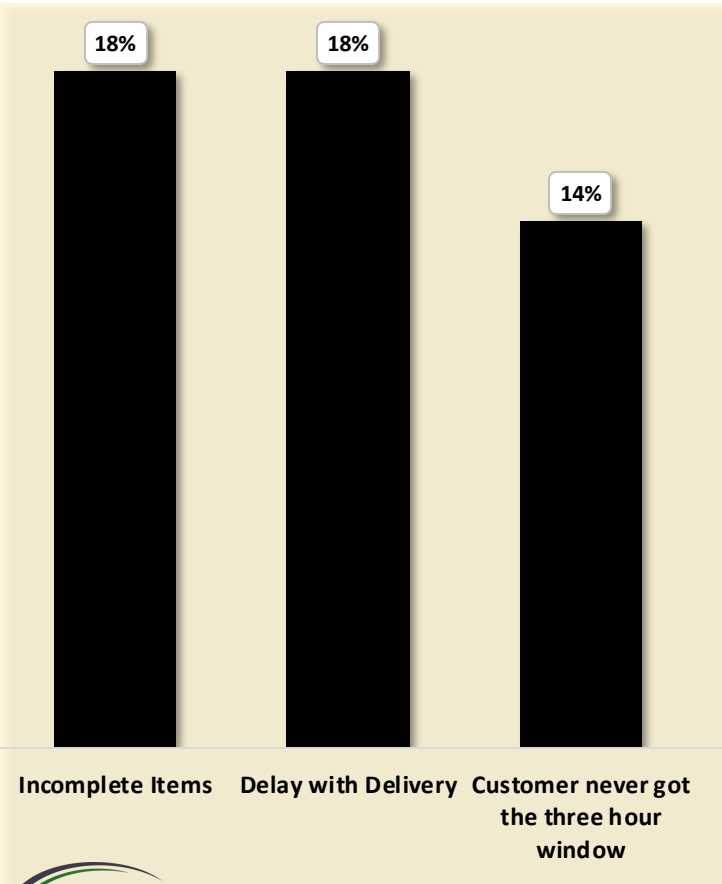
Etech Analysts reviewed **25%** of interactions from the Level 2 Driver: Delivery Issue and provided Insights

**Incomplete Items** was the top reason; this includes calls where customers called and mentioned they didn't receive the remaining parts :

- **Didn't receive** chair, but received table
- Delivery guys couldn't **deliver complete items**; hence, assembly won't be possible.
- Rail was **delivered but couch was on the way**
- 33% of times we observed the data, CHAIRS were not available in the order received.



## Major Delivery Issue Drivers



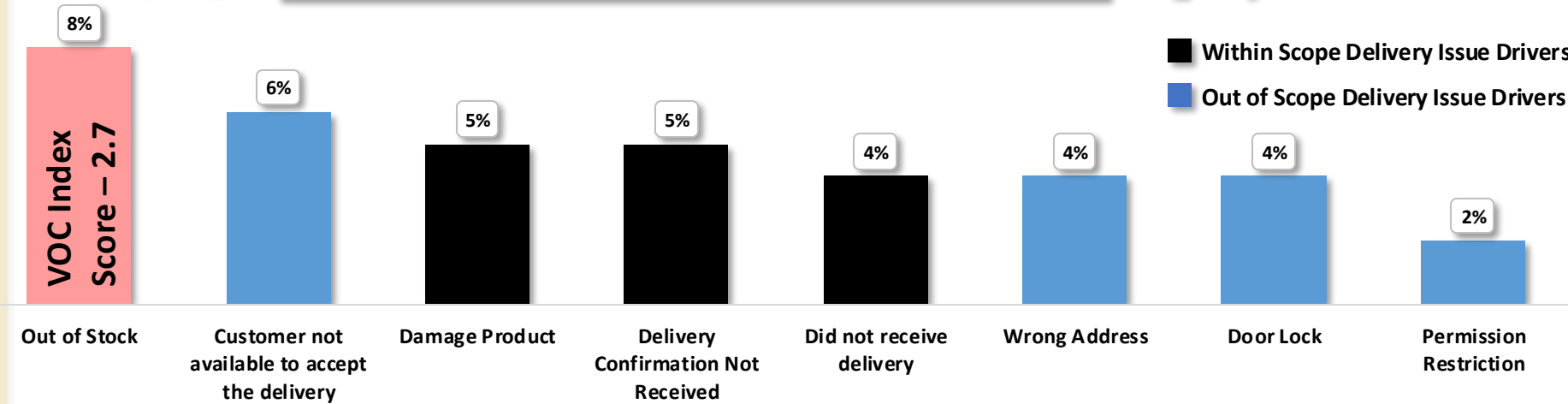
### Delay with Delivery:

- Customers are tracking online and noticed delivery guys are **way behind schedule**
- Customers are waiting; but **delivery is not yet received**
- Customers **getting the partial order** after few days/weeks/month
- Stores **providing incorrect delivery date**



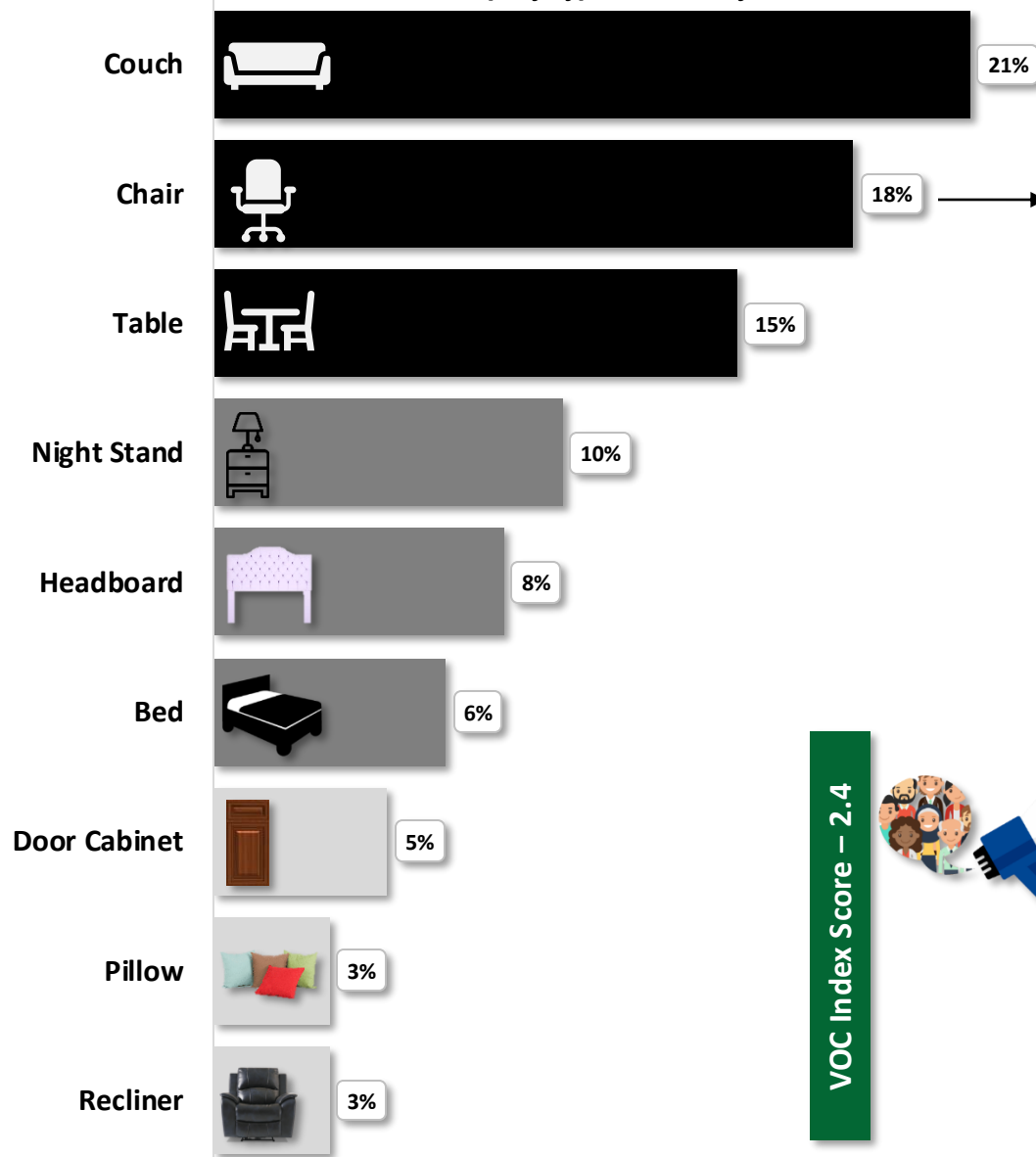
### Customers didn't get a 3 Hour Window

- This includes all the interactions in which customers **never received any information** on when the item will be delivered and at what time.



# Insights on Delivery Issue Interactions – Product Level Drill Down

Product Inquiry Type – Delivery Issues



Call 1 – Incorrectly assembled  
 Call 2 – Paint quality not good  
 Call 3 – Unable to pass through the door

Call 1 – For second chair - status showed out of stock  
 Call 2 – Order is on back order  
 Call 3 – Received dining table without chairs.

- Top 3 area code** from which we got most of the delivery issues calls
- 954 – 135 Calls
  - 305 - 41 Calls
  - 786 - 41 Calls

EI strongly recommends to add Product code information which can be easily extracted from the CRM and further added to the metadata fields. This will add an additional level drill down with actionable insights on a specific product type

VOC Index Score – 2.4

Overall VOC Index score for Delivery Issue Interactions stands at **2.4**

Overall
Positive Sentiments: 198
Negative Sentiments: 121

VOC Index score: On a scale from 0 to 10

# Insights on Return/Replacement Products

## Return/Replacement Drivers



Etech Analysts reviewed 25% Return/Replacement Product interactions to determine the major reasons and provide actionable insights

**Received Damage Product:** Number 1 driver under the category: Returns and Replacement. Majority of the customers mentioned that the product they received is broken/damaged and hence requested for Returns/Replacement.



From the total calls analyzed under: Received Damage Product:

- 21% of customers requested an Exchange
- 15% of customers Scheduled a Technician Visit
- 12% of customers were issued a Gift Certificate by the agents
- 12% of customers Submitted Warranty Claim for Damage Products received

Secondary major driver was **Quality of the Product**.

Under this category, we considered all interactions wherein customers expressed dissatisfaction over the quality of the products received and didn't like the product. This further led to Return/Replacement of products.

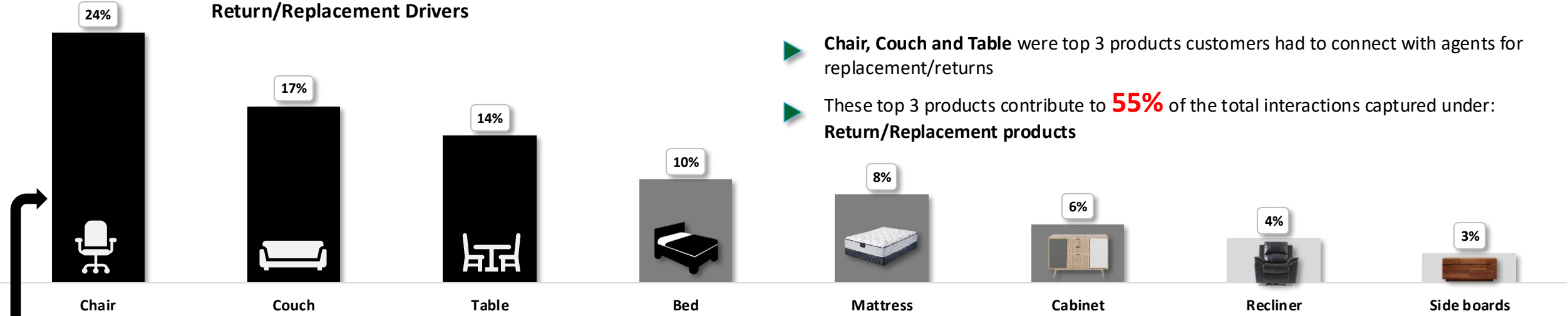


From the total calls analyzed under: Quality of the Product:

- 22% of customers requested an Exchange
- 17% of customers Reported to the Store
- 15% of customers Scheduled a Pickup
- 9% of customers were issued a Gift Certificate

# Insights on Return/Replacement Products – Product Level Drill Down

## Return/Replacement Drivers



- ▶ **Chair, Couch and Table** were top 3 products customers had to connect with agents for replacement/returns
- ▶ These top 3 products contribute to **55%** of the total interactions captured under: **Return/Replacement products**

Call 1 – One of the legs was broken  
 Call 2 – Wrong color got delivered  
 Call 3 – Part of chair was missing

Call 1 – Delivery didn't match what they saw in the store  
 Call 2 – One of the couch pieces was broken  
 Call 3 – Quality was even worse during replacement delivery

### Negative Sentiment VOC

- *I'm very very very very mad right now*
  - *Couch delivered was broken*
- *I'm not happy with my purchase at all*
  - *Mattress is not comfortable*
- *I don't want to waste my time and you don't understand*
  - *Furniture started peeling in 2 weeks*
- *Such poor quality I have received. I'm just astonished*
  - *Replacement couch delivered is defective again. It is worse than the original one*



Overall VOC Index score for Return/Replace Interactions stands at **1.7**

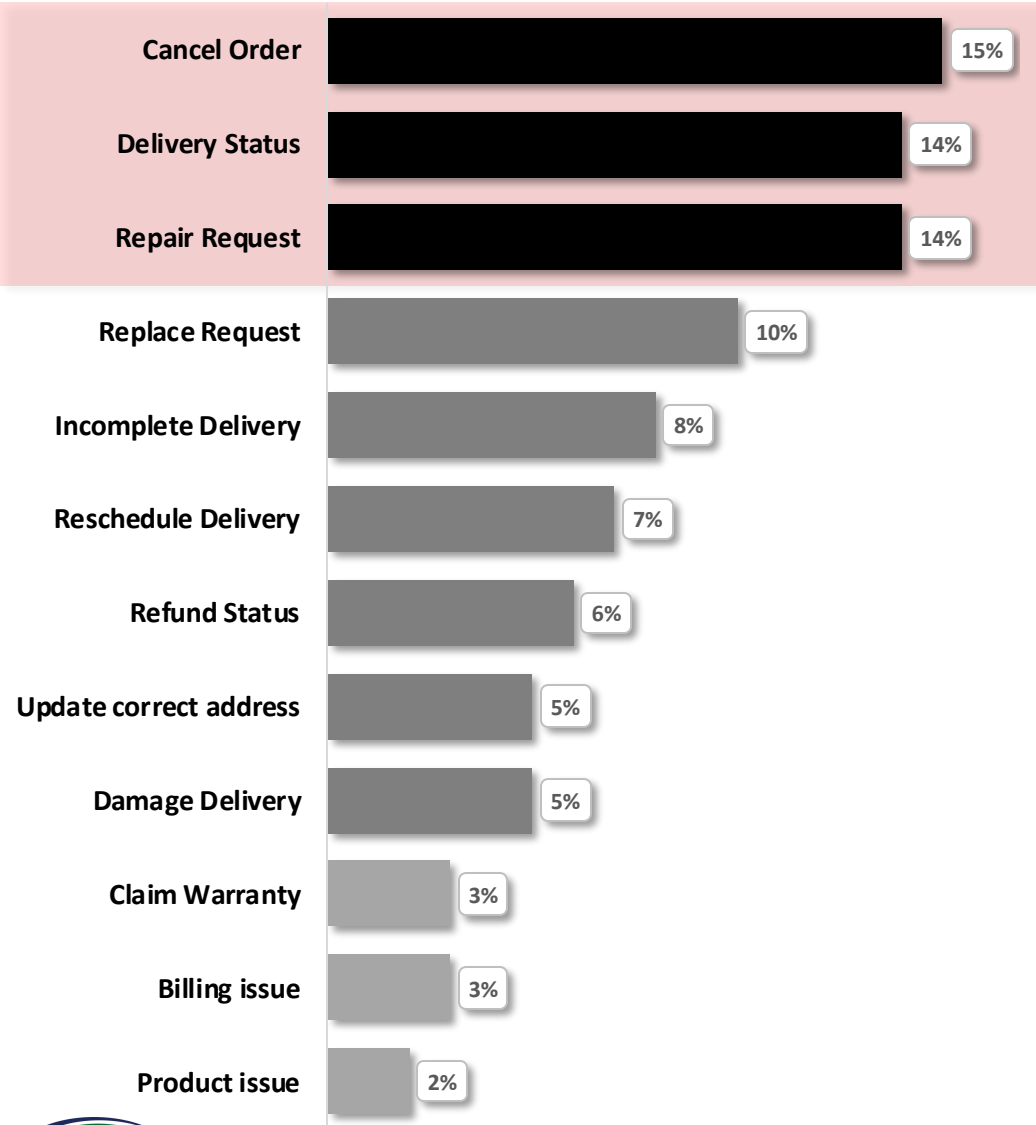
Overall
Positive Sentiments: 269
Negative Sentiments: 192

VOC Index score: On a scale from 0 to 10

# Repeat Contact Analysis

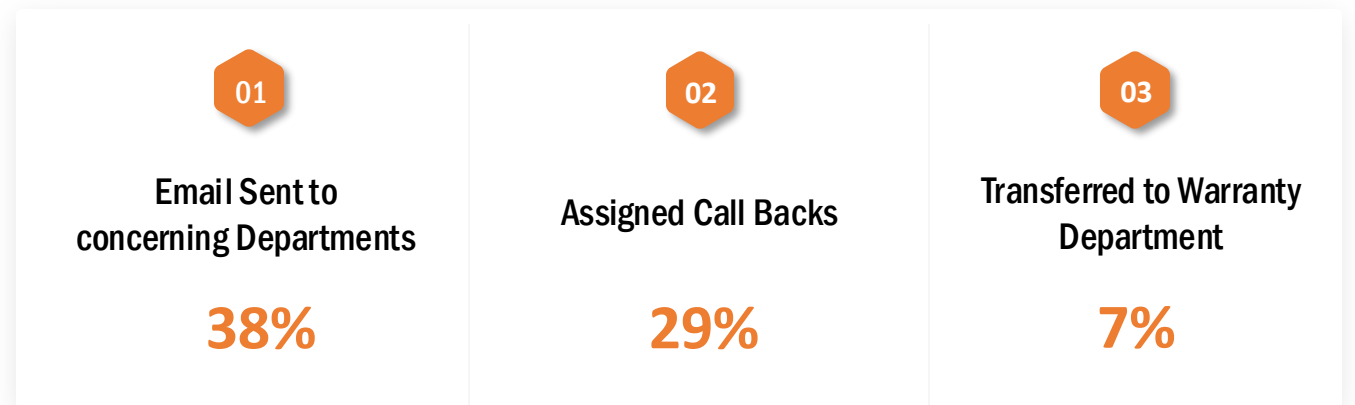
➤ Amongst all the Customer Efforts, we observed from the data that Repeat Contact was at **14% (843 calls)** from the total volume of 6108 calls

## Major Repeat Contact Drivers

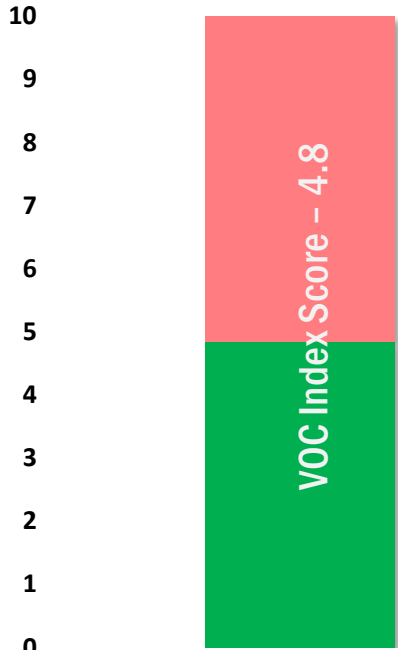


- **Cancel Order:** Cancellation was the major driver for Repeat Contacts wherein customers are calling again because they didn't receive the call back with cancellation confirmations
- **Call Outcome:** Agents are sending an email to the concerning department to get further assistance.
- **Delivery Status:** Customers are calling multiple times to inquire on the status of Delivery.
- **Repair Request:** Along with Repeat Contacts, Customer Effort driver: Customer Frustration was also very high on Repair Request Inquiry calls. All customers are complaining on receiving the Damaged products and are seeking assistance to get them repaired.

## Insights on Call outcome



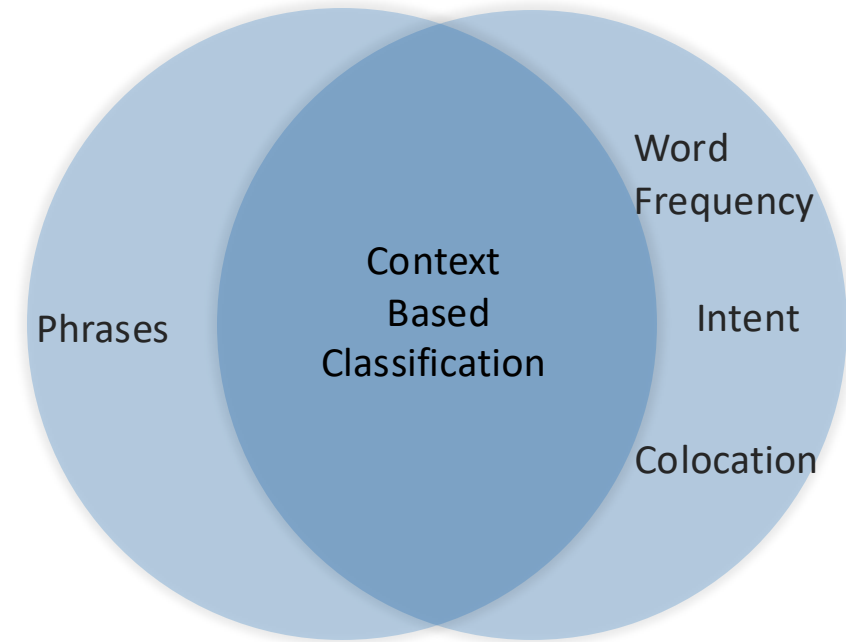
# VOC Index Score – Overall Performance



Overall
Positive Sentiments: 1546
Negative Sentiments: 539

VOC Index score: On a scale from 0 to 10

Voice of the Customer (VOC) is a term that describes your customer's feedback about their experiences with and expectations for your products or services. **It focuses on customer needs, expectations, understandings, and product improvement.**



## VOC Index METHODOLOGY

VOICE OF INDEX(VOC) Index is based on NET SENTIMENT SCORE

## Calculation

**Net Sentiment Score = % Positive – % Negative**

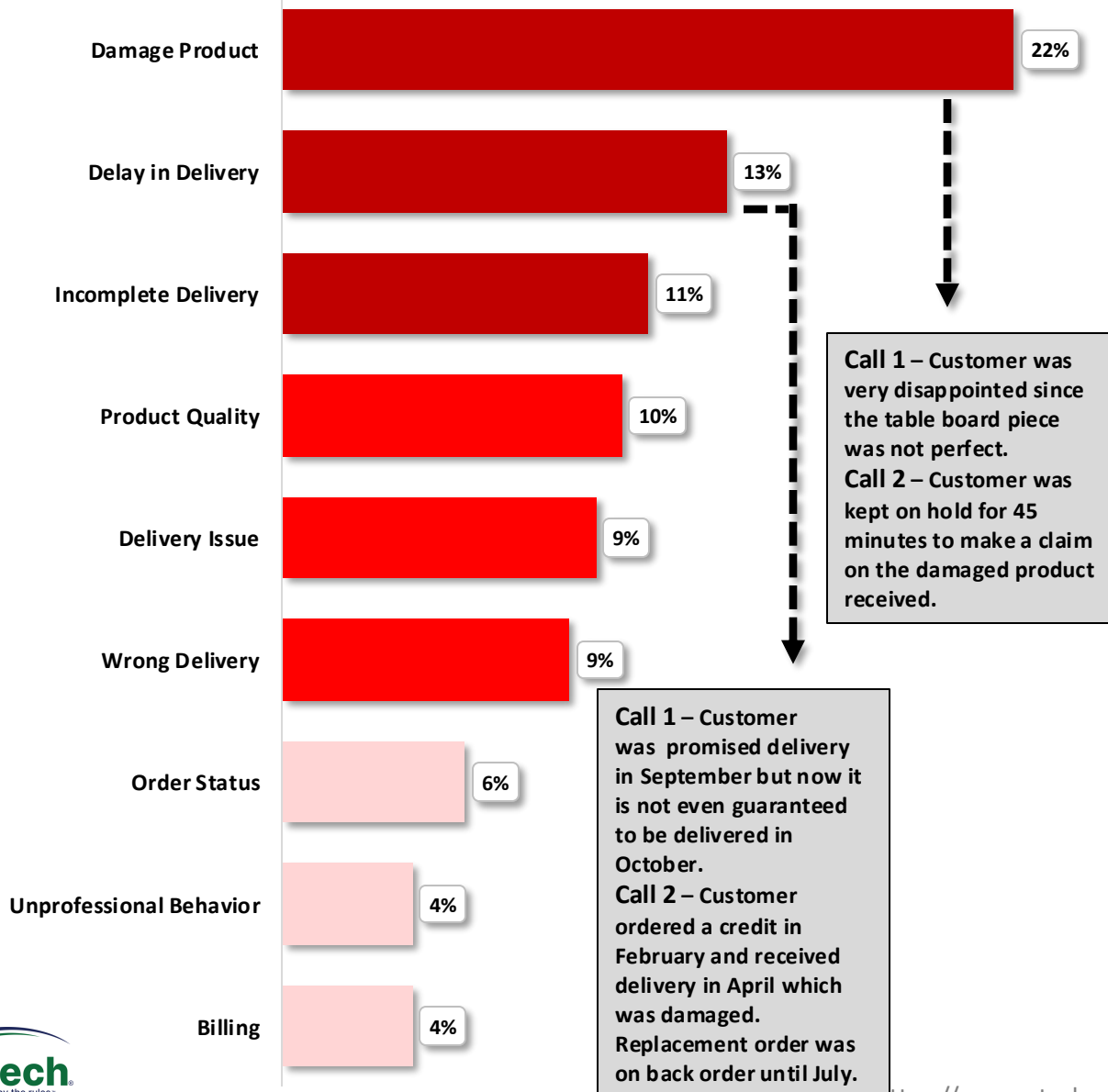
**VOC Index = Net Sentiment Score \* 10**

# Insights on Negative Sentiments – Deep Dive Analysis

Etech Analysts reviewed 25% Negative sentiment interactions to determine the major reasons for customers left a Negative Sentiment on the call

**20%** of these calls customer requested for cancellation of the order

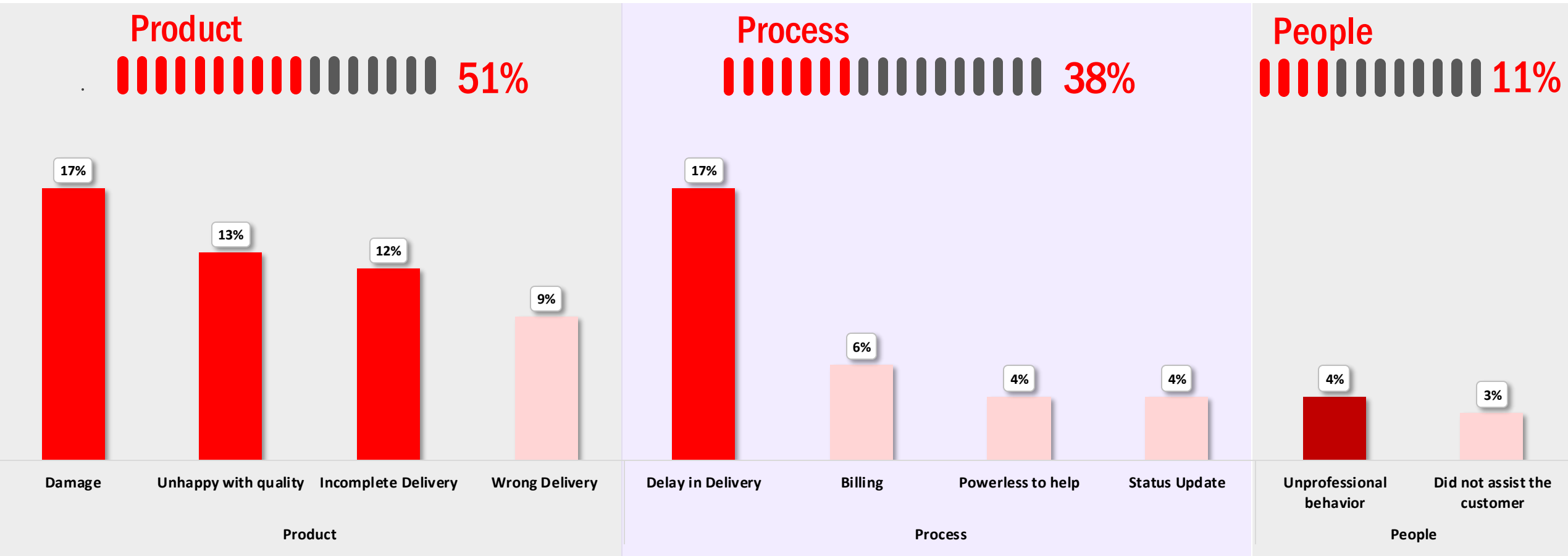
## Level 1 Negative Sentiment Drivers



## INSIGHTS

<b>DAMAGED PRODUCT</b>	<p>This includes all the interactions where customers called and expressed Negative sentiments because they've received Damaged Products.</p> <ul style="list-style-type: none"> <li>• <b>Damaged Table</b></li> <li>• <b>Not able to close</b> the doors and/or they were very dirty</li> <li>• <b>Chairs were Damaged; Defective Chairs</b></li> <li>• <b>Bed was damaged</b> during Installation. Issues with Bed Alignment</li> <li>• <b>Mattresses were bad in quality;</b> received <b>wet mattress</b></li> <li>• <b>Recliner was Damaged</b></li> </ul>
<b>DELAY IN DELIVERY</b>	<ul style="list-style-type: none"> <li>• Item on <b>Backorder</b></li> <li>• Customers are extremely frustrated because deliveries <b>are getting delayed for a long time</b> and not receiving orders on time</li> </ul>
<b>INCOMPLETE DELIVERY</b>	<ul style="list-style-type: none"> <li>• <b>Incomplete order</b> dispatched</li> <li>• <b>Part of bed missing</b></li> <li>• Parts delivered <b>were of wrong sizes</b></li> <li>• <b>Bolts and rails were missing</b> to assemble the furniture</li> <li>• <b>Chairs missing</b> from the order delivered</li> </ul>

























# Insights on Negative Sentiments – Negative Sentiment Drivers



## Actionable Insights on Unprofessional Behavior calls

- Phone number 1 – Customer was kept on hold and the driver did not answer back.
- Phone number 2 – Customer found driver’s behavior as “weird”.
- Phone number 3 – Customer was unhappy with the staff’s “rude behavior”.
- Phone number 4 – Driver’s behavior was “rude”.

# Competitor Insights – Overall Score Comparison with Brand Popularity

Competitor Name	Overall Score	Brand Popularity	Customization Option	Scheduled Deliveries	In-stock Availability	Fast Shipping	Furniture Assembly
Competitor 1	4.2/5		--	--	--	--	--
Competitor 2	4.6/5						
Competitor 3	4.6/5						
Competitor 4	4.6/5			--	--		
Competitor 5	4.6/5			--	--		
Competitor 6	4.5/5		--	--	--	--	--
Competitor 7	4.5/5						--
Competitor 8	4.3/5		--	--	--		--

# VOC Index Score – Agent Performance

## Top 10 Performers

Agent Name	Total Calls	Positive Sentiments	Negative Sentiments	VOC Index Score
Roberto	52	15	1	8.8
Jenia	47	19	2	8.1
Camilo	62	18	2	8.0
Valentina	29	9	1	8.0
Kristine	60	24	3	7.8
Jose	47	15	2	7.6
Megan	17	7	1	7.5
Kathleen	42	20	3	7.4
Paul	76	24	4	7.1
Julian	26	11	2	6.9

## Bottom 10 Performers

Agent Name	Total Calls	Positive Sentiments	Negative Sentiments	VOC Index Score
Camilo	12	2	3	-2.0
Naomie	11	1	1	0.0
Geraldine	15	7	6	0.8
Emily	15	6	5	0.9
Sebastian	54	9	7	1.3
Jesus	18	4	3	1.4
Maria	36	7	5	1.7
Vanessa	56	7	5	1.7
Fabio	12	3	2	2.0
Dishika	12	6	4	2.0

Note: Considered calls for agents >10



A Big Shout Out to *Robert and Jenia* for *8.8 and 8.1* VOC Index scores, respectively.

# VOC – Positive & Negative Sentiments



Okay that would be fabulous I would love that thank you!



But you guys are doing a great job!



Yeah, fantastic, the delivery driver did a great job!



I love the shelf it's wonderful!



I'm going to get a lawyer and I'm going to call the Better Business Bureau!



I'm just trying to understand what I'm spending all this money for? I don't want to spend anything on this terrible service.



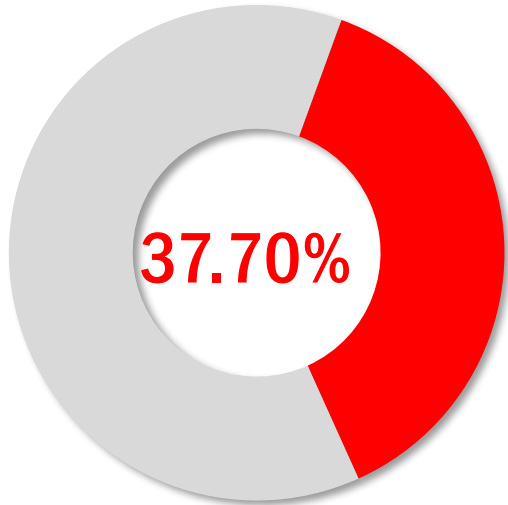
This is really a bad furniture it is not good furniture.



The fabric it's all messed up!

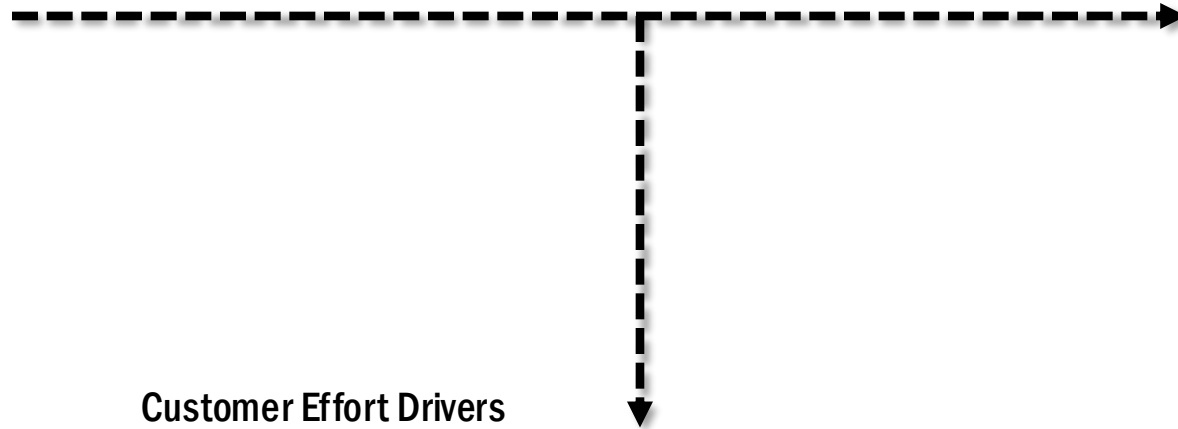
# Customer Effort Analysis – Overall Score and Drivers

Overall Customer Effort Ratings

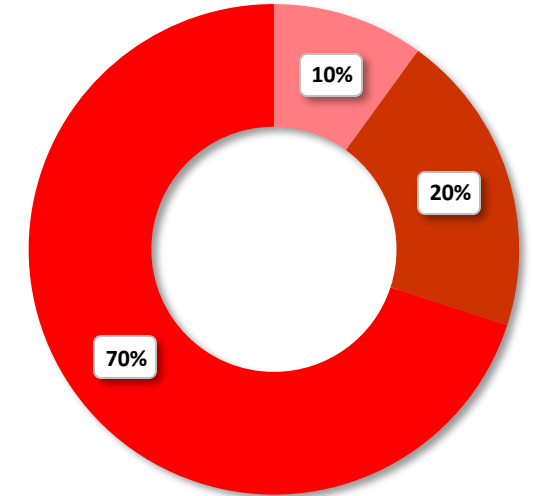


■ Customer Effort ■ Effortless

Customer Effort score = **37.70%**  
For All Interactions (6108 calls)

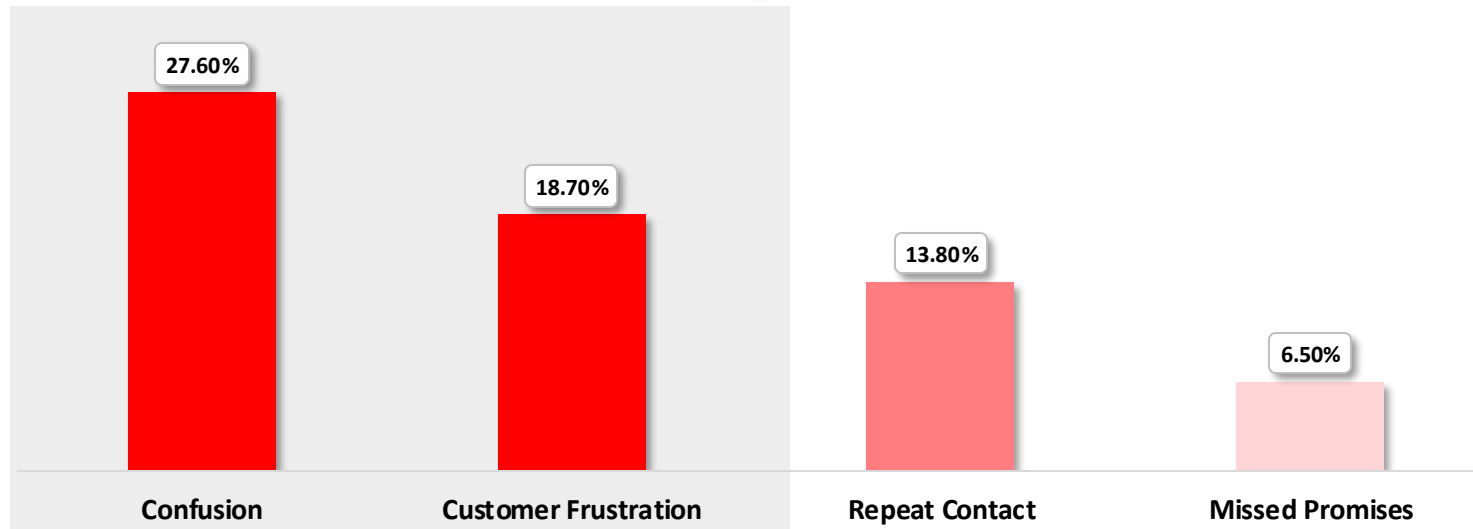


Customer Effort Type Interactions



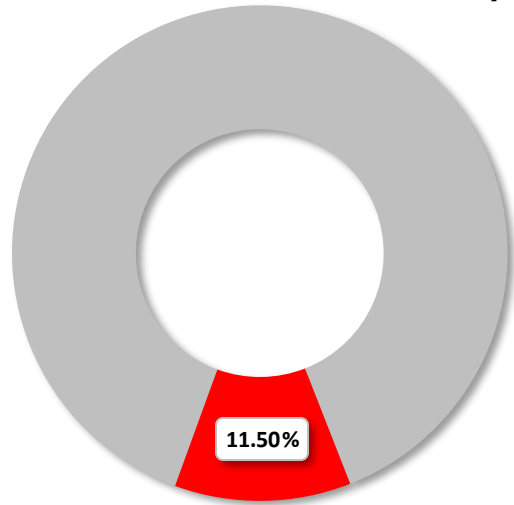
■ Small Effort ■ Medium Effort ■ High Effort

Customer Effort Drivers



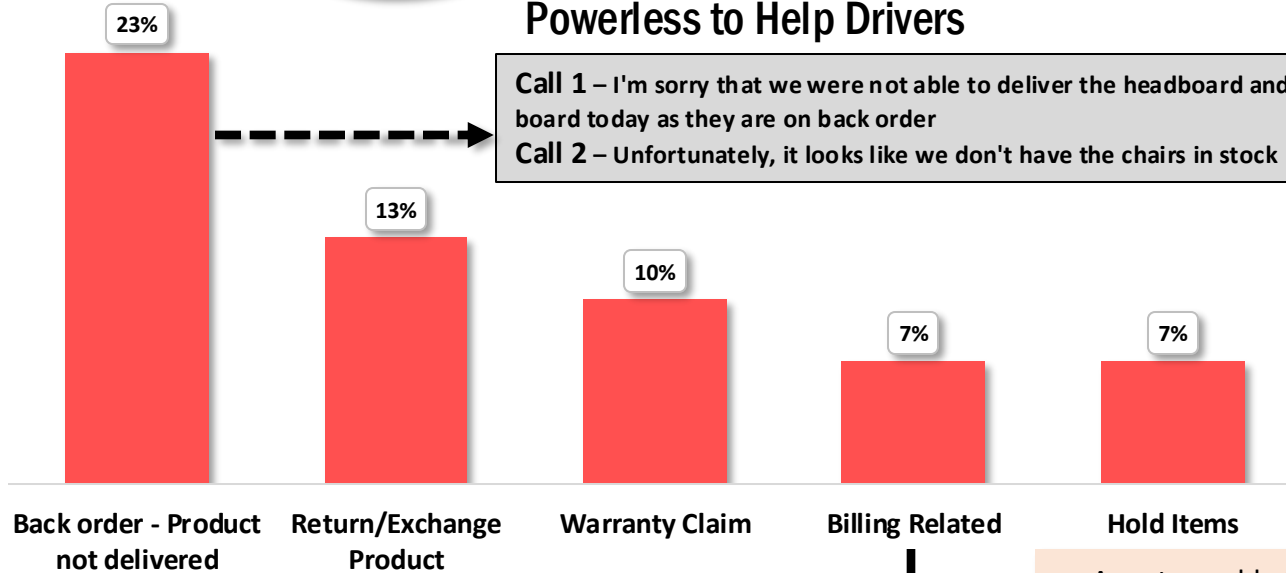
# Agent Effort Analysis

## Overall Powerless to Help Ratings



- From the total call volume of **6,108** calls, we were able to capture Agents Powerless to Help Interactions on **703** calls.
- **Meaning, the total Agent Effort was at 11.5% in August 2022.**
- Etech's Analysts reviewed **25%** of random calls on Agents Powerless to help the customers interactions to derive the major drivers behind agents displaying limitations

### Powerless to Help Drivers



Call 1 – I'm sorry that we were not able to deliver the headboard and foot board today as they are on back order  
Call 2 – Unfortunately, it looks like we don't have the chairs in stock

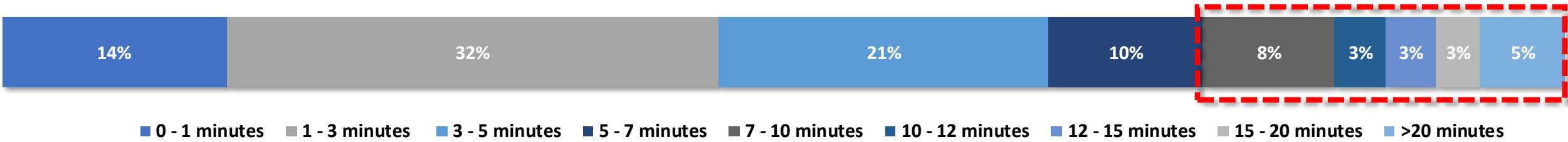
❖ On **42%** calls where in agents were unable to help the customers, they received negative sentiments

#### ❖ Negative Sentiments VOC

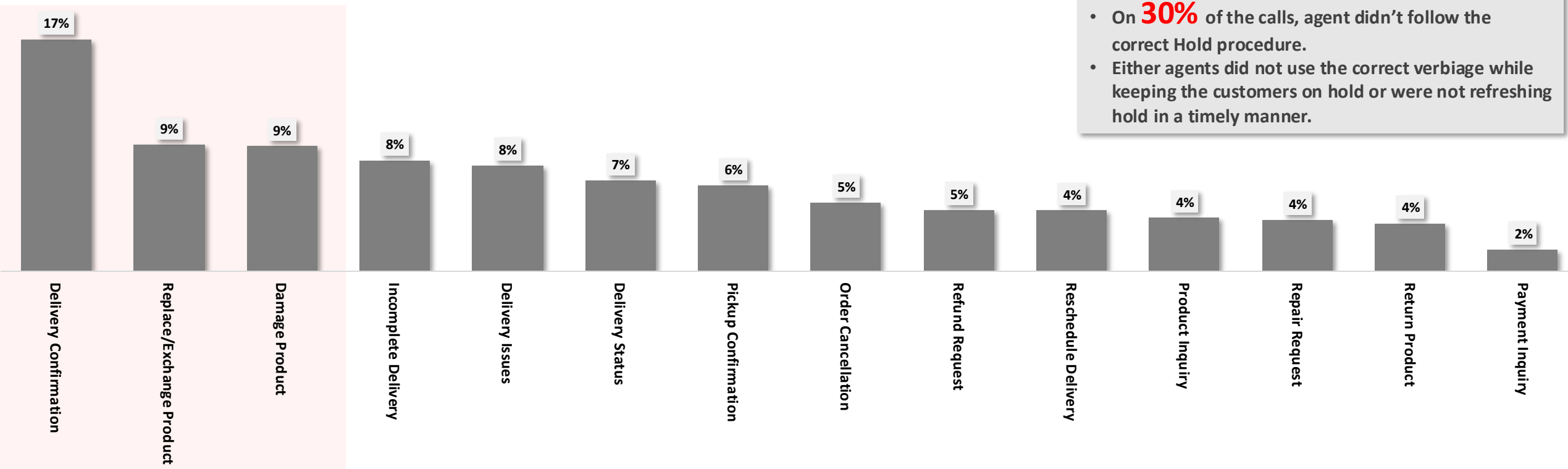
- ✓ Cancel it and I'll just go online to another.
- ✓ it's been a lot of inconveniences!
- ✓ this is a waste of freaking time.

- Agents unable to check why customers were charged extra/incorrect dollars on the bill.
- Agents unable to cancel existing order and process refund.
- Agents do not have required approval to process the refund.
- Agents unable to check why customer was charged for delivery without providing a replacement.

## Call Duration V/s Call Volume



## Call Reasons V/s High AHT Calls



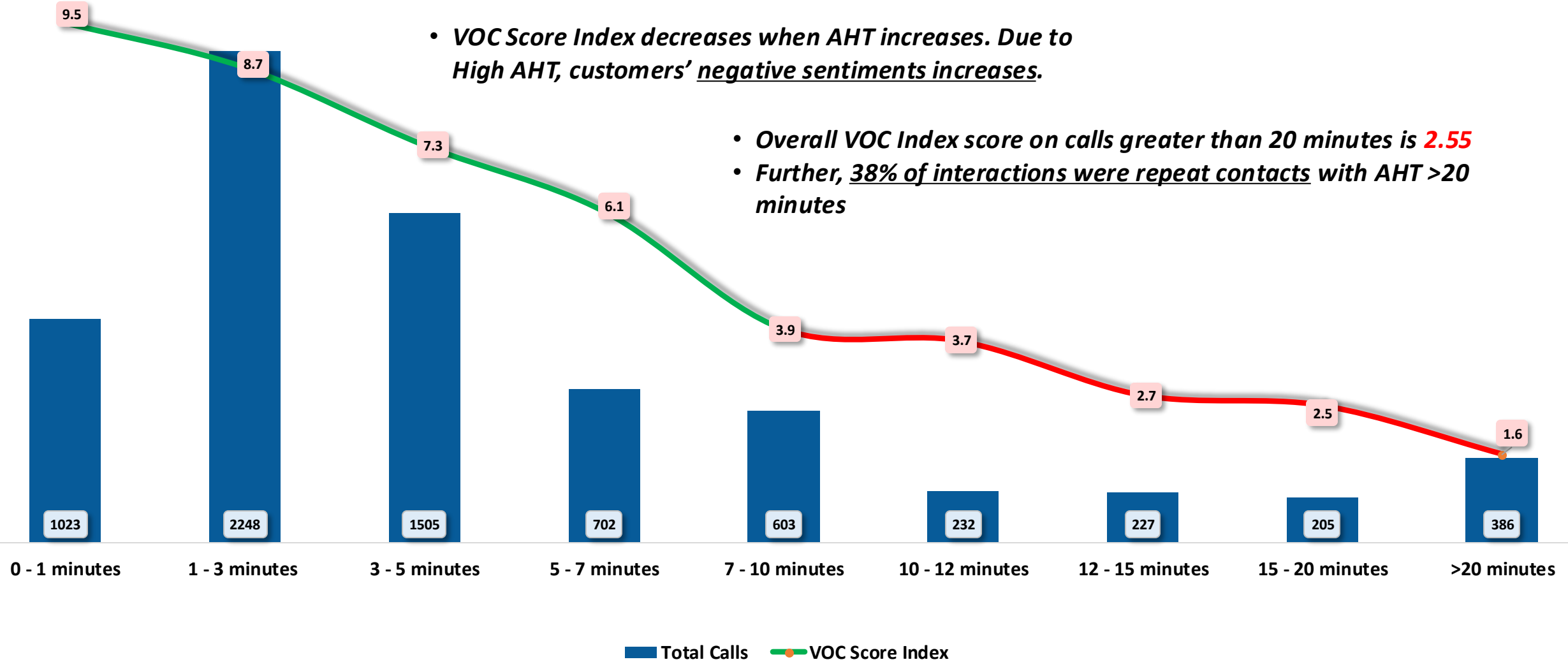
- On **30%** of the calls, agent didn't follow the correct Hold procedure.
- Either agents did not use the correct verbiage while keeping the customers on hold or were not refreshing hold in a timely manner.

# AHT Analysis

AHT V/s VOC Score Index

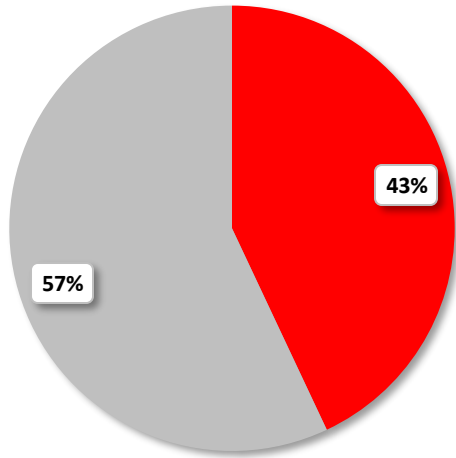
- *VOC Score Index decreases when AHT increases. Due to High AHT, customers' negative sentiments increases.*

- *Overall VOC Index score on calls greater than 20 minutes is **2.55***
- *Further, 38% of interactions were repeat contacts with AHT >20 minutes*



# AHT Analysis – Deep Dive Insights

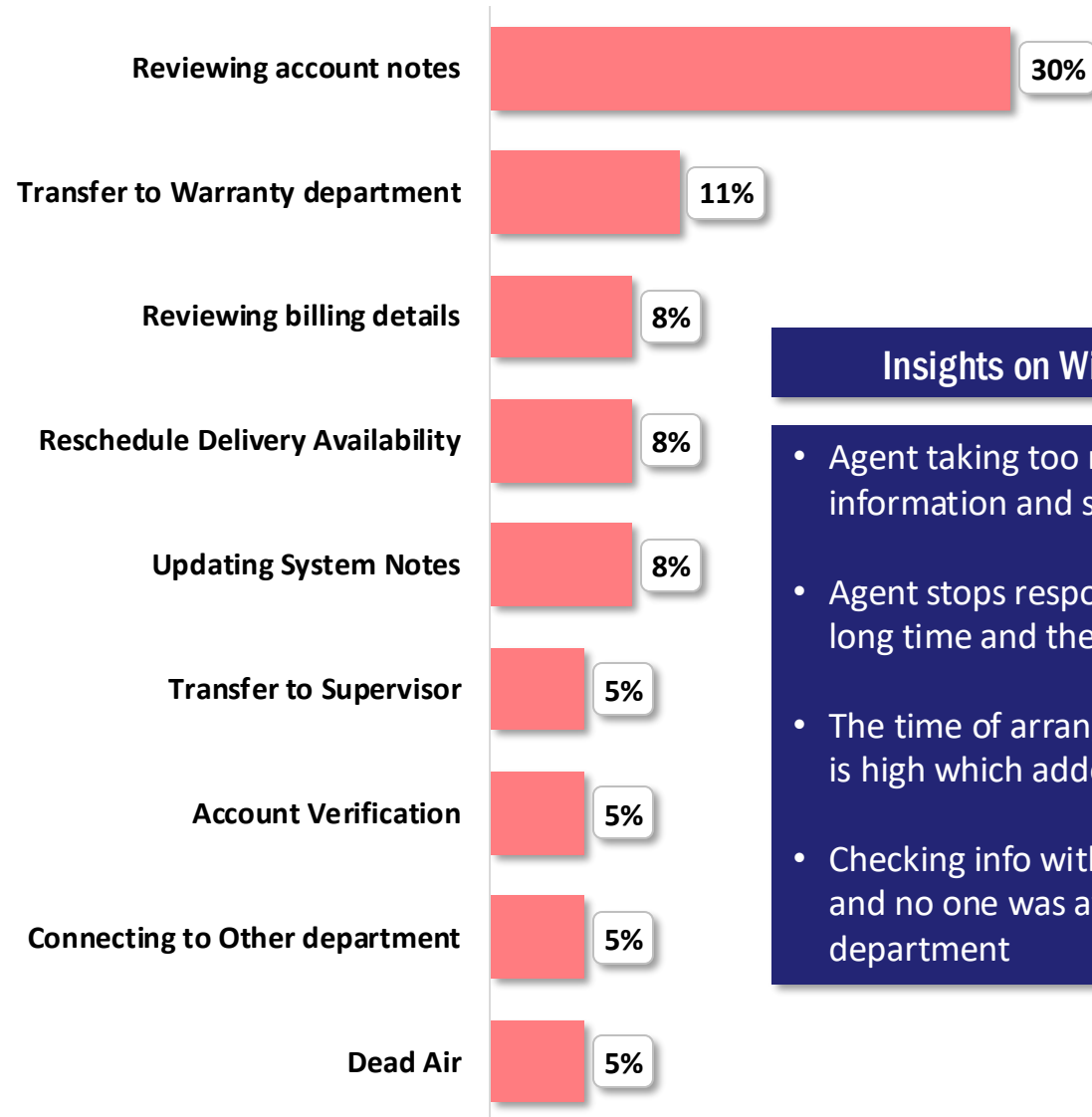
## Agent Opportunities on High AHT calls



■ Out of Agent's Control ■ Within Agent's Control

- After identifying the primary reason for long hold, we also reviewed if there was any agent opportunity to reduce the overall hold time and improve AHT and CX. This is called Within Agent's scope.
- While we define Out of Agent's scope as cases in which we didn't come across any opportunities for the agents.

## Within Scope Opportunity Reasons

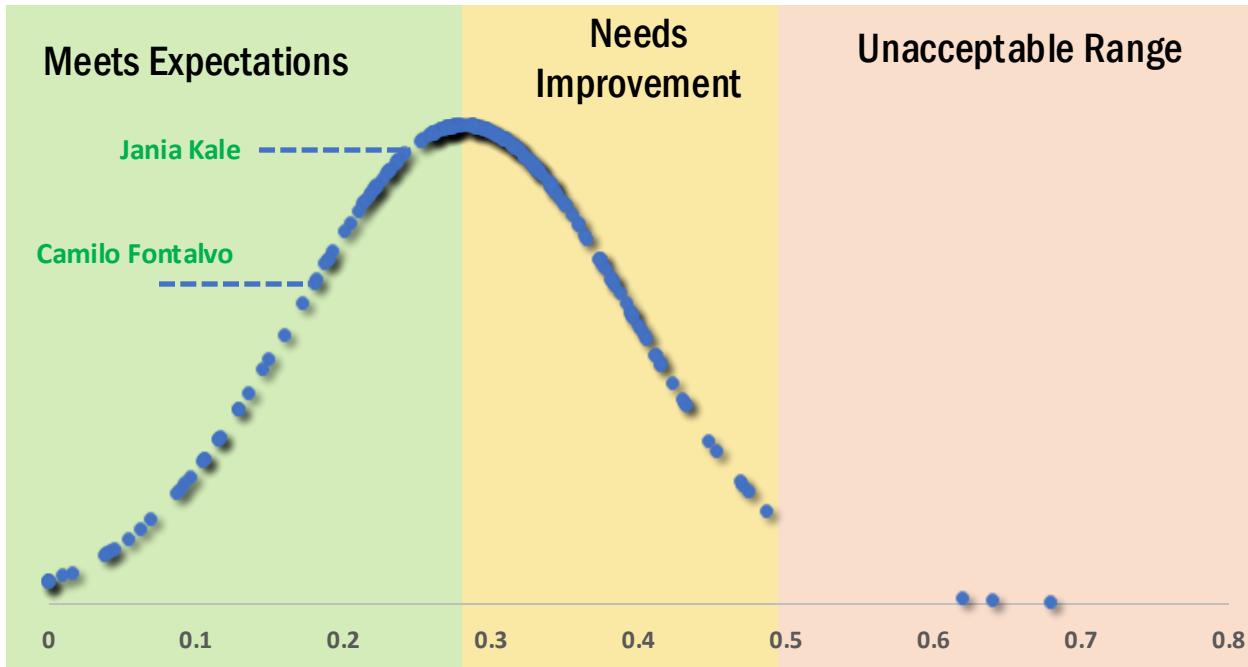


### Insights on Within Agent's scope calls

- Agent taking too much time reviewing account information and system notes.
- Agent stops responding to the customer for a long time and then resumes the conversation.
- The time of arranging a supervisor over the call is high which added to customer's frustration
- Checking info with concerned department reps and no one was available from the respective department

# Silence Time Analysis

Meets expectation	Needs Improvement	Unacceptable
0% to 28.2%	28.2% to 50.89%	Above 50.89%
86 Agents	102 Agents	3 Agents



**Agent 0:29** – Just give me a second. I will transfer you to the department for this claim

**Dead air from 0:29 – 35:56**

**Agent 35:56** – Good Afternoon you have reached the warranty department

**Agent 0:56** – This sounds like a job for a customer care, allow me one moment to transfer, don't hang up. I will transfer you to customer care

**Dead air from 0:56 – 17:03**

**Agent 17:03** – Good afternoon, Customer Care

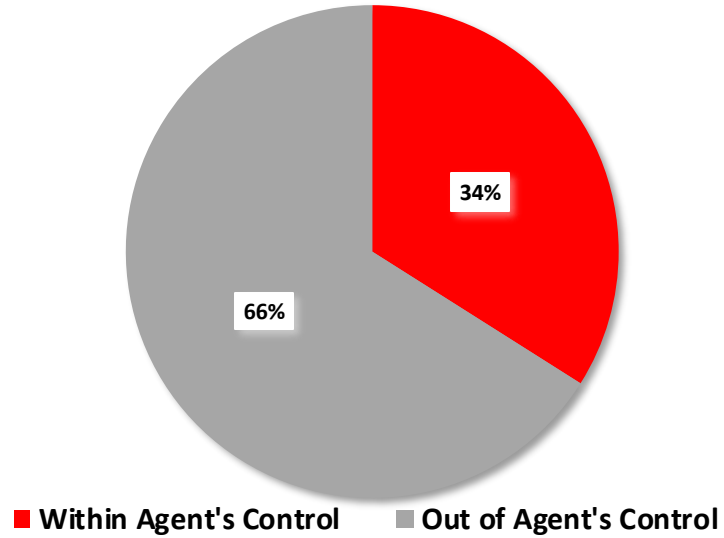
Reducing Silence time by 25% will help save **6,185** Man Hours a year



Calculator

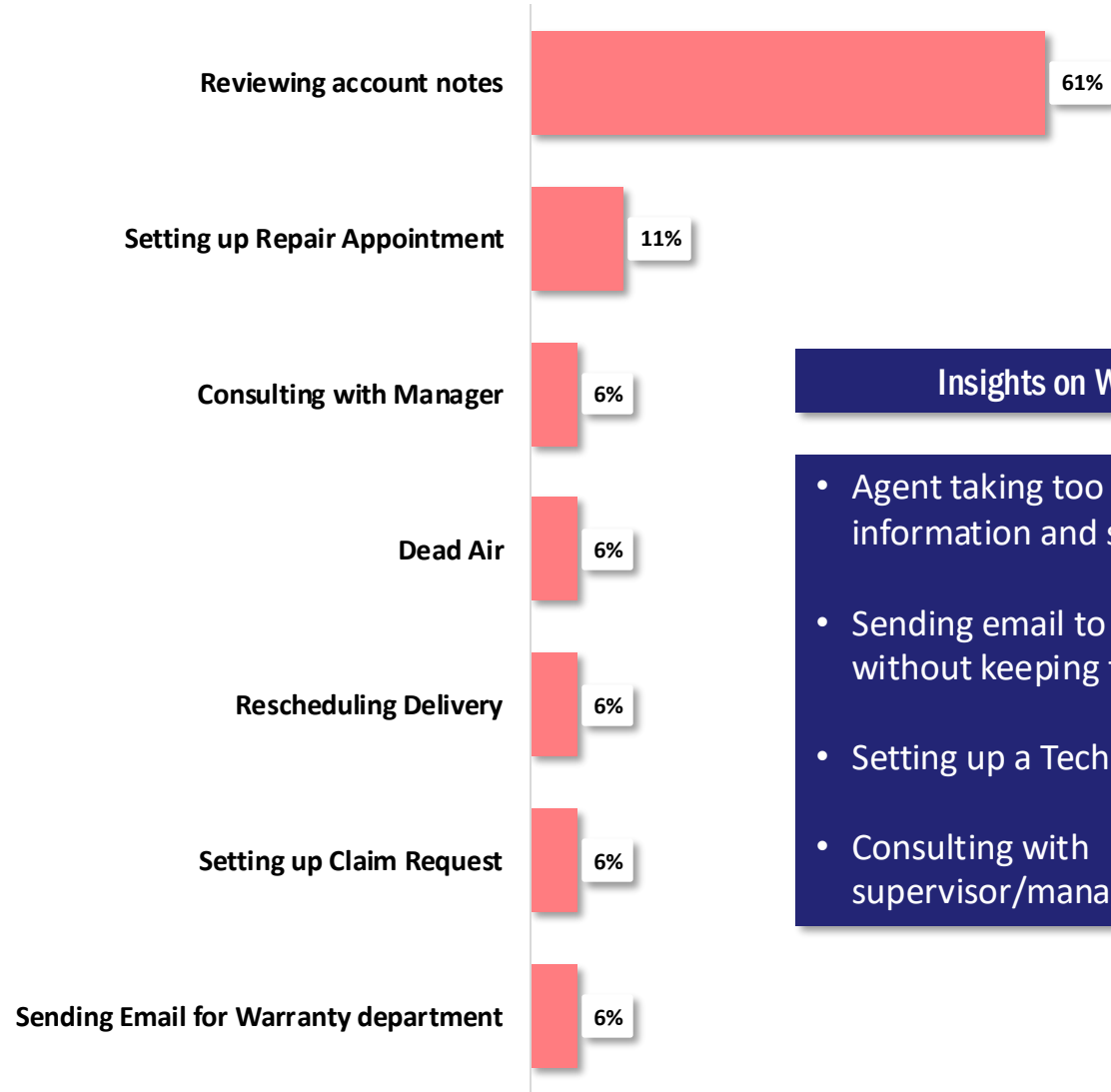
# Deep Dive – Silence Time Analysis

## Agent Opportunities on High Silence Time



- Considered Out of scope where in the silence time is below the average silence time of 38 seconds.
- Scenario such as agents quickly reviewing customers' accounts, system notes or order details well within the average silence time.

## Within Scope Opportunity Reasons

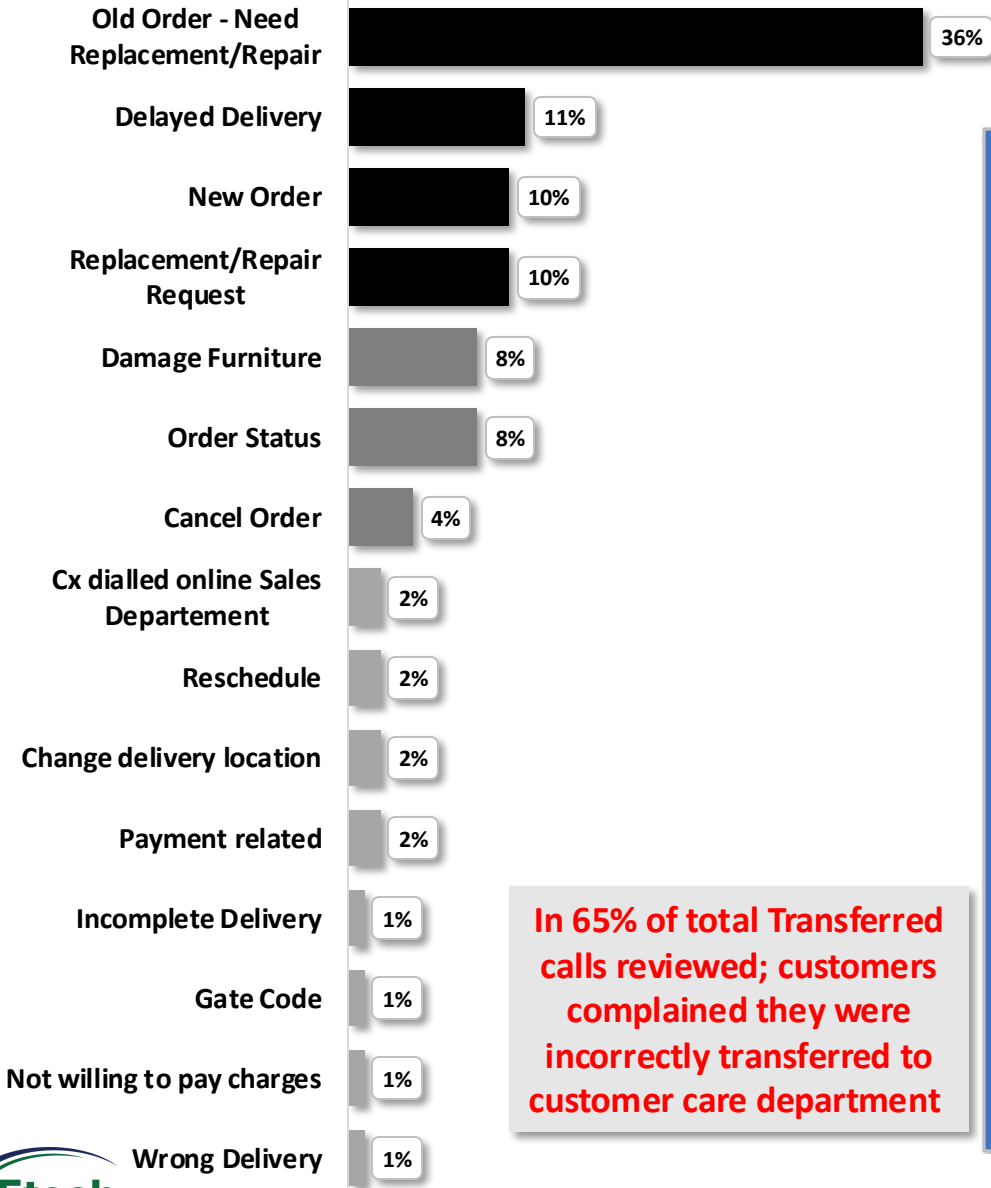


### Insights on Within Agent's scope calls

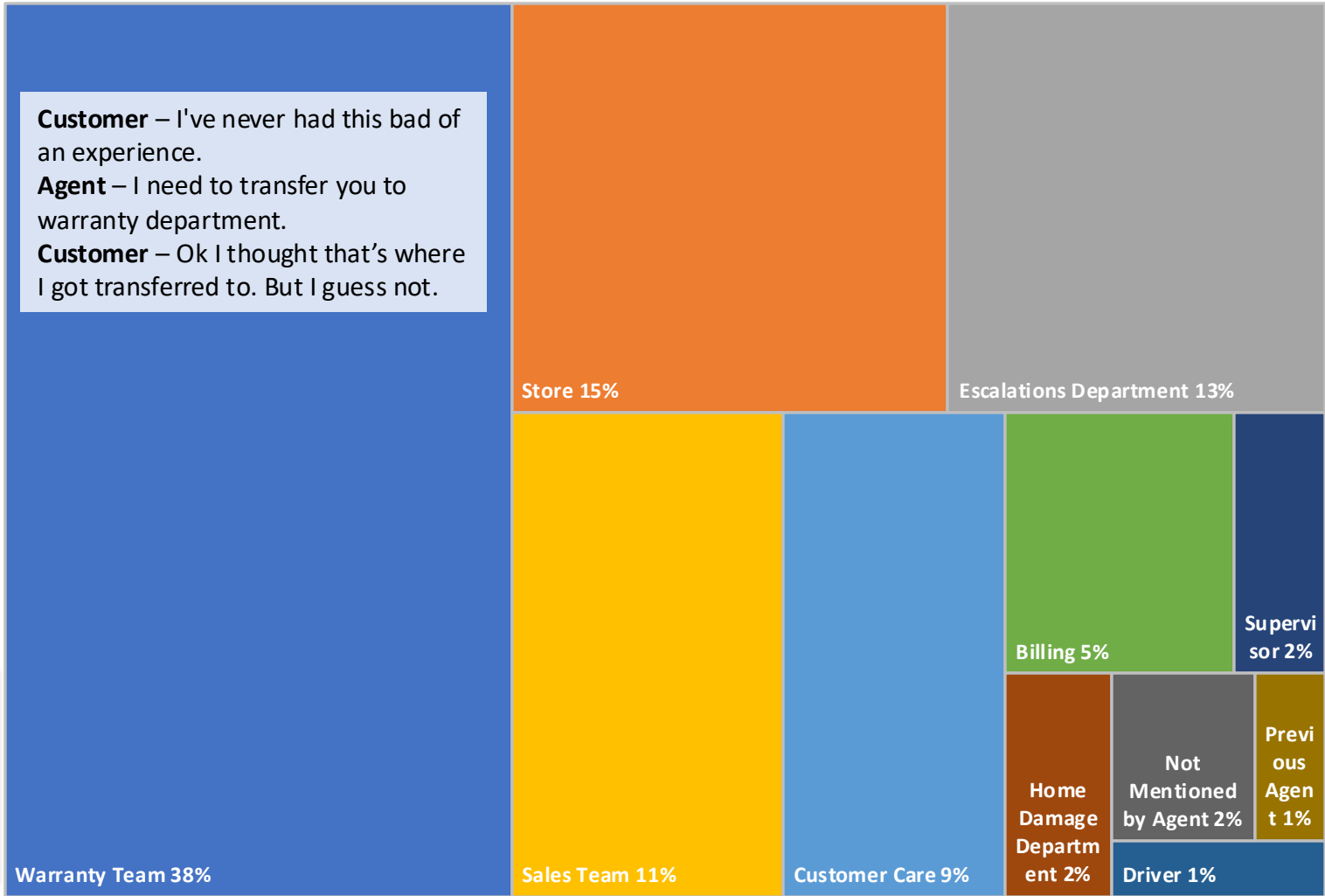
- Agent taking too much time reviewing account information and system notes.
- Sending email to the concerning department without keeping them on hold.
- Setting up a Technician/Repair appointment
- Consulting with supervisor/manager/driver/store.

# Transfer Analysis

## Transfer Reasons

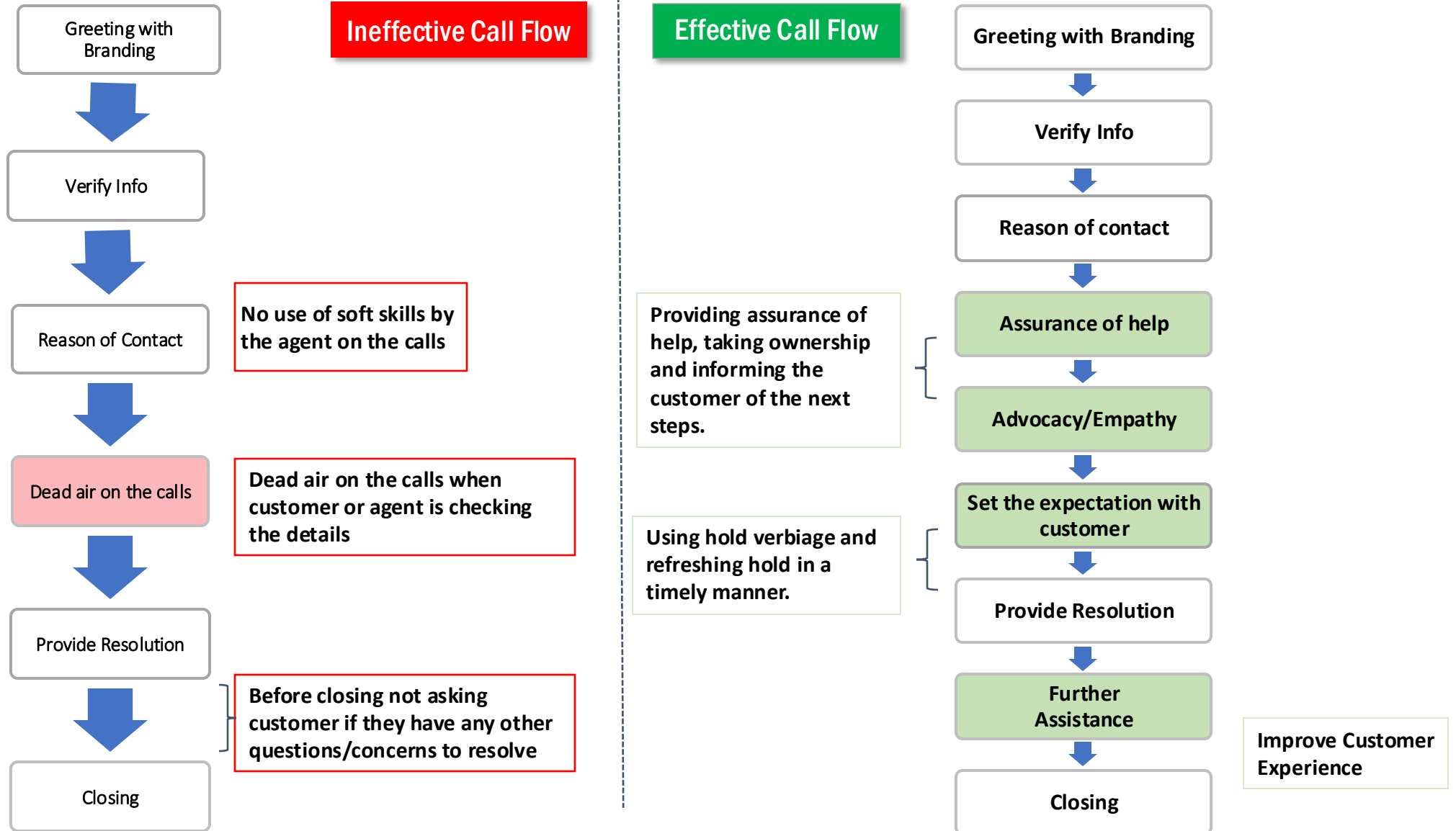


- Out of total transfer calls, **46% of transfer calls are above AHT of 20 minutes.**
- Customers were transferred to multiple departments.



**In 65% of total Transferred calls reviewed; customers complained they were incorrectly transferred to customer care department**

# EI Recommendations – Effective Call Flow



# Call Flow Examples

<b>Dialed Number -</b>
<b>Greeting</b>
Hi this is Chantelle with Customer Care on a recorded line. I see that you requested a call back from us. May I have your invoice number please?
Customer-
I've been waiting for forty minutes
<b>Verification</b>
and your name is?
<b>Call Reason</b>
Yesterday I called to tell you that the guy didn't find all the legs of the bed
<b>No assurance of help provided and did not displayed Empathy</b>
Okay
<b>Kept customer on hold</b>
They might have it to investigate this for you, can I place you on hold for a minute or two. I will take a second to get the notes.
<b>No hold refresh in a timely manner</b>
Thank you very much for your patience and apologize for the wait time
I just read the notes and I can schedule a technician visit to check the legs on the bed.
I say it says for Tuesday the twenty-third between eight am and eight pm
Customer-
Okay thank you for your help
<b>Did not ask for further assistance and no proper Closing</b>
Bye

<b>Dialed Number -</b>
<b>Greeting</b>
Thank you for calling Customer Care, this is Shantal. May I have your invoice please?
<b>Verification</b>
Whom am I speaking with?
Tanya David
<b>Call Reason</b>
I would like to know an update on my back order.
<b>Provided assurance of help and displayed Empathy</b>
No problem, I will be happy to check the details for you and I apologize for the inconvenience faced.
I spoke to one of the floor managers and we think that this is a replacement product. Because when you received the shipment, two of your items were damaged.
Yes. I apologize and it now shows on my end what I was just saying.
<b>Provided Resolution</b>
In that case, I will send an email to the manager and shipping department
<b>Further assistance</b>
Is there anything else you like for me to assist?
Customer - That's it thank you very much

# AI Recommendation – Damaged Products & Incomplete Items



From the interactions we scrutinized, data clearly states that the overall **Customer Effort** is very high, customers are giving **Negative Sentiments** on calls in which they received a damaged product, or the items received weren't complete per their order/invoice



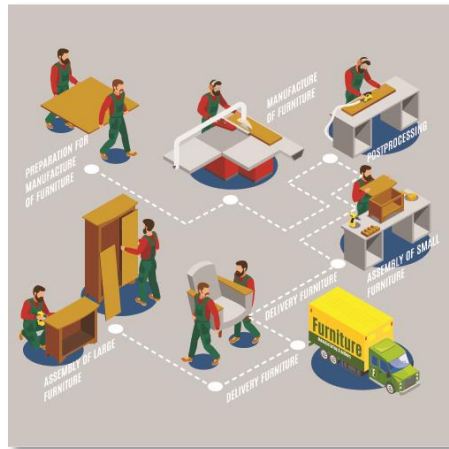
Furniture manufacturing is a challenge for retailers and online shops. They must remain unique and innovative, whilst also considering consumer safety and ensuring that they meet time-to-market obligations. These are all essential elements in optimizing their supply chains. Furthermore, **Quality Control** is a vital part of the furniture manufacturing process.

## Key Areas of QC Inspection for Furniture

### • Site Inspection



### • Pre-Shipment Inspection



### • Furniture Inspection Checklist:

- Check the appearance and aesthetic of the goods, fabric, printing, painting, gaps, screw holes, hardware, glass, plastic, mirror and foam
- Assembly check
- Complete order item check
- Stability check
- Size measurement check
- Tape and moisture content check
- Sofa bottom spring and frame check
- Cushion stuffing check
- Carton size and weight check

After Pre-Shipment Inspection, if the customer still receives a Damaged or Incomplete product, then it is concluded that the root cause is with the logistics department while delivering the product

## 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

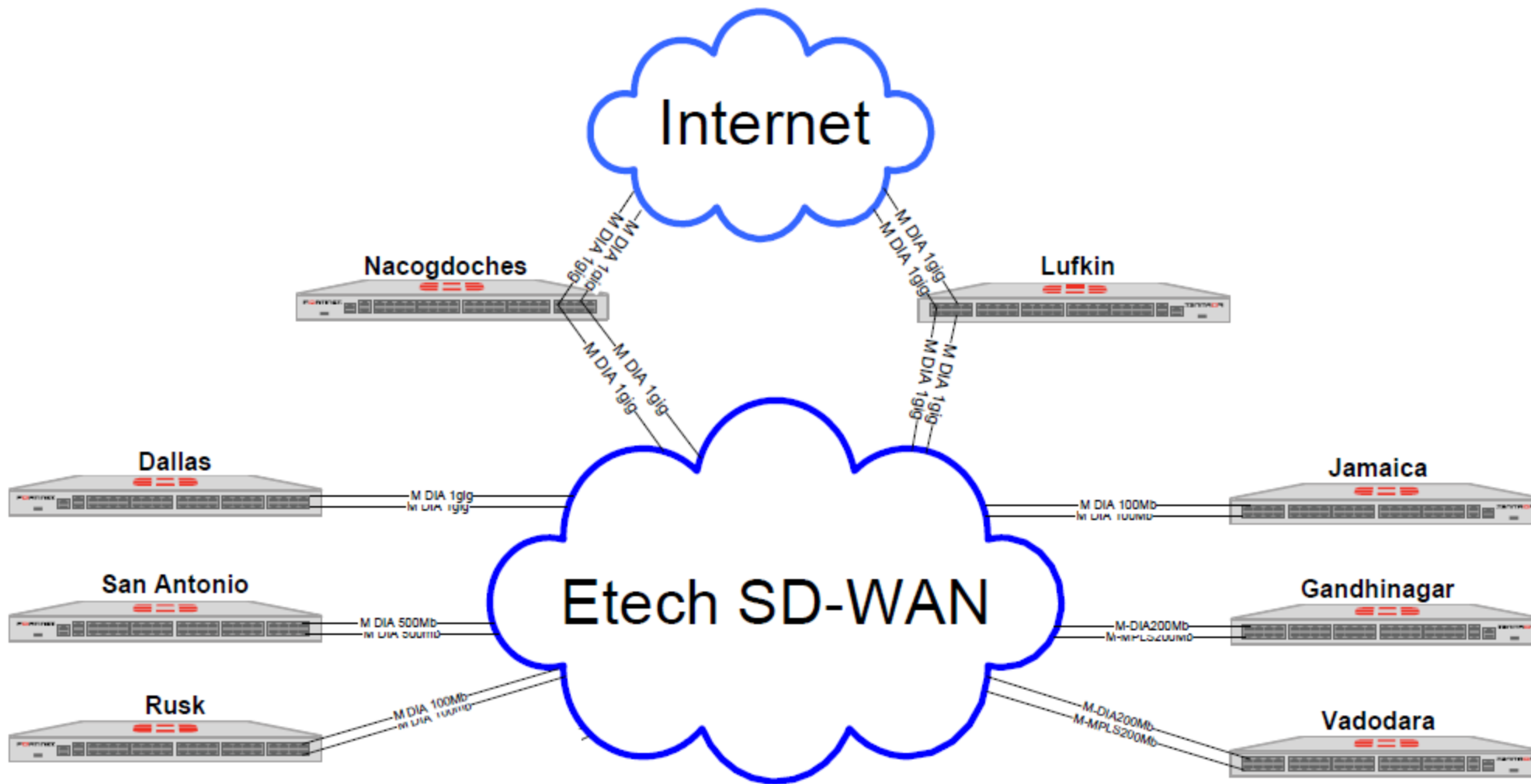
Monthly Vulnerability Scans  
Web Application Scanning



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 Iyooob**  
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.**