



AI in CX: Debunking Myths and Driving Revenue

Expert Speakers

Jim Iyoob, Chief Customer Officer - Etech Global Services

Siobhan O'Leary, People Strategist - Executive Coach - Aubergine Partners

Michelle Szmajda, Chief Executive Officer - Just Think Hospitality

Manu Dwievedi, Director – Etech Insights - Etech Global Services

Meet Our Speakers for Today



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Jim Iyooob

Chief Customer Officer

Jim is a 33-year veteran of the call center/BPO industry. He is passionate, driven, and an energetic business leader with a strong desire to remain ahead of the curve in outsourcing solutions and service delivery.

Jim has an impeccable track record of innovation and advanced business intelligence. He has been instrumental in setting up solutions for brands looking to optimize and automate their daily customer experience needs.



Recognized by 



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Newsletter



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

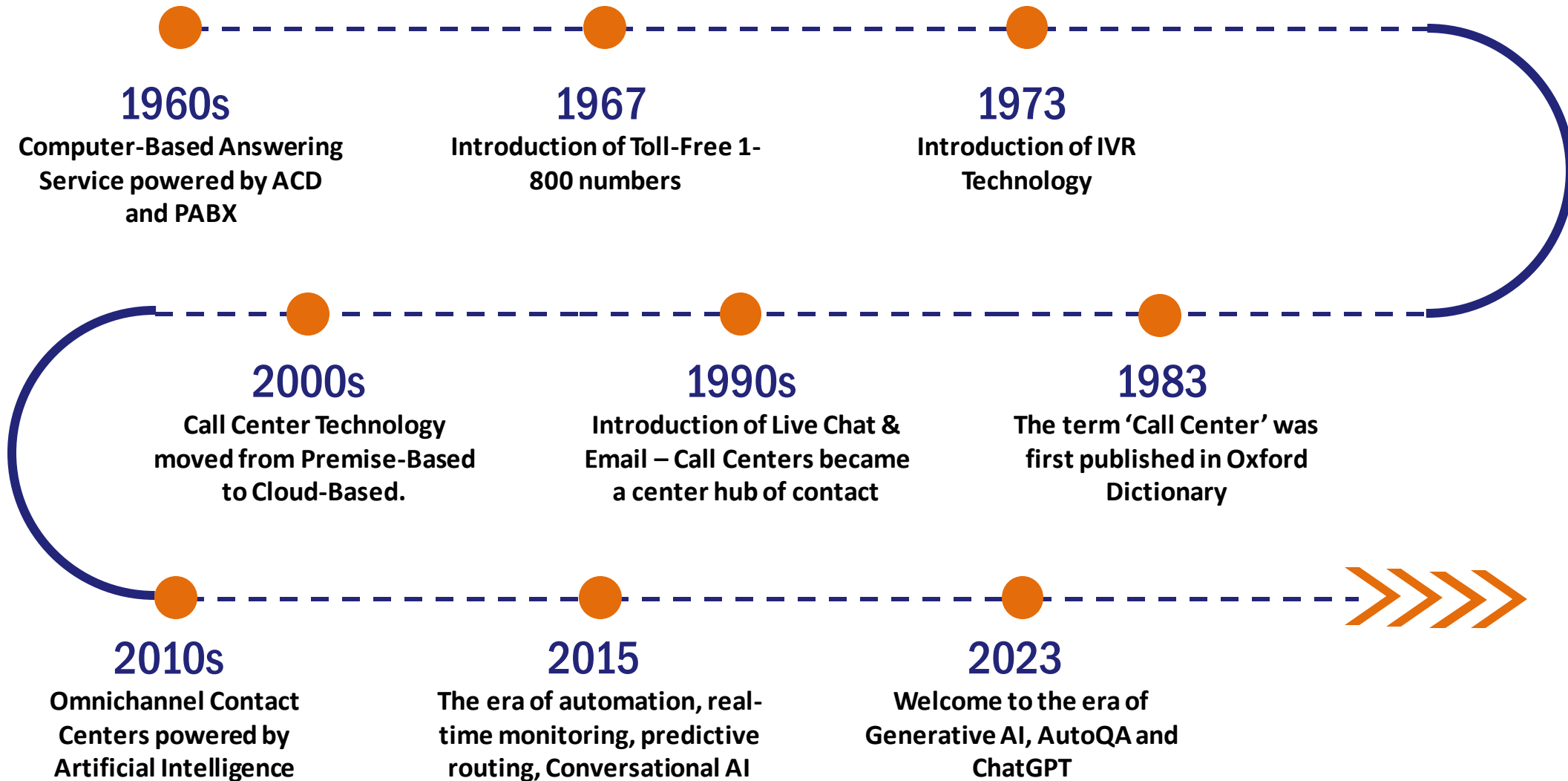
Etech Technology Solutions

Software/Application Development, Custom Reporting, WFM

OUR AWARDS



Once Upon a Time... All this was NEW!



AI in CX – A Myth or Failure?



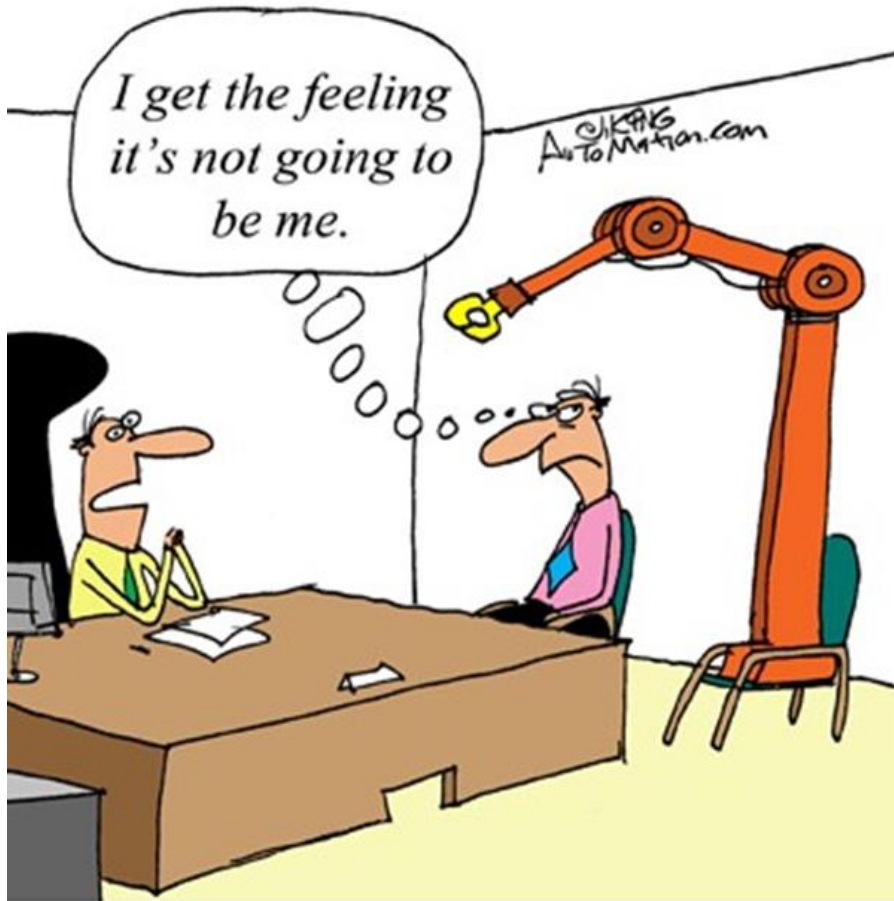
**Auto Pilot of Self-Driving cars
registered 800+ Crashes since 2019**

**ChatGPT providing fictitious legal
research in an aviation injury claim**

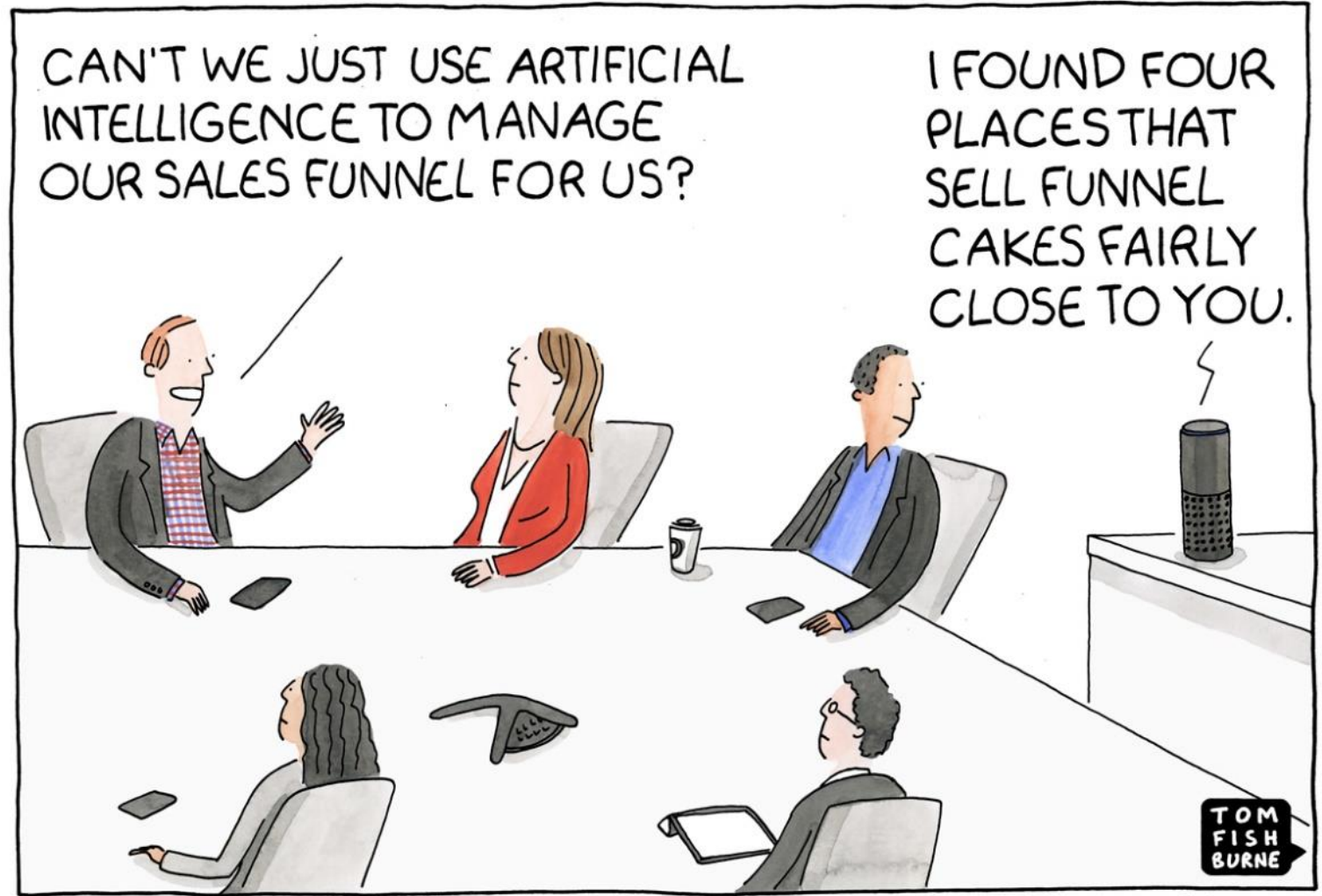
**A mistake resulting in a staggering
\$100 billion loss to Google**



AI in CX – A Myth or Failure?

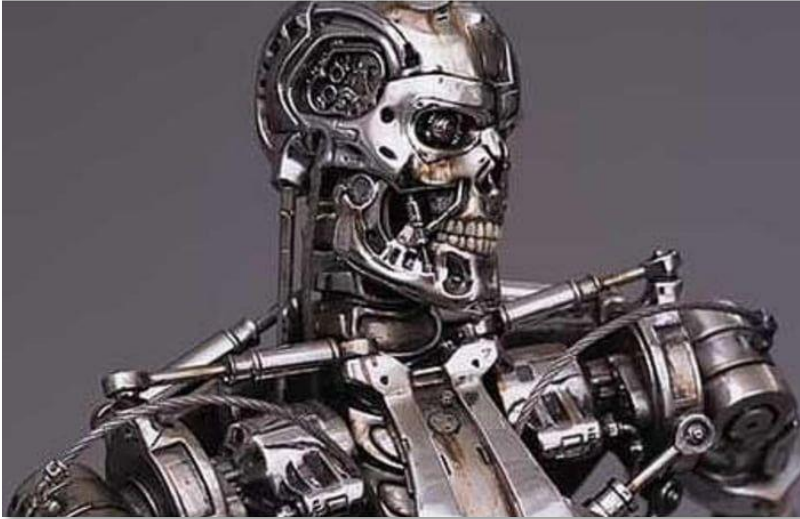


"It was a tough decision, but I've decided on which one of you I'm going to hire."



Myth 1: AI is Evil!!!

AI according to the news:



Myth 🖐️ AI-powered robots will take over the World!

Fact 🖐️ AI systems are designed by humans as an enabler.

Negative Outcomes are due to human errors or misuse.

AI in real life:



Myth 2: AI will take away all jobs!!!

Everyone: AI art will make designers obsolete

AI accepting the job:



Myth 🖐️

AI will automate 'all' jobs and create mass Unemployment.

Fact 🖐️

AI will automate certain functions and jobs, but it will also create new jobs.

Transition to AI requires proactive adaption by businesses.



Myth 3: AI is Self-Governed!!!



Myth 🖐️ AI operates independently without human oversight.

Fact 🖐️ Humans develop algorithm for training AI, so AI's behavior is constrained by programming.

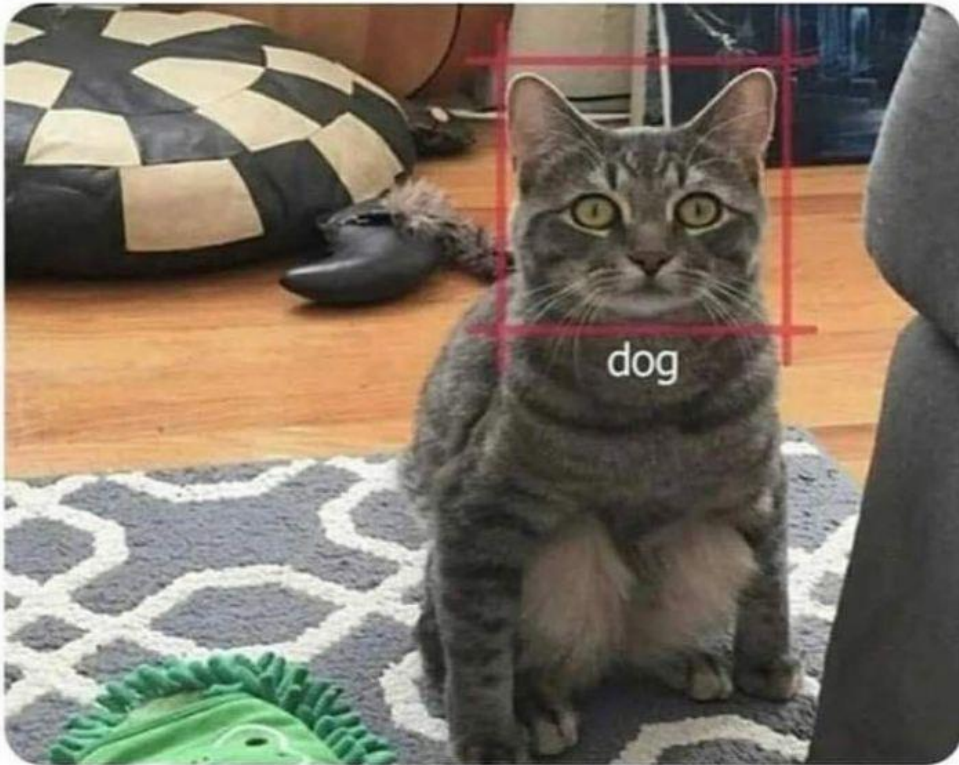
Humans can monitor and override AI-driven decisions.



Myth 4: AI is Smarter than Humans!!!

**People: AI so smart, they can
destroy our world**

Today's AI:



Myth 🖐️

AI is superhuman intelligence that surpasses human ability.

Fact 🖐️

AI excels at specific tasks; it is optimized for.

Humans have social intelligence and reasoning that is superior to AI.

“AI & CX is a luxury – I don’t need it”

Those Who Adapt:

- Insights to **improve performance**
 - Reasons for customer dissatisfaction
 - Identify CX Drivers
- Improve **sales conversions**
- Real-time risk monitoring
 - 360° Compliance Tracking
- Automate mundane tasks
 - Your highest and best use of your skills

The Cost of Late Adoption:

BED BATH &
BEYOND

JCPenney

REVLON®

cineworld



Brooks Brothers

The price of doing the same old thing is far higher than the price of change.”

- Bill Clinton, Former US President





Siobhan O'Leary

People Strategist - Executive Coach

Siobhan O'Leary is a highly regarded people strategist, executive coach, leadership development professional. From 2013-2019, Siobhan served as Senior Vice President of People & Culture at Convene where the coaching program she developed was named top 5 coaching programs globally by the ICF.

Upon her departure, Convene instituted, "The Siobhan O'Leary Culture Award" to be presented annually to a leader in the organization that embodies value-driven methodology and a hospitality culture.



Michelle Szmajda Villatoro

Chief Executive Officer

Michelle Szmajda Villatoro is a renowned change management expert with over 20 years of experience in organizational development and 10 years as a certified executive coach.

With her transformative approach, Michelle helps organizations achieve award-winning cultures by aligning internal initiatives with external brand messaging. She specializes in Leader-as-Coach principles, instilling hospitality mindsets, and scaling values-based culture.



Sustainable Transformational Change

WHO

Awareness

Accelerate self awareness and acute awareness of others to drive empowerment

Individuals
Team
Core Values

RESULTS

Product
Software

Processes
Best Practices
Communication

HOW

Goal Setting

Set goals, cascading goals "12-week years."

Cross-Functional Collaboration

Dynamic Communication process accelerates sustainable collaboration

WHAT



Quality Matters

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Don't Coach the Call, Coach the Skill

Prioritizing ROI

Prioritize your initiatives based on their ROI

Analyzing Data

Analyze your data & establish baseline measurements

Goal Setting

Set objectives and goals for the entire organization



Awareness

Empower your teams by making them aware of the advantages and capabilities of Speech Analytics software

Plan of Action

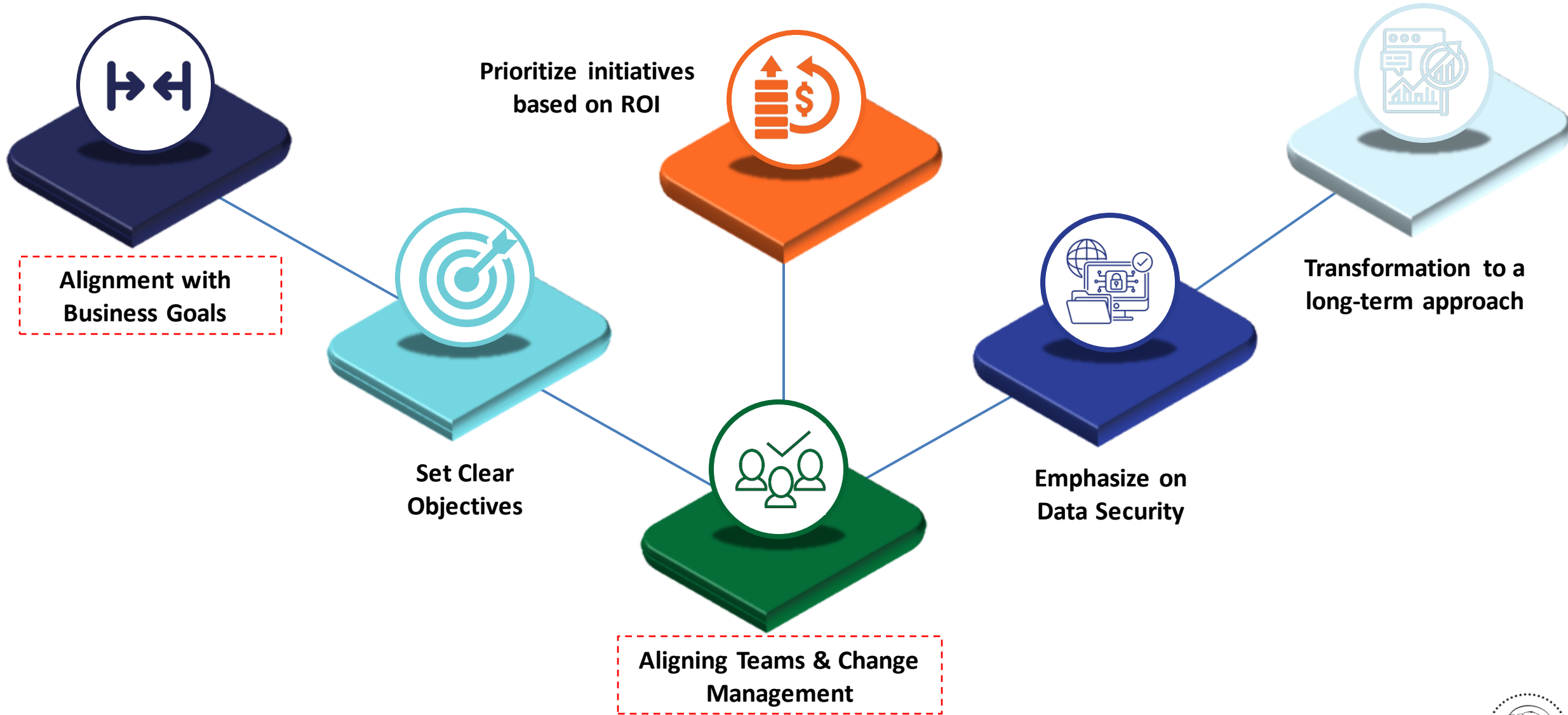
Develop a plan of action to put your findings to use across the organization

Cross-Functional Collaboration

Ensure collaboration across the enterprise



How to Successfully Implement Digital Transformation?



Aligning Teams & Change Management

Alignment with Business Goals

EMPATHIZE

ACTIVATE



Agile
Leaders

Powerful
Teams

Engaged
Organizations

Business
Results

DEFINE

REFINE

AUBERGINE-PARTNERS.COM

Alignment Accelerates Productivity and Results

- Fear
- Time to integrate new process and platform
- Developing coaching skills to coach the skill
- Confidence to release mundane task and reskill to highest and best use of your true competency.



Acute awareness of self and others



Growth mindset



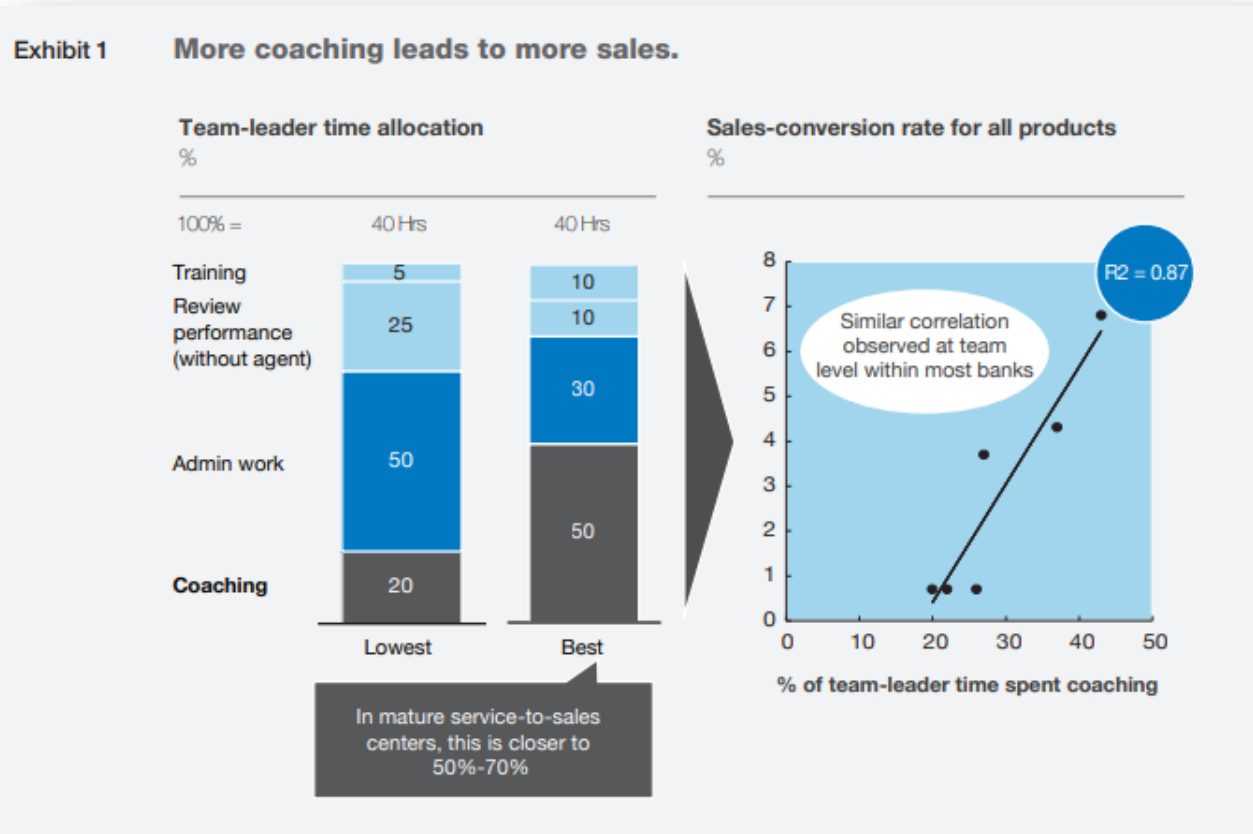
Dynamic Communication



Remove Barriers to success



Importance of Coaching



Source: [Smarter call-center coaching for the digital world](#)

Why is Coaching Crucial in 2023?

- Move beyond the traditional approach of 'Sampling' – Mine all data
- 'CX' is the key differentiator
- Ever-evolving customer behavior
- Millennials and Generation Z becoming major part of customer base
- Reducing attrition & retaining talent
- Changing market dynamics
- Team Upskilling



Manu Dwievedi

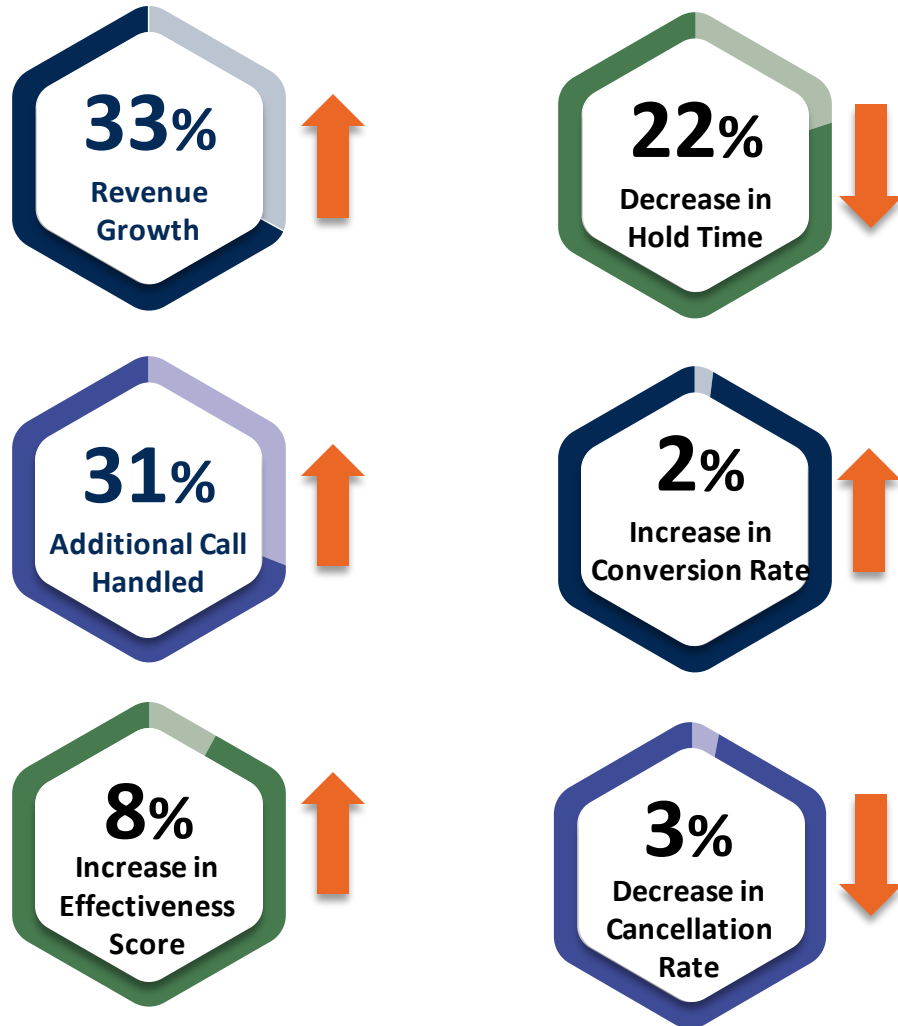
Director – Etech Insights

Manu joined Etech in March 2014 as an Online Chat Representative. During his tenure, Manu has held responsibilities in various facets of call center, including operations, training as well as quality monitoring & analytics.

Manu is driven and passionate about customer experience management, data science, natural language processing, machine learning, and driving innovative conversational AI solutions for business growth.



Case Study – Sales & Service



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

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



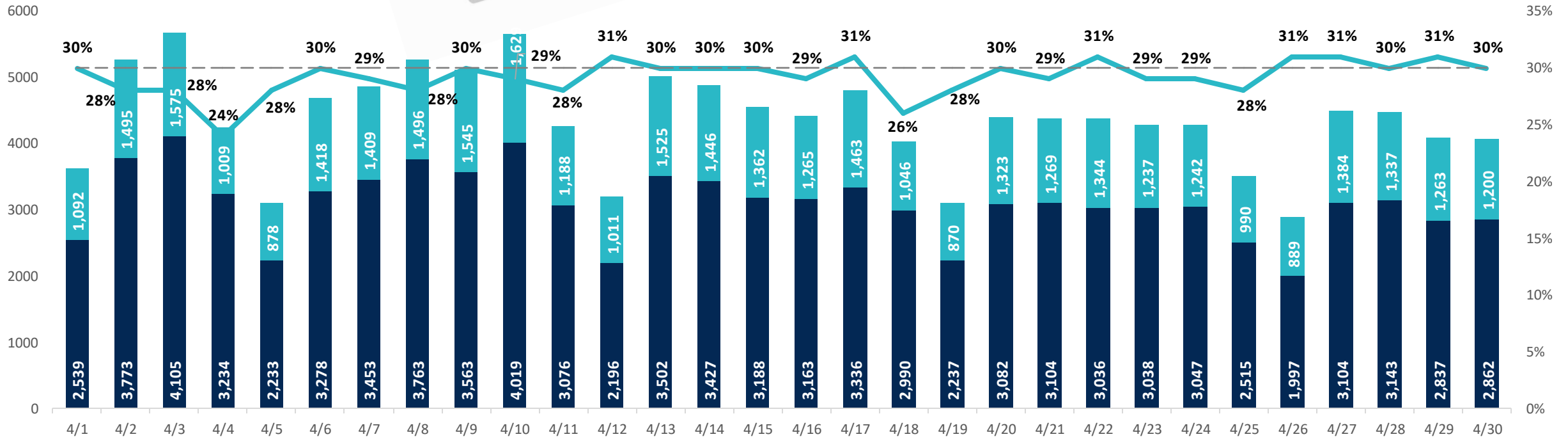
LISTEN



Goal: 30%

MTD Conversion: 29%

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



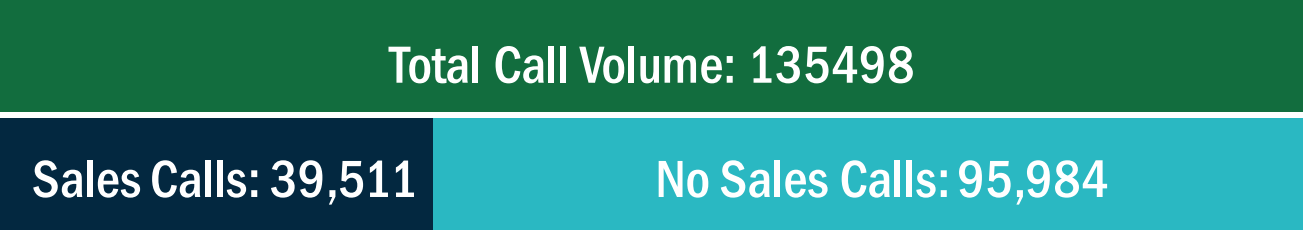
■ Non-converted Calls ■ Converted Calls — Conversion % - - - Benchmark - 30%



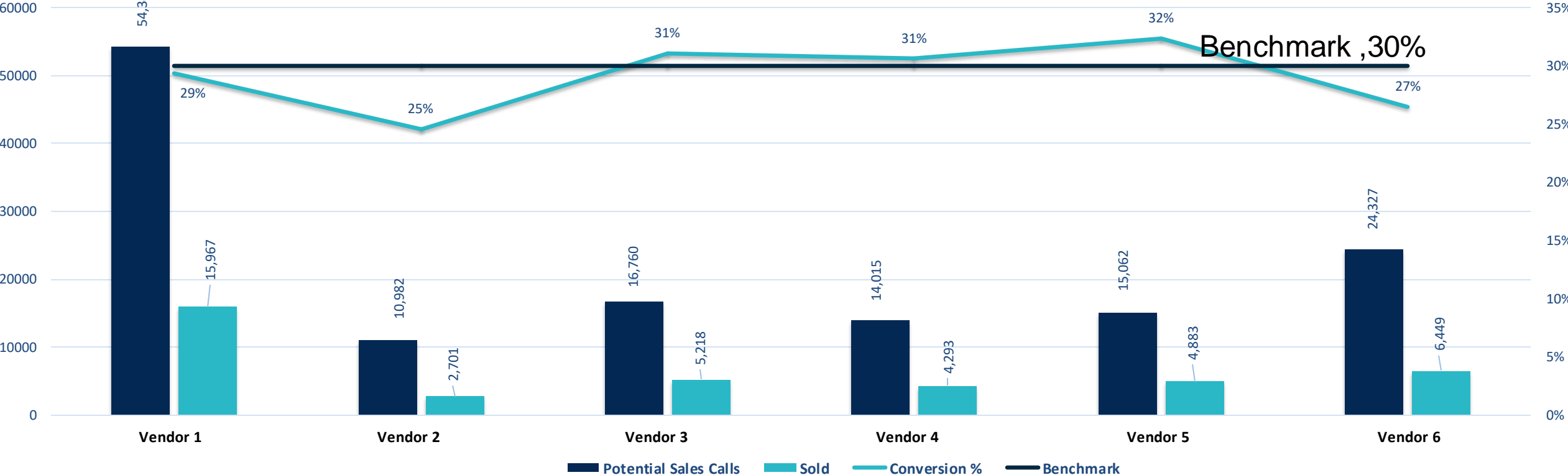
No Sale Break Down – Enterprise Level



IDENTIFY



Call Outcome - Vendor Wise Analysis



Benchmark ,30%

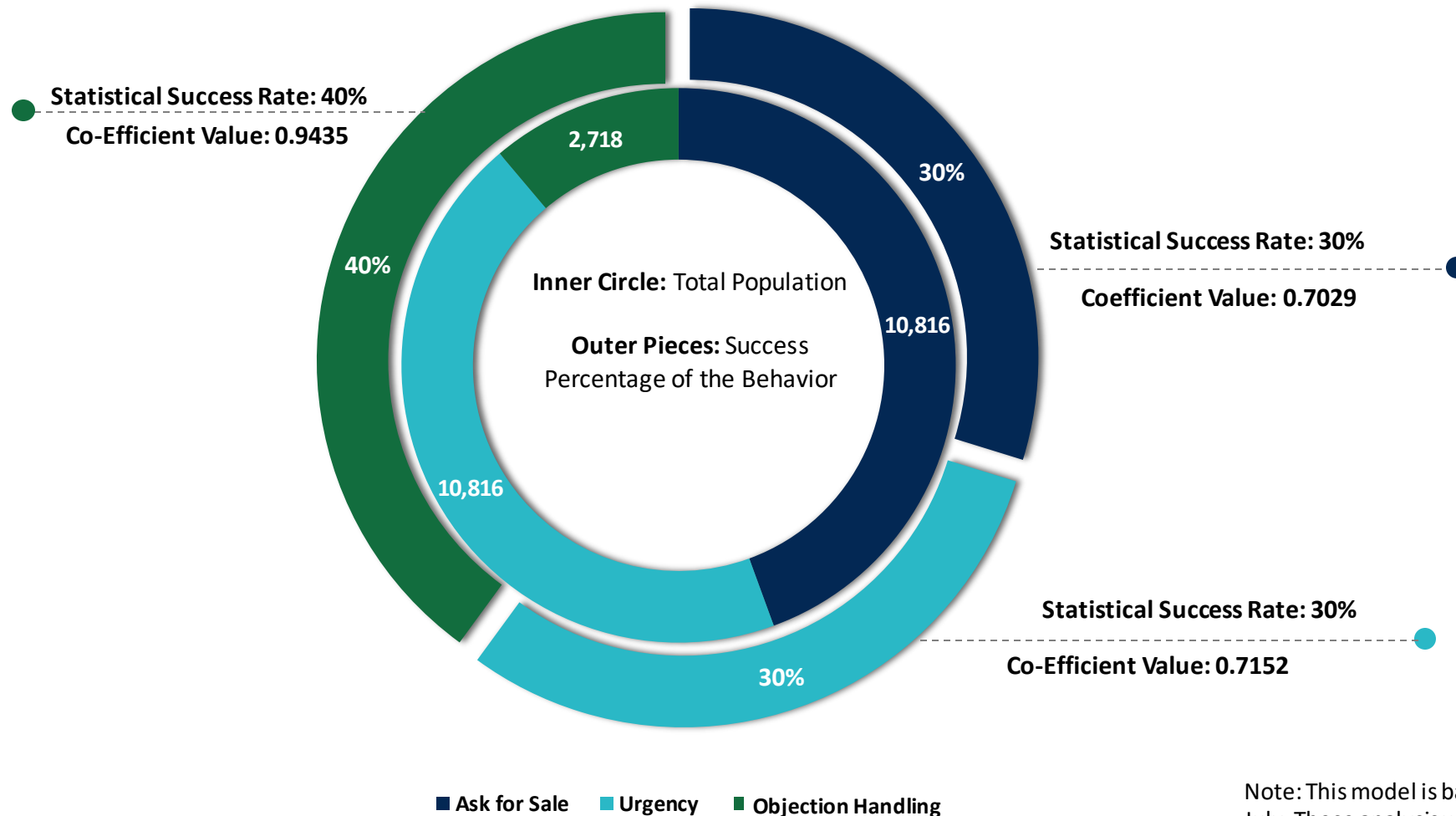


Successful Behaviors



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.

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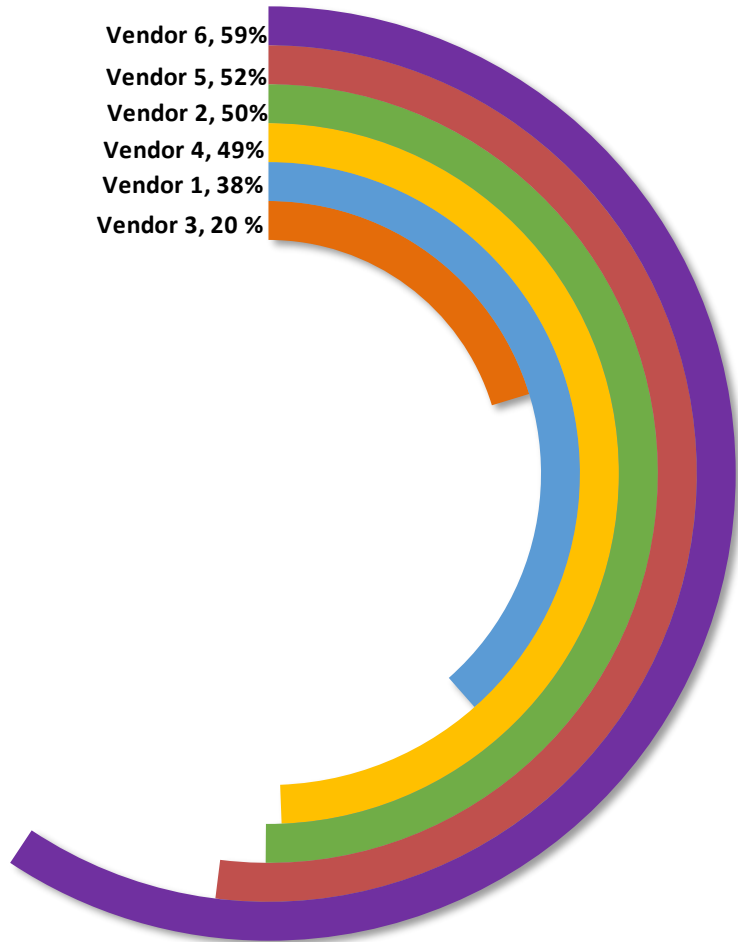


No Sale Calls Vs Crucial Behaviors – Asking for Sale



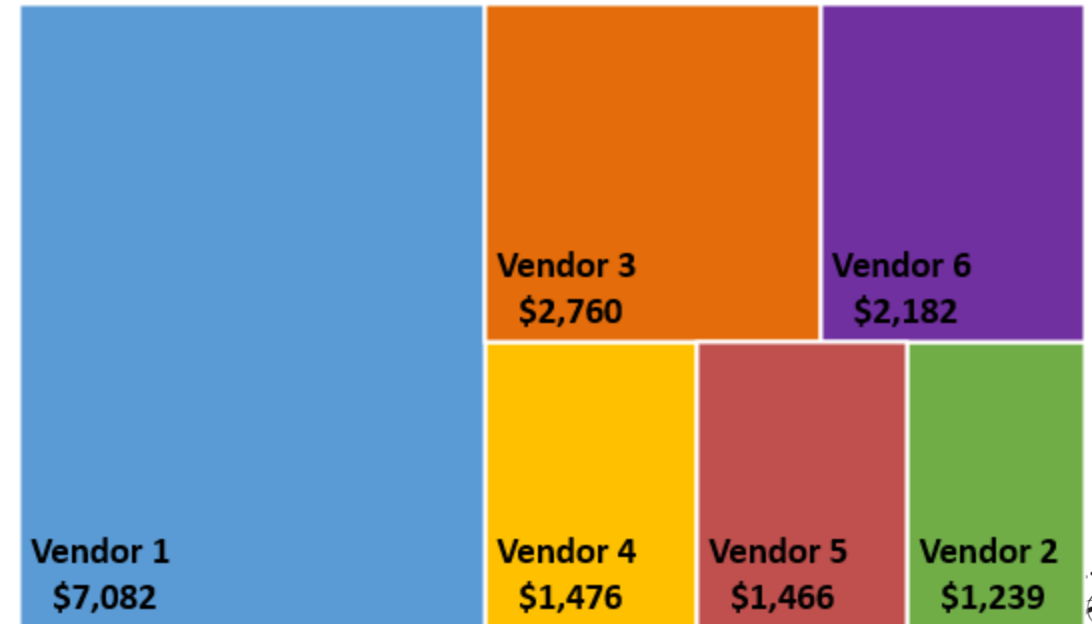
ANALYZE

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

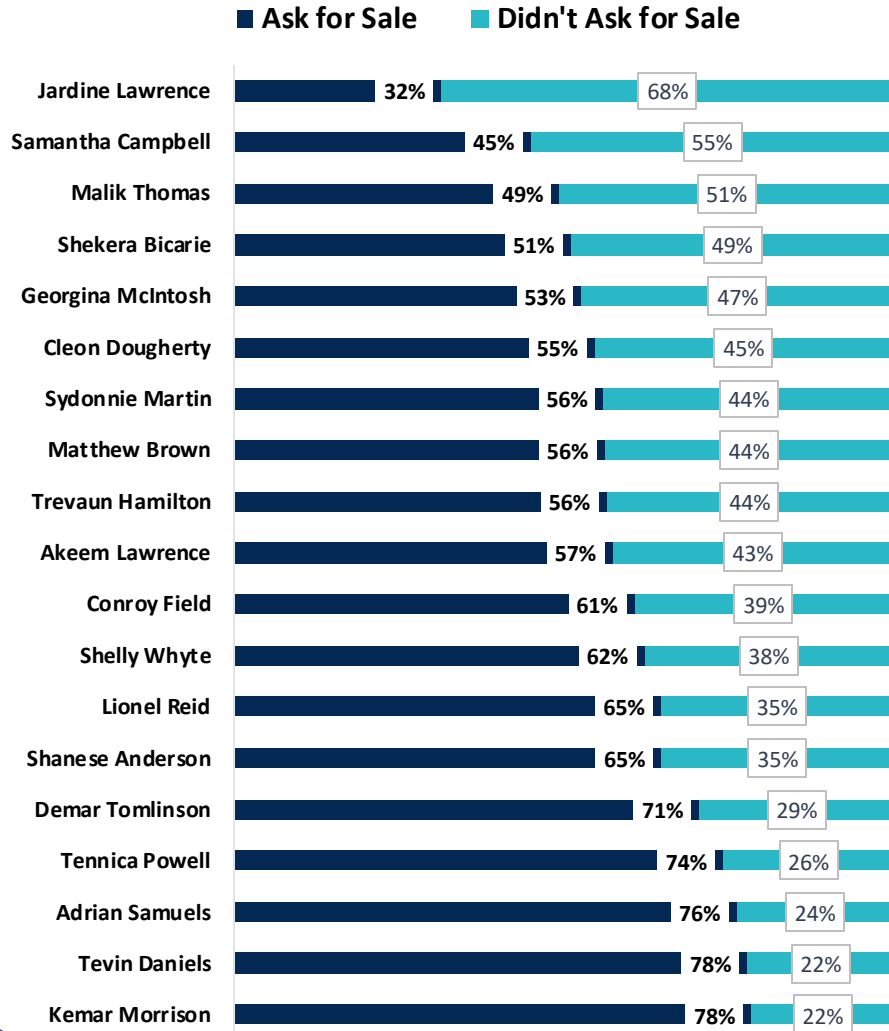


IMPROVE



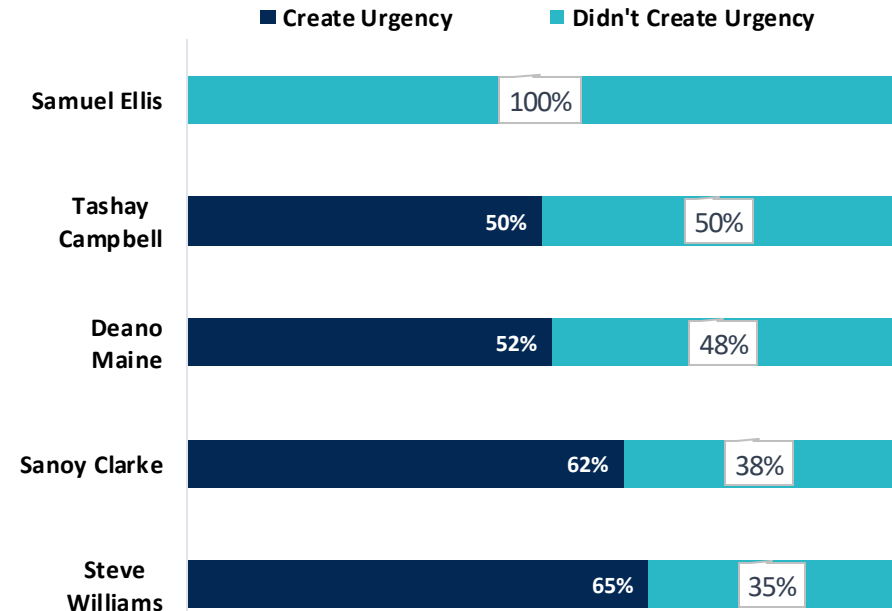
Agent Coaching Packet

Asking for Sale - Impact Bucket



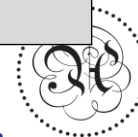
Primary opportunity was derived based on the impact that behavior will have on the conversion

Creating Urgency - Impact Bucket





Type of Objections	Successful Rebuttals Agents Use	Success %
City/Hotel not Serviced or sold out	Agents proactively present plan B without seeking customer's consent to present plan B. Probing help from these agents to proactively present plan B.	34%
Discuss with others	Agents always offer to stay on hold while customers discuss with others.	29%
Not sure of dates - Customer shares that they are wanting to know rates or are just shopping around	Agents create sense of urgency and try to get exact dates.	21%
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.	32%
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 customers are booking online so that they can assist the customer if they are unable to book online.	26%
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 and rates may change later.	24%
Will contact Hotel directly - Customers get suspicious of whom they are calling and look to speak to the hotel directly	Agents need to try and convince the customer that we are a discounted rate provider for that hotel. Agents must 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.	34%
Will not pre-pay – Customer is not willing to prepay due to insufficient funds on card or they are not used to make prepaid bookings	Agents advise customer that prepaid bookings guarantee reservations and that they don't have to pay anything when they reach hotel except incidentals. They also advise of cancellation policy and until which date that they can get a full refund.	22%
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.	37%



Drive Quick Improvement

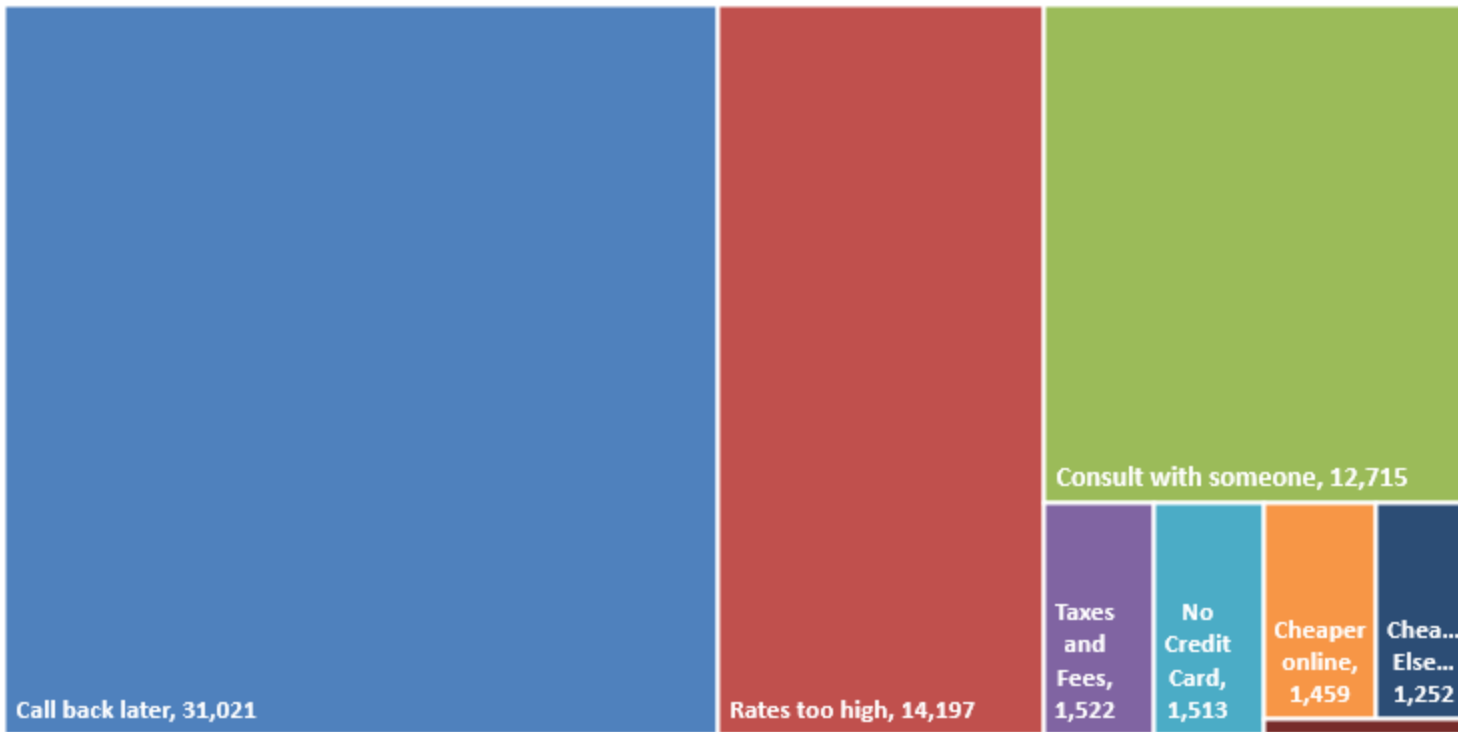


IMPROVE

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

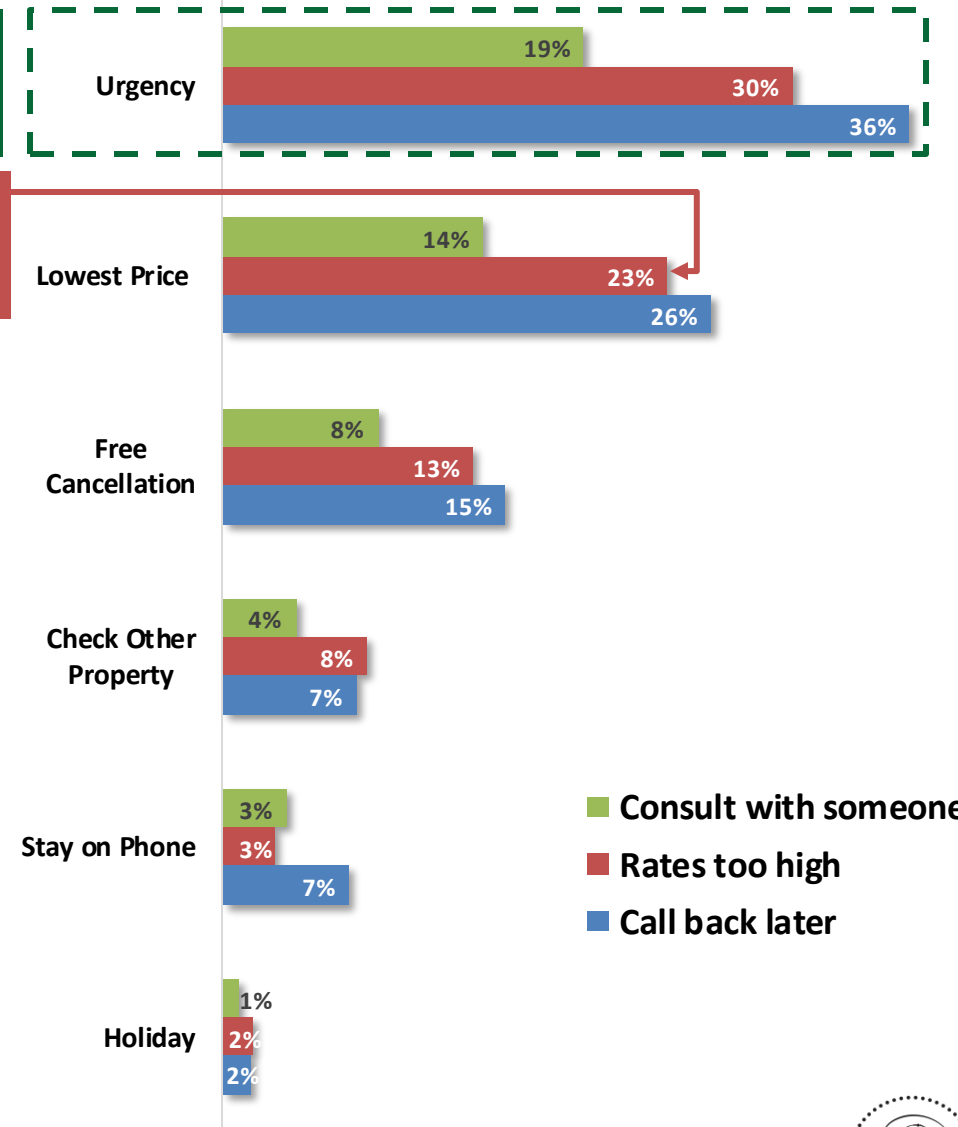
Lowest price rebuttal was **successful 23%** of the times when customers objected to the price being offered

Type of Objections on calls



Discounted rates: 198

Successful Rebuttals Against the Top 3 Objections



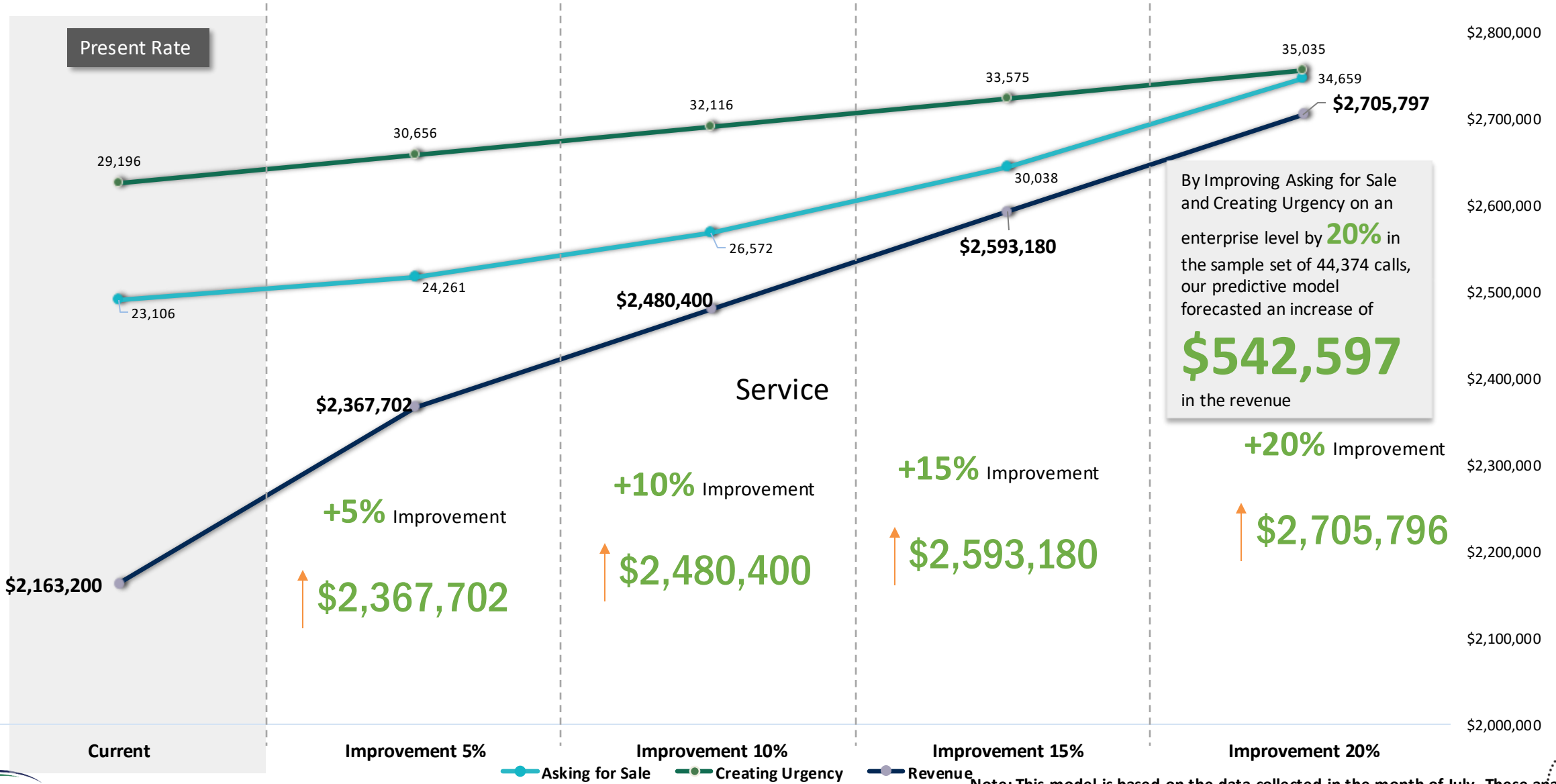
■ Consult with someone
■ Rates too high
■ Call back later



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

+20% Improvement
\$2,705,796

+15% Improvement
\$2,593,180

+10% Improvement
\$2,480,400

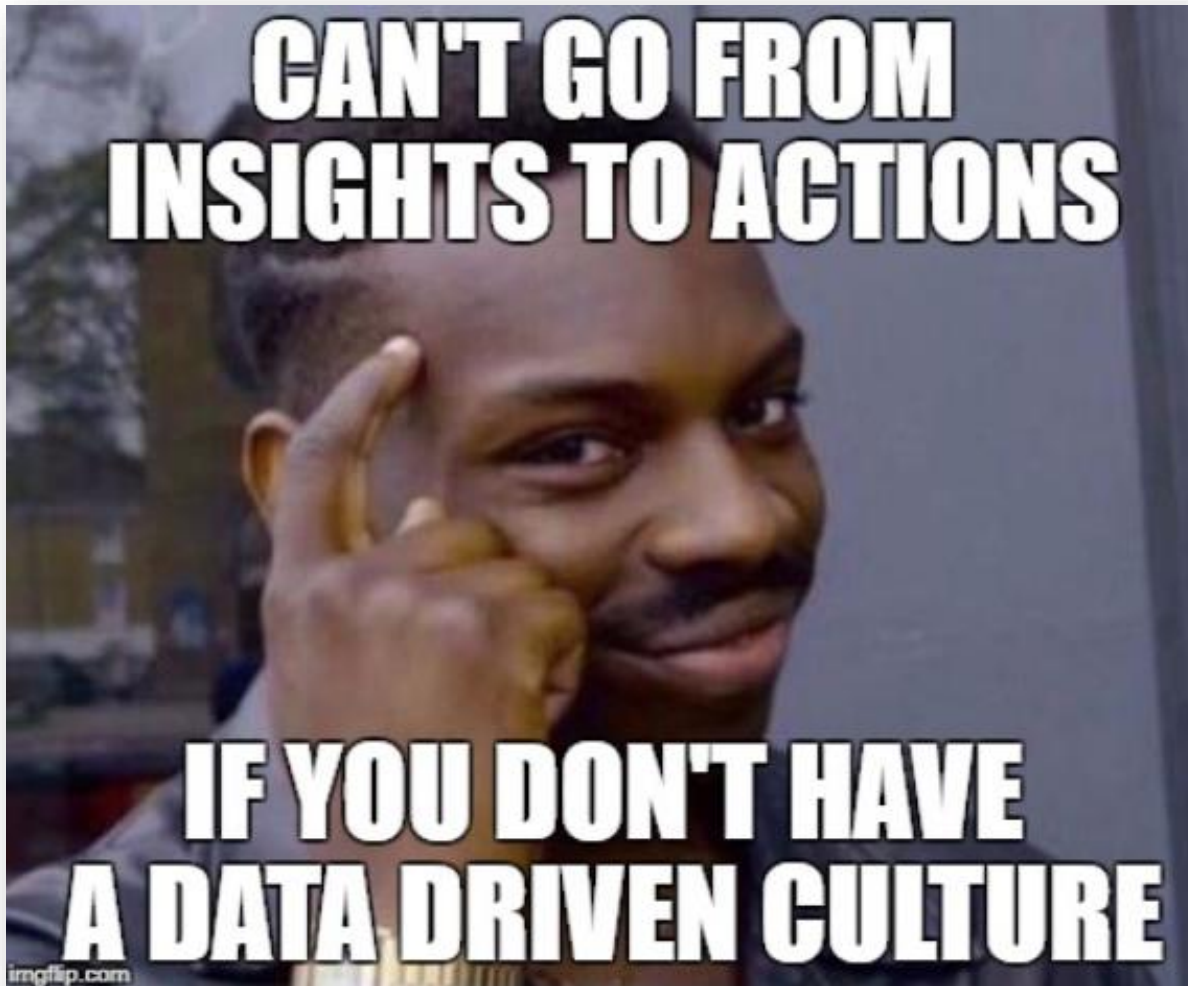
+5% Improvement
\$2,367,702



A blurred background image of a business meeting. Several people in suits are gathered around a table. One person is writing on a clipboard with a pen. Another person is holding a tablet displaying a network diagram with colorful nodes. A third person is holding a tablet displaying a bar chart and a line graph with a red arrow pointing upwards. The overall scene is professional and collaborative.

**So – What did we
Learn Today?**

Utilizing Data in Day-to-Day Life



- You need FUNCTIONAL expertise, and not AI expertise to turn your insights, ACTIONABLE.
- Complex challenges are not **Reporting**.
- Complex and bad data destroys the integrity, introduces risk and promotes bad/inaccurate decision making
- Does your data tell a story, is it consumable and usable at every level of organization?

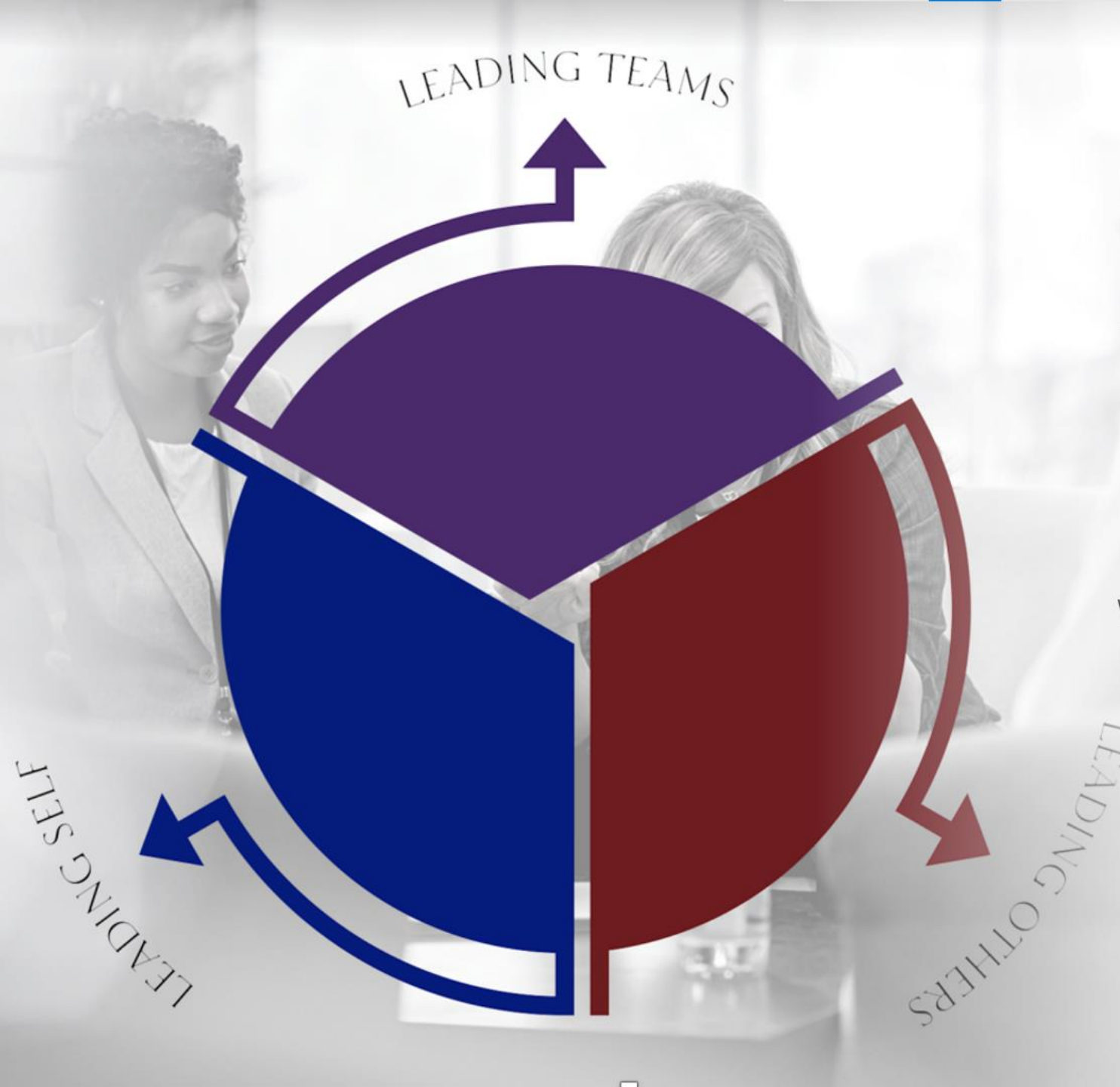


Etech's Secret Sauce: Artificial Intelligence + Human Intelligence



- Preventing blind spots that leads to **Silo Reporting**
- Data models with very specific customizable meta data equals surgical output.
- Translating the data in an **intuitive, easy to use and understand UI format, visualization that is easy to access and ACTIONABLE.**





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COACH

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With our coach approach participants will maximize productivity and achieve exceptional results.



Ask The Experts



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December 8, 2023 12 ET / 9 PT



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