



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

Your Success Partners: Etech's Analytics Experts



Manu Dwievedi

AVP – Product Strategy &
Innovation 

- Part of Etech's Family since 2013.
- Certified from **MIT (Massachusetts Institute of Technology)** in **Data Scientist & Machine Learning: Making Data-Driven Decisions**

Innovating & Evolving:

- QEval
- Process Automations
- Data Science
- Artificial Intelligence
- Customer Insights & Analytics



Ileshkumar Sisodiya

Director – Software Development
& Professional Services 

- Part of Etech's Family since 2015.
- **20+ Years of Experience** in Software development & professional services with a **Postgraduate in IT** from **Symbiosis International University**

Developing:

- Custom Client Solutions
- Professional Services
- Software

Structured Engagement Approach

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



- Define Client Requirements
- Define Software/ Hardware Requirements



- Readiness Checklist
- Define Project Schedule



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



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



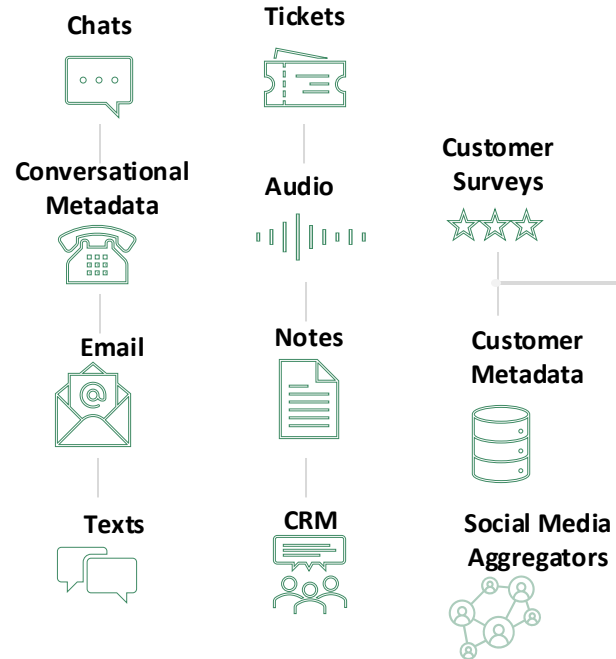
- Operational Reporting
- Establish and Track Baseline Metrics
- On-Going Training

Etech's Conversational Analytics Drives Business Results

Analyze

Capture

360-degree view of your customer

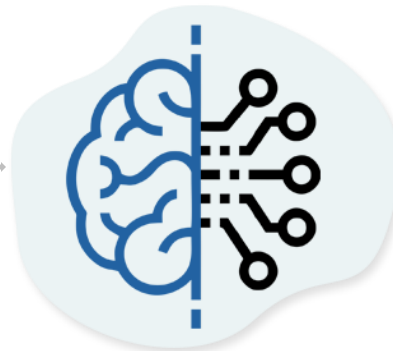


Compatible with virtually any tech stack

Transcribe 1 hour of audio in 3.5 seconds



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



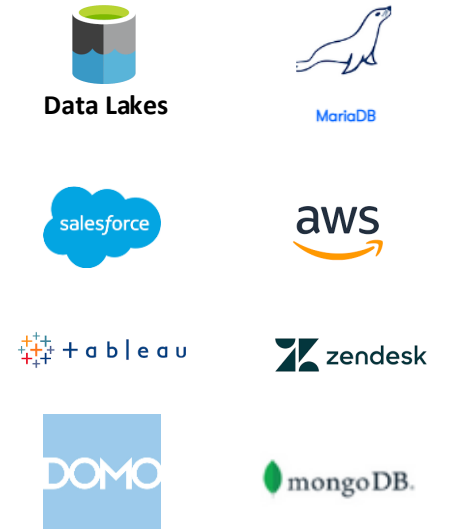
Convert disparate CCI data sources into a single stream of Insights

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.

People Driven Automated Conversation Mining

Intelligent Speech/Text Layer



Custom models & tuning makes us the **most accurate transcription engine for you**

Speaker Emotions, Sentiment, Overtalk etc. delivered near real time

```

"emotion": "Positive", [NO TITLE FOUND]
"source": "sample1.wav",
"confidence": 0.8, 5 "utterances": [
  {
    "emotion": "Positive",
    "confidence": 0.8,
    "end": 6.48,
    "sentiment": "Positive",
    "sentimentex": [ [NO TITLE FOUND]
      [ 3, 0 ], [NO TITLE FOUND]
      [ [ "+", 1, [ 1, 4 ] ], [NO TITLE FOUND]
        [ "+", 1, [ 6, 9 ] ],
        [ "+", 1, [ 10, 14 ] ] ] ]
  },

```

```

"app_data": {
  "agent_clarity": "0.708",
  "agent_emotion": "Positive",
  "client_emotion": "Improving",
  "overall_emotion": "Positive",
  "client_gender": "male",
  "client_clarity": "0.689",
  "duration": "0:29:49",
  "diarization": 2,
  "agent_channel": 0,
  "url": "http://server:3000/fileDet",
  "overtalk": "0.359",
  "agent_gender": "female",
  "silence": "0.831"
}

```

Out-of-vocabulary (OOV) Tuning

- | | |
|------------------------|--------------------------|
| Auto Punctuation | Overtalk |
| Number Transcoding | Silence |
| Text & Audio | Credit Card Detection |
| Redaction | Global Language Coverage |
| Speaker Separation | Audio Stream Connector |
| Acoustic Emotion | Platform Integrations |
| Emotional Intelligence | Auto-Corrections |
| Sentiment Analysis | Custom Language Model |
| Confidence Scores | Custom Acoustic Model |
| Agent ID | Language Identification |
| Music Detection | (LID) |



Prescriptive Insights Layer



1000's of prebuilt libraries | Vertical specific and built using more than **1 Billion minutes** worth of data



Applications/Queries – Regex inspired operator based custom rule building capabilities

Examples:

& AND, - exclude, / OR, * Wildcard,
 ? Single Character Wildcard, ~n nth word,
 ~t Speaker Turn, ^ Start location, \$ end location,
 ~s<n/~s<n AFTER/BEFORE first n second,
 ~e>n/~e<n colocation



Out of box applications to generate data from Day 1 on:

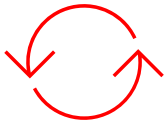
- Customer Effort
- Customer Sentiment Drivers
- Contact Center Capacity
- Agent Effort
- Ease of Support
- Repeat Contact
- Churn Indicators
- to name a few

Lowest Total Cost of Ownership



No Black/Grey Box Algorithms | Easy to use...No Code Application Rules which can be modified in matter of minutes

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 you 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

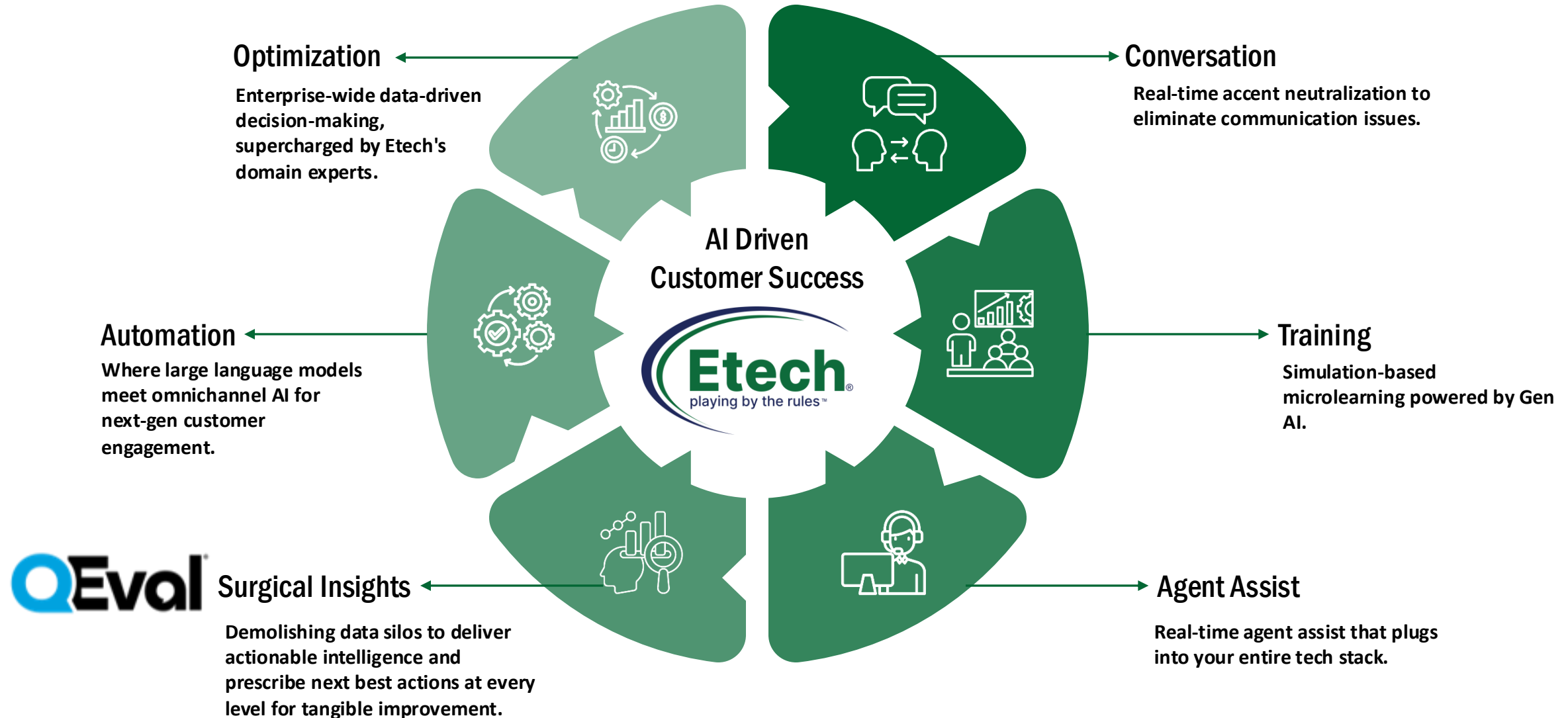
Compliance Audit on 100% of the customer interaction insuring we are identifying compliance issues in near time, triggering self education actions to the agents within moments of a call being taken instead of weeks old feedbacks



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



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

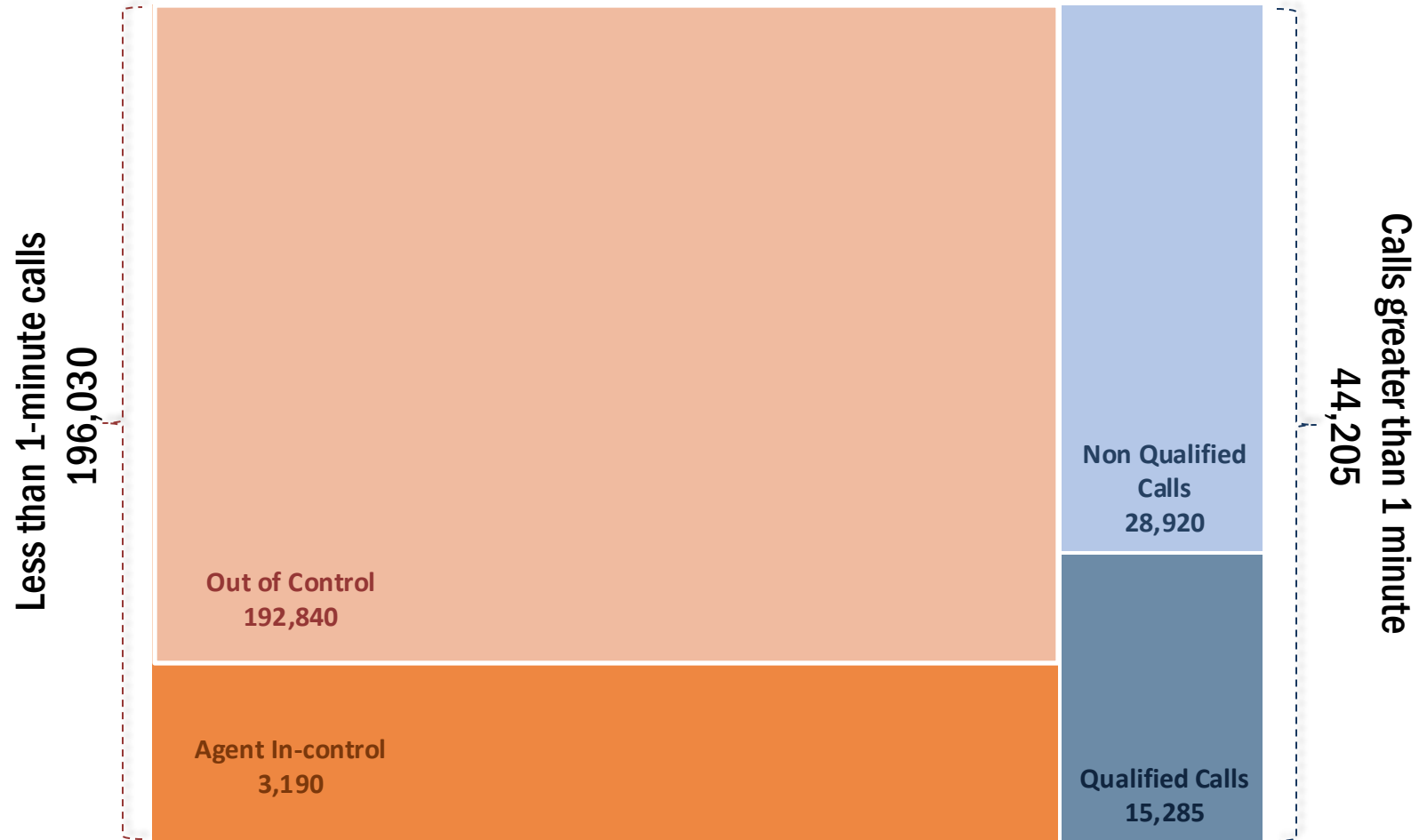


Business Challenges

- **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

Call Volume

Call Volume - 240,235 | August 15 - October 15



Agent In-Control: Where agent did not make any effort to hold the customer when customer mentioned he/she was not interested within first 30 seconds of the call

Call ID:
5B0F35747CCA4E8291D8CE09208A4D06
Customer: Yeah, not interested. Thank you.
Agent: Alright, Mr. Robert..

Workload Assignment

Edit Workload Contact

Client Name: Program Name:

WorkLoad Contact Name:

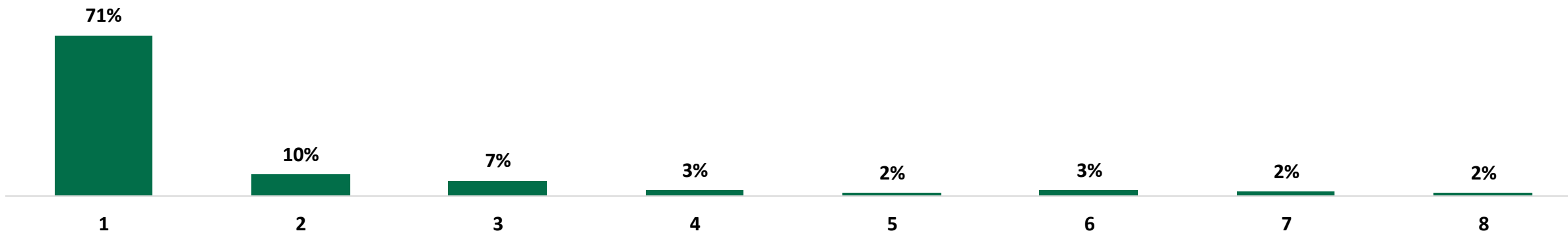
Filter: Filter Value:

Filter Value	Action
10	<input type="button" value="Delete"/>

Data-Driven Workload Allocation

- Create Workload Group
- Add Workload Contact
- Assign Work Queue

Agents Effort To Identify Valid SEP



Current

Have you moved outside plan service area?



Have you been in LTC?



Do you have Extra Help?



Do you have Medicaid?

Recommended

Do you have Extra Help/LIS?



Do you have Medicaid?



Have you moved outside plan's service area?



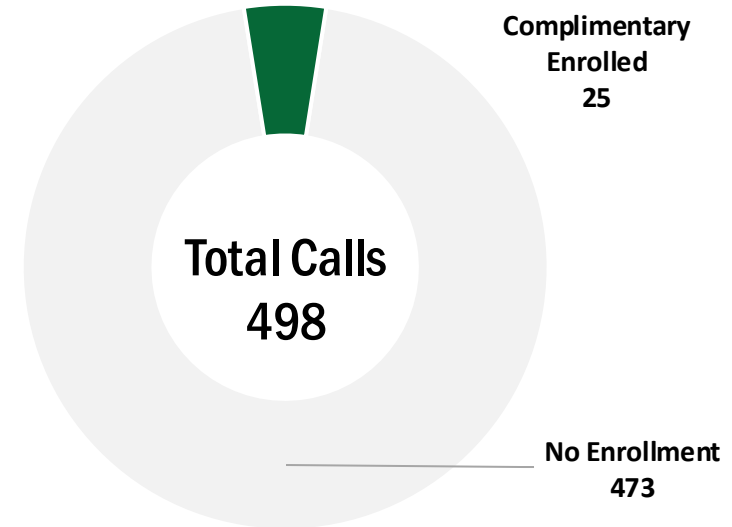
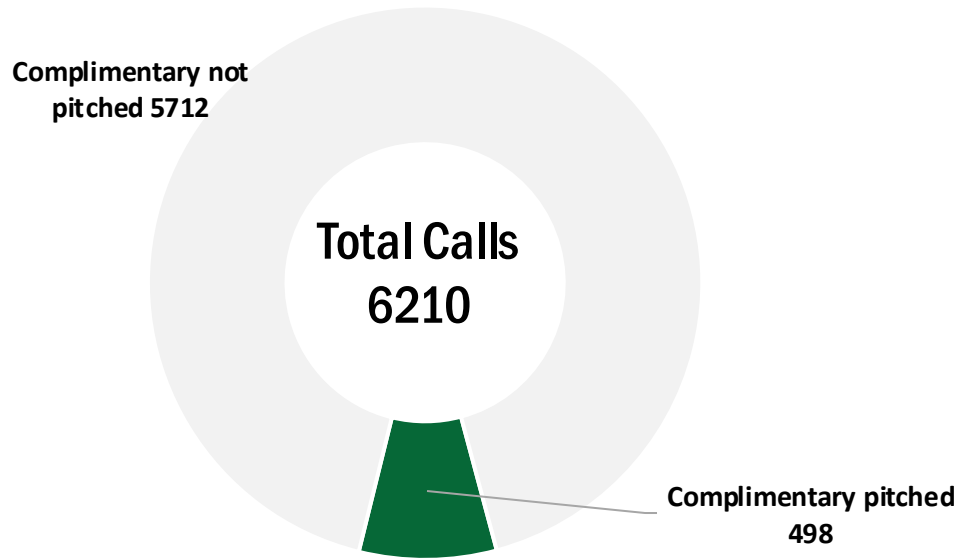
Have you been in LTC?



Check FEMA

Conducted deep dive analysis to understand the effective flow of qualifying questions.

Agents Effort To Pitch Ancillary



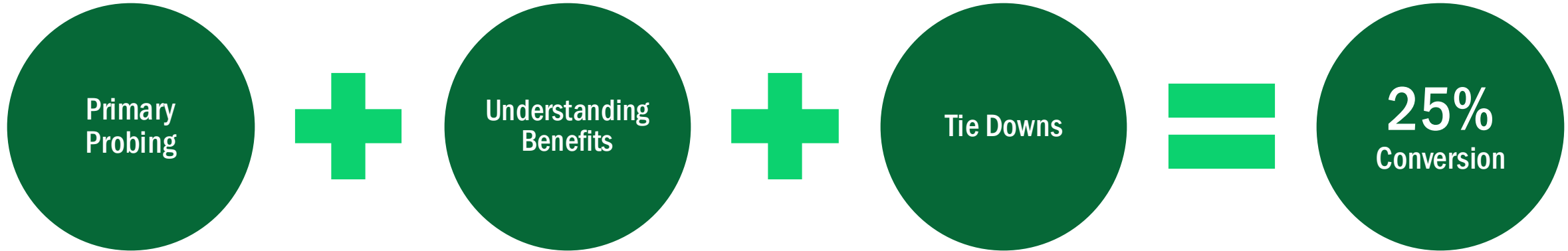
Near real-time reports in QEval with actionable insights helping supervisors to provide targeted coaching.

Agent Effort Present: 498 out of 6210 in control calls
Conversion to Ancillary enrollment: 25 calls out of 498
Agent effort missing: On 5715 calls
Potential Ancillary enrollments missed per month: **140 enrollments**
Potential Revenue Lost per year: **\$1,980,300**

What's Working | Crucial Behavior Success Rate

Broker asks generic probing questions to identify customer's likes and dislikes with existing plan and/or what the customer needs.

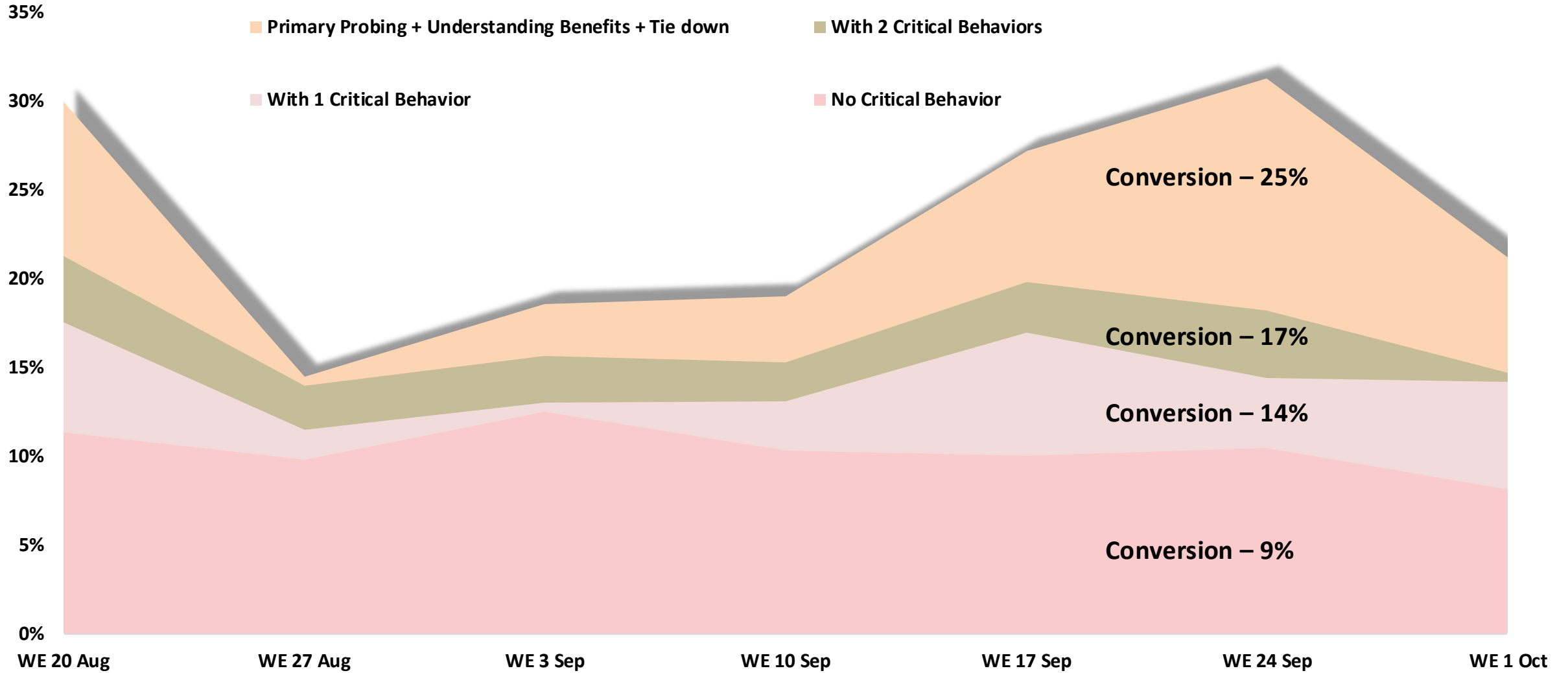
Effectively utilizing customer's needs and highlighting them as a benefit or sales pitch.



Broker needs to ask specific questions focusing on the benefits that the plans offer and understand what the customer wants.

Conversion goes up by **6%** when broker exhibited all 3 crucial behaviors

What's Working | Crucial Behavior Success Rate



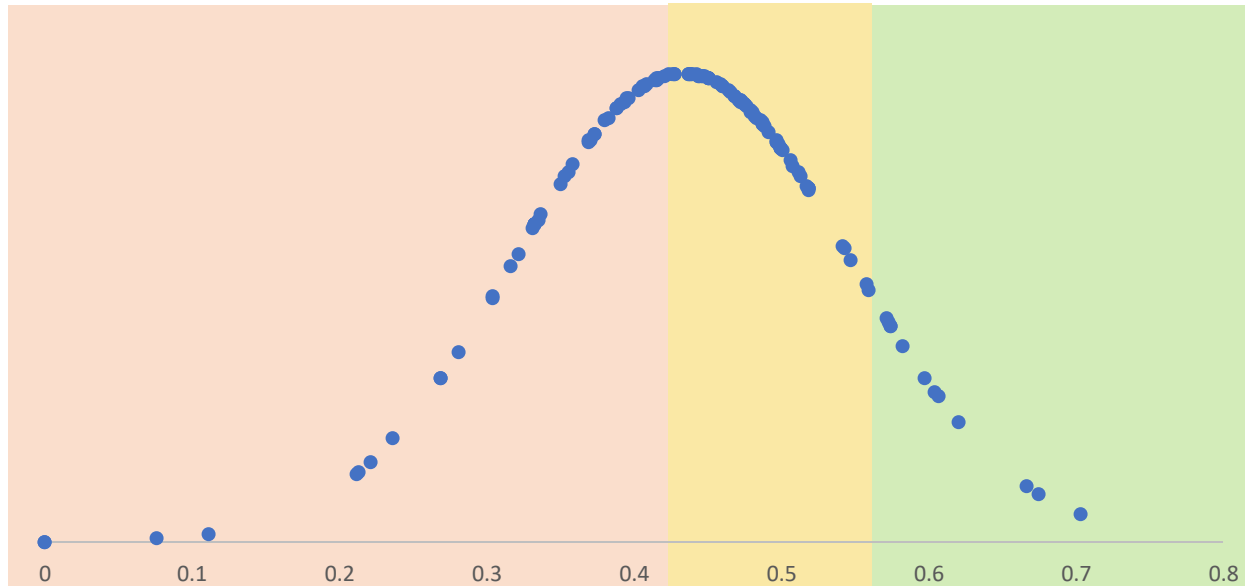
Crucial Behaviors Distribution Analysis

Unacceptable Range	Needs Improvement Range	Meets Expectation Range
0% - 43.34%	43.35%- 54.67%	Above 54.67%
54 Brokers	62 Brokers	15 Brokers

Average Score - 33.54%
Conversion % - 12%

Average Score - 47.82%
Conversion % - 18%

Average Score - 60.10%
Conversion % - 23%



Current State
Overall Strategic Behavior Score: 43.34%

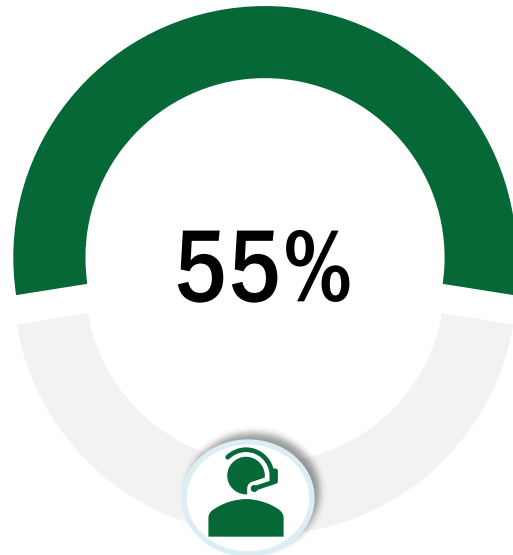
Broker Level

Microsoft Excel Worksheet

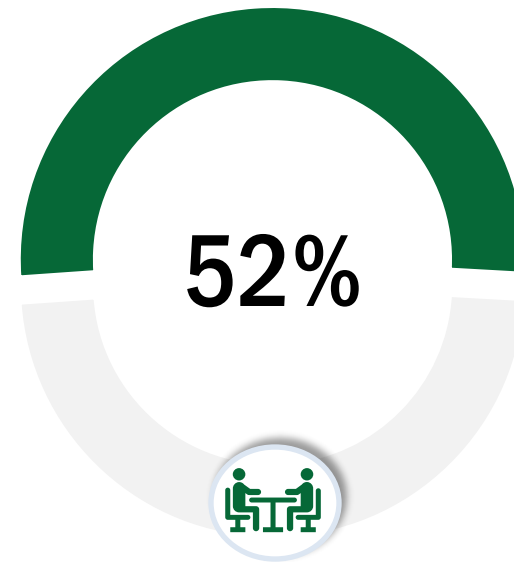
Equal weightage of 33.33% is considered for all 3 Strategic behaviors (Probing, Understanding Benefits, Tie Down)

Formula - (Primary Probing%*33.33%)+(Understanding Benefits%*33.33%)+(Tie Down%*33.33%) = Score

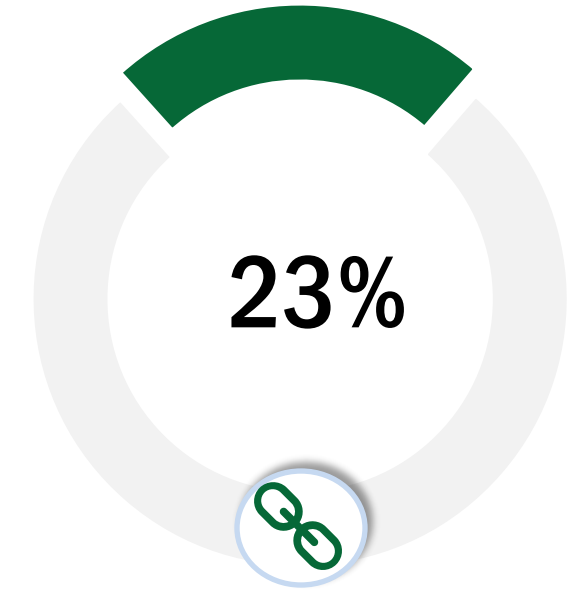
No Sale Calls Vs Critical Behaviors



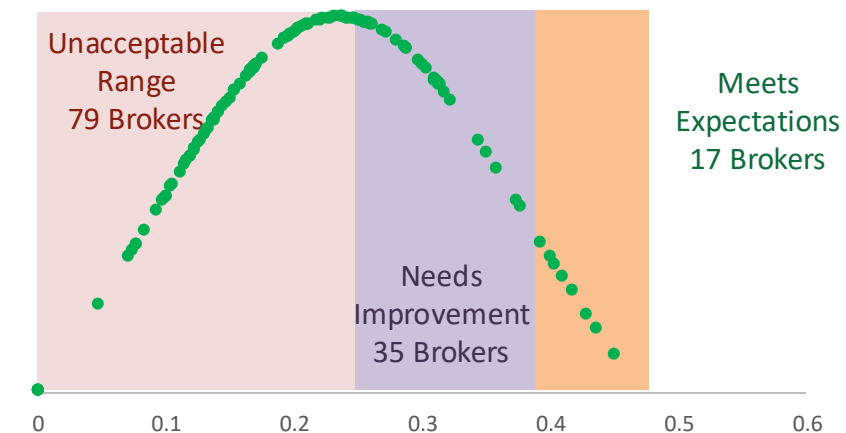
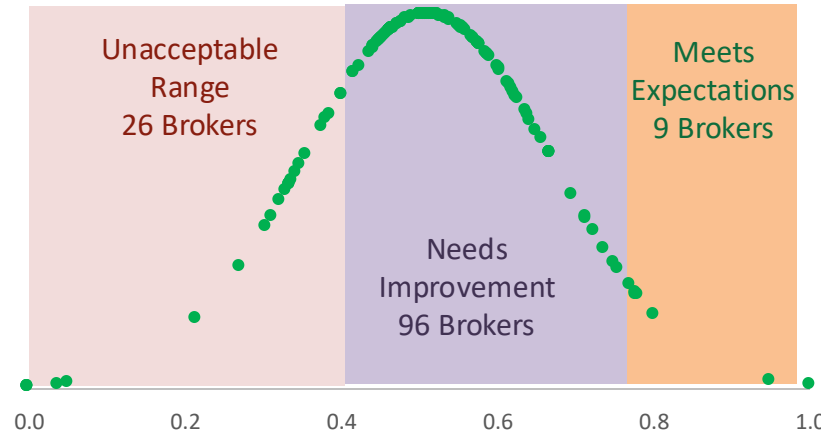
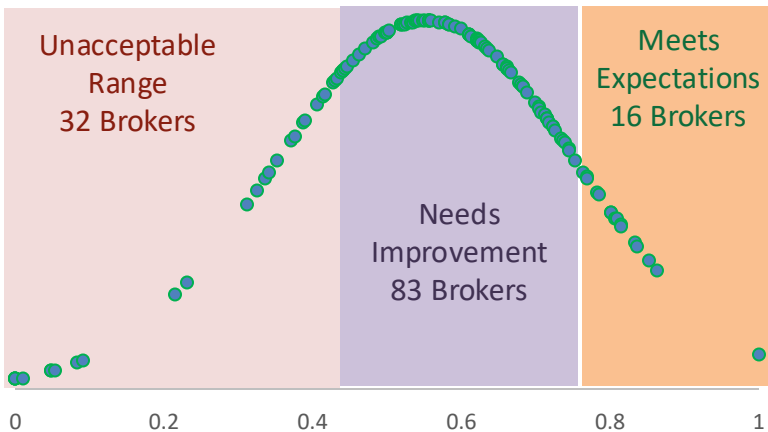
Primary Probing



Understanding Benefits

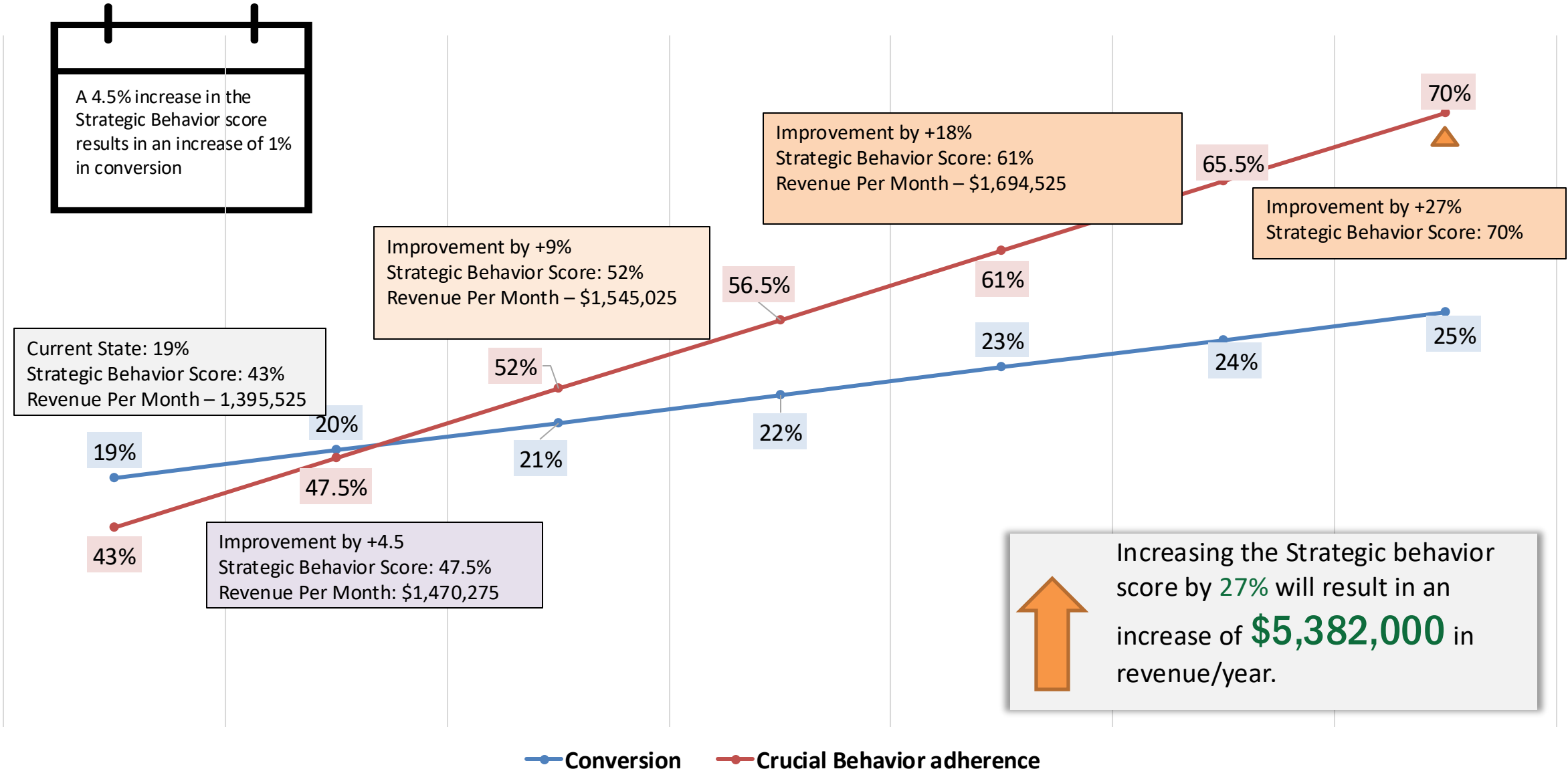


Tie-Downs



N = 12,858

ROI From Crucial Behaviors



Increasing the Strategic behavior score by 27% will result in an increase of **\$5,382,000** in revenue/year.

The Etech Impact

15%

Short Duration Calls Reduced

20%

Qualified Calls Improved

20%

Ancillary/Complimentary Products Improved

22%

Critical Behaviours Improved

24%

Effective Resource Management Improved

16%

Conversion Rate Improved

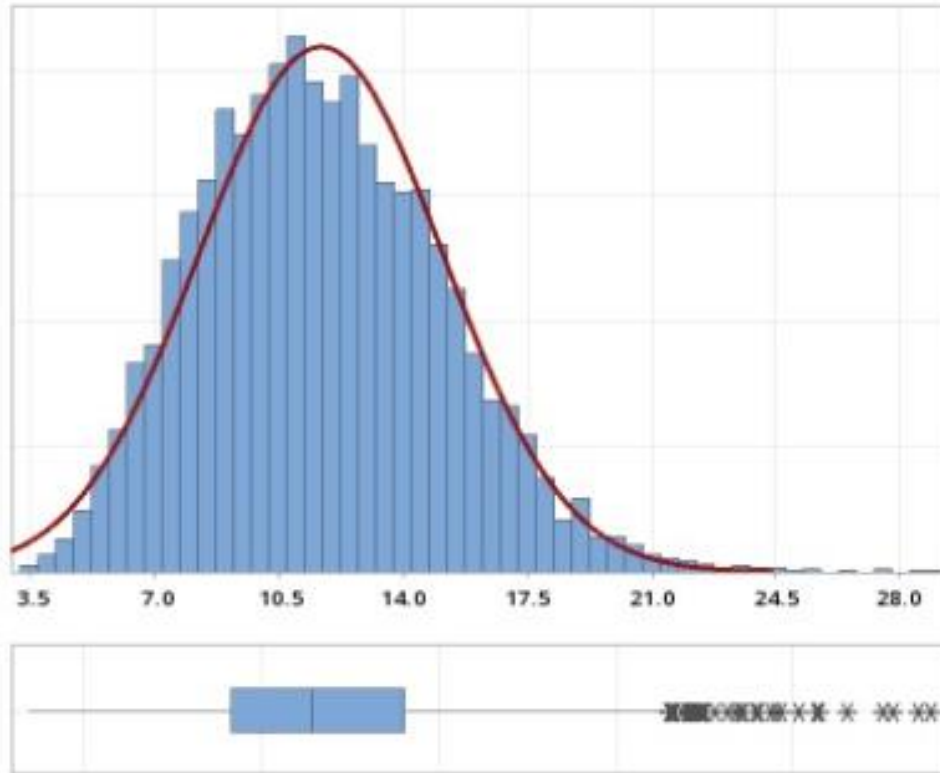
Potential Cost Savings – Next 3 Quarters

\$744,018

Business Case Summary

- Etech analyzed the ~4 million calls metadata by each LOB type and Company.
- Outliers are values that fall significantly outside the normal range of values we would expect to see.
- In the case of this customer, we have agents that **are taking longer to respond and resolve queries than the rest of the ~60-80% average population.**
- This is resulting in additional costs to the customer.
- Etech's Quality team identifies gaps in agent **knowledge, long hold times, periods of silence, and extended after-call work, call avoidance behavior.**
- Implementing these insights will **improve call capacity, enhance the customer experience, reduce customer effort on each interaction and ultimately drive business growth.**
- Etech's data-driven approach enables us to identify the root causes of inefficiencies and make **Data Driven recommendations** for improvement.

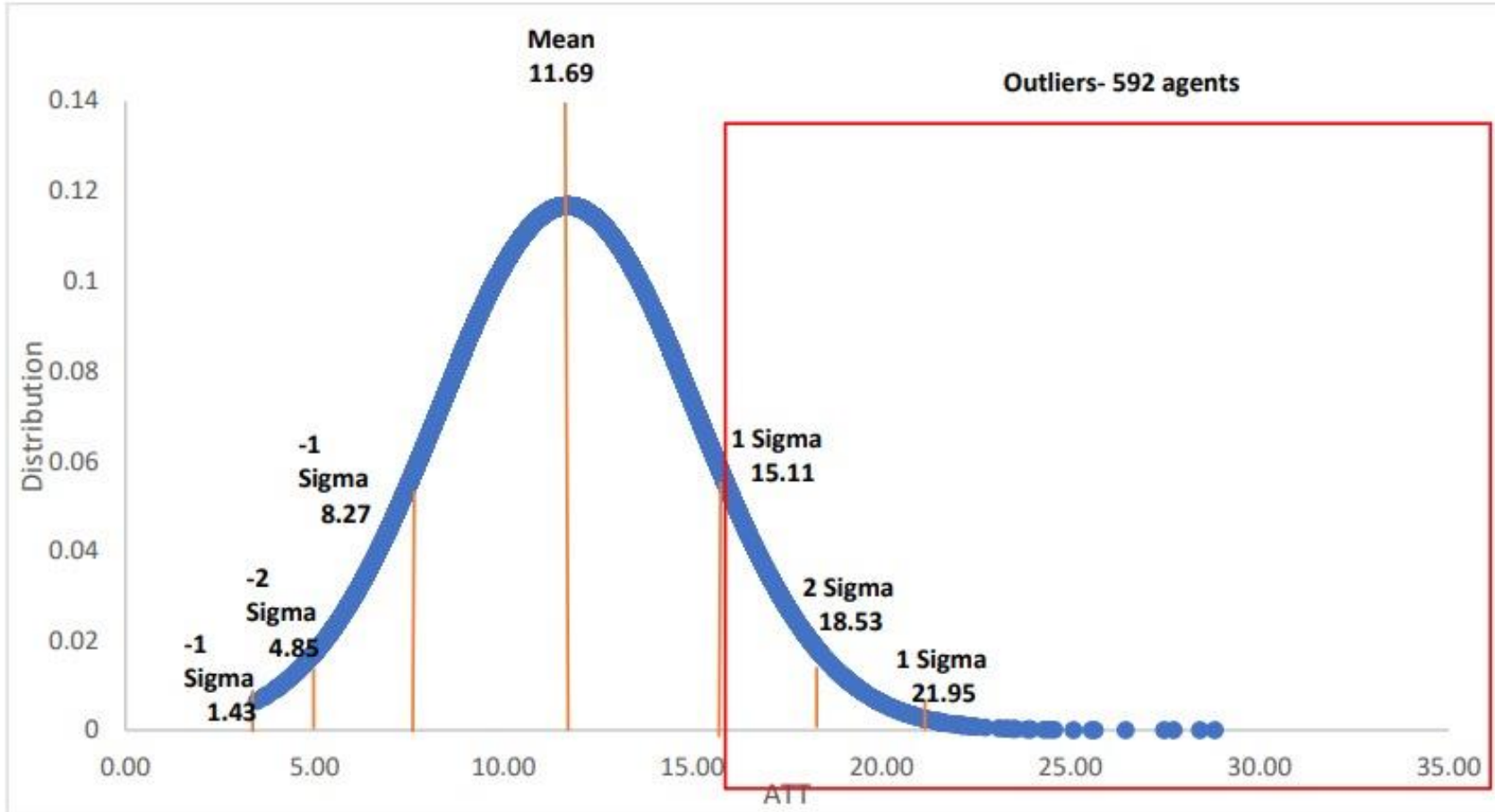
ATT Summary



Average Talk Time of Customer Interactions



ATT Distribution



Outliers where ATT is 1 Sigma above the mean

The Etech Impact



Data Points

Average Handle Time

Hold Time

Outbound Calls

Transfer Rate

Quality Score by QEval

Critical Alert

Savings

Before Etech

After Etech

14 Mins 20 Seconds

12 Mins 59 Seconds

2 Min 03 Seconds

1 Min 37 Seconds

35%

35%

17%

16%

July 2023

August 2023

49%

67%

12%

8%

\$79,340

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

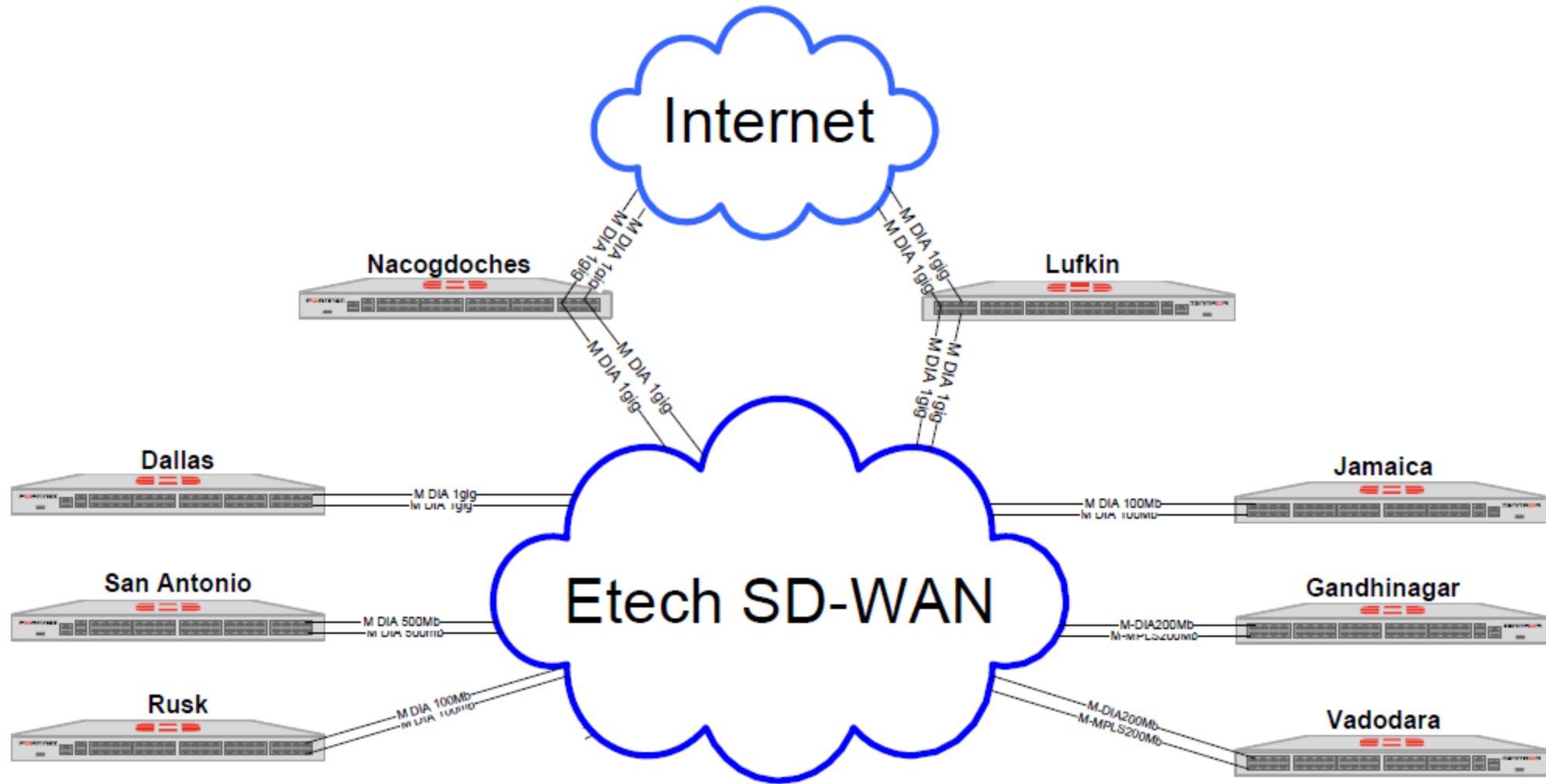
Monthly Vulnerability Scans
Web Application Scanning



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 Iyoob
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.**