



# Enhancing Contact Center Quality with Speech-to-Text Analytics

## Expert Speakers

Jim Iyoob, Chief Customer Officer - Etech Global Services

Simon Black, Chief Executive Officer – Awaken Intelligence

Vincent Trotter, VP of Client Success – National Debt Relief

Shawndra Tobias, SVP – Operational Excellence - Etech Global Services

Melissa Wood, Dean of Leadership Development – Etech Global Services

# Meet Our Speakers for Today



**Jim Iyooob**  
Chief Customer Officer  
Etech Global Services  
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**Melissa Wood**  
Dean of Leadership Development  
Etech Global Services  
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**Simon Black**  
Chief Executive Officer  
Awaken Intelligence  
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**Shawndra Tobias**  
SVP – Operational Excellence  
Etech Global Services  
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**Vincent Trotter**  
VP of Client Success  
National Debt Relief  
[Vincent.Trotter@nationaldebtrelief.com](mailto:Vincent.Trotter@nationaldebtrelief.com)



# 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 



Subscribe to Jim's  
Newsletter



# Agenda

- Introduction to Etech
- Why Speech-To-Text Analytics?
- Case Study
- How to be a good partner?
- Building Strategically Unreasonable Leaders



## Visit Our Booth #916



Next-Gen BPO Services & Software Solutions



Contact Center Services



Quality Analytics & Actionable Insights



Software Development & Implementation Services

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US | Jamaica | India



# 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

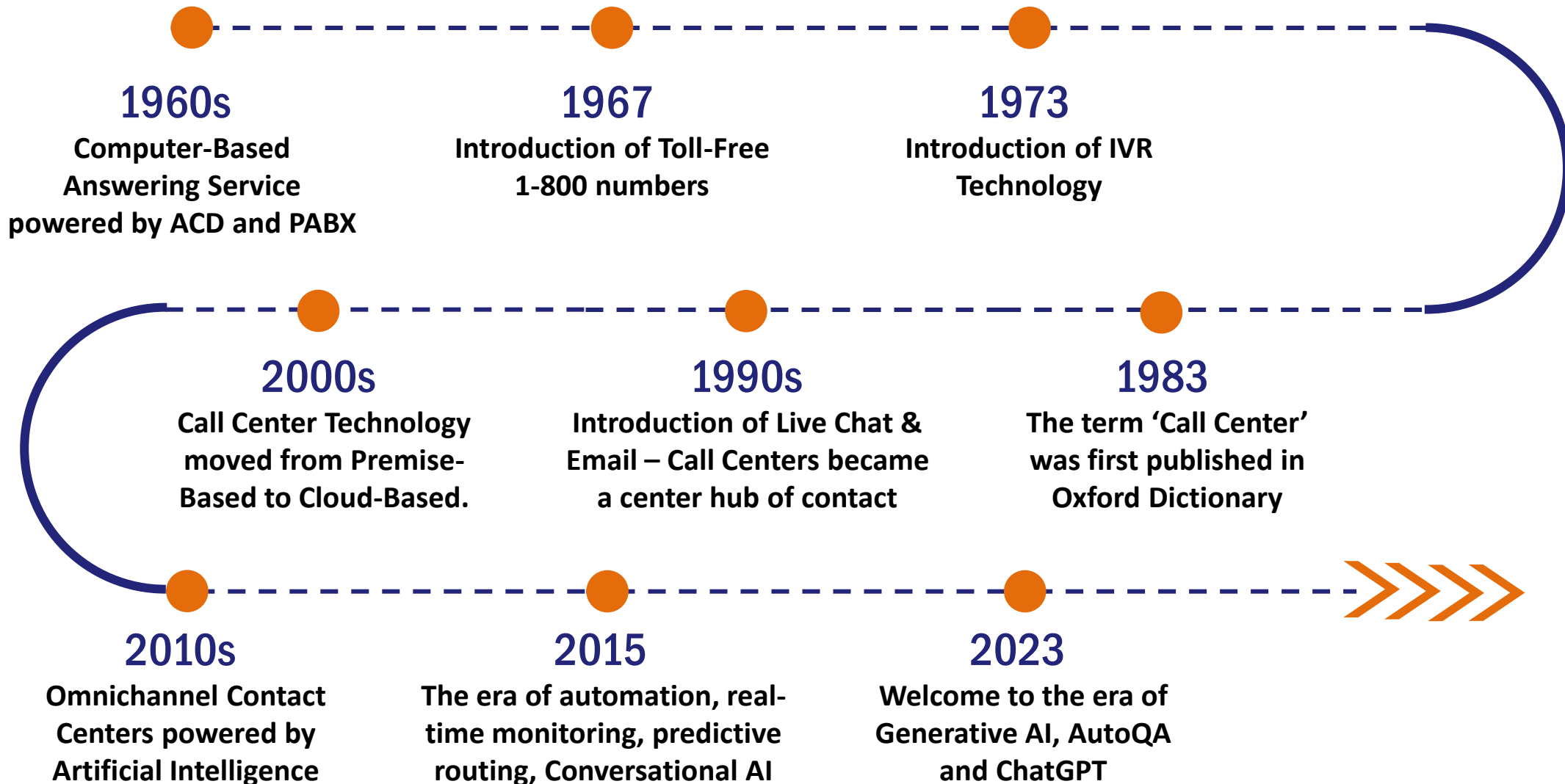
## OUR AWARDS



**SOC 2 TYPE II CERTIFIED**



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



# What is Artificial Intelligence?

*AI doesn't replace human thinking, it empowers it*

*At its simplest form,  
AI is a field that  
combines computer  
science and robust  
datasets to enable  
problem-solving*



## Machine Learning

Algorithms that enable computers to improve their performance on tasks over time without being explicitly programmed



## Deep Learning

Inspired by human brain's structure, process vast amounts of data to learn and make intelligent decisions



## Natural Language Processing

Enables machines to understand, interpret, and generate human language.

# Then Emerging ... This Happened



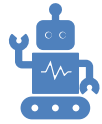
**Omnichannel** - Unified customer experiences across channels



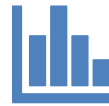
**Smarter agents** - AI provides real-time assistance and recommendations



**Better training** - Immersive simulations prepare agents for any situation



**Automation** - Chatbots handle high volume repetitive tasks, freeing agents



**Insights** - Speech analytics and predictions drive continuous improvements



**Efficient routing** - Contextual pairing of customers and agents

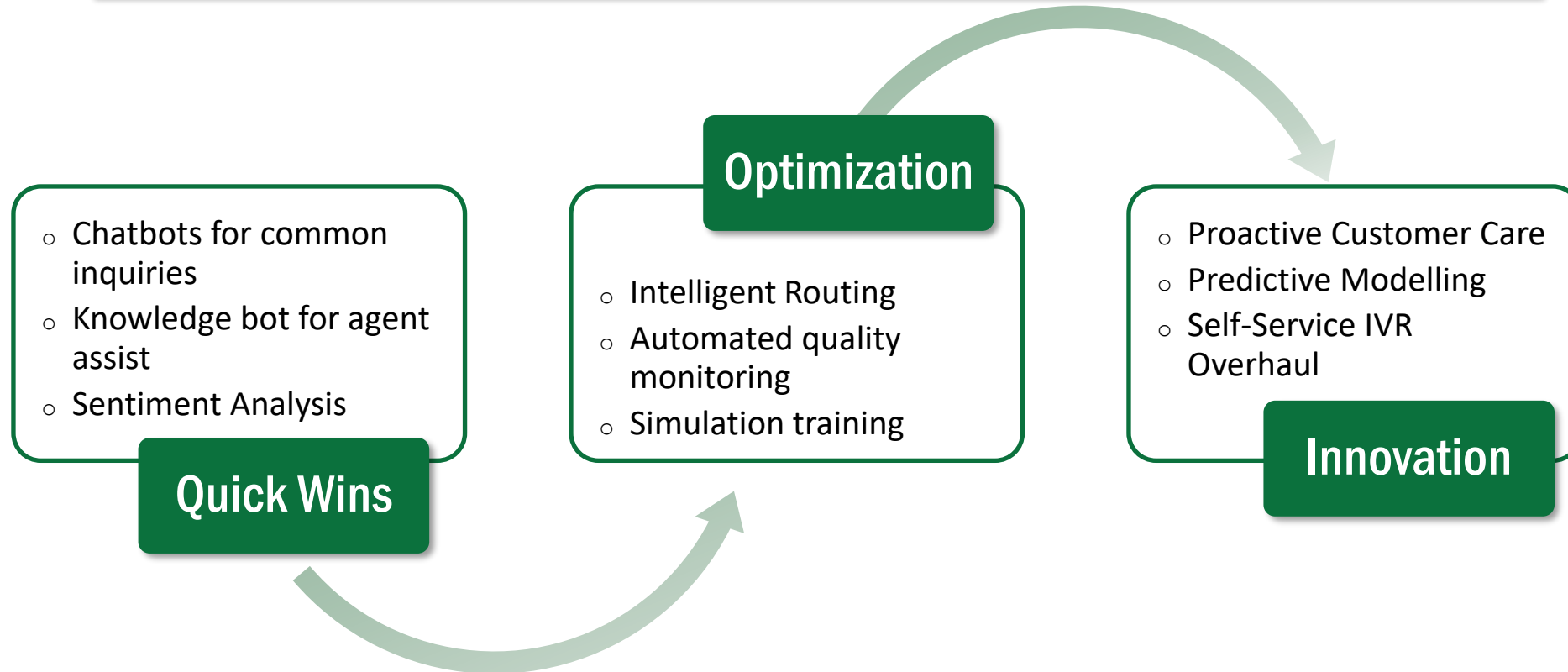
## Benefits

- Happier customers thanks to faster, personalized service.
- More engaged employees with expanding skills
- Increased revenue and cost savings from optimizations
- Competitive edge from data-driven customer insights
- Agile support across evolving channels
- Continuous improvement culture powered by AI analytics
- Future-proof customer care powered by the cloud

**AI transformed rigid, reactive contact centers into flexible, insight-driven organizations - improving both employee and customer experiences**

# But How?

## Build Brick by Brick - Implement in Phases



### Critical Success Factors

Executive Sponsorship

Ongoing Training

Customer-Focused KPIs

Agent Involvement

Transparency

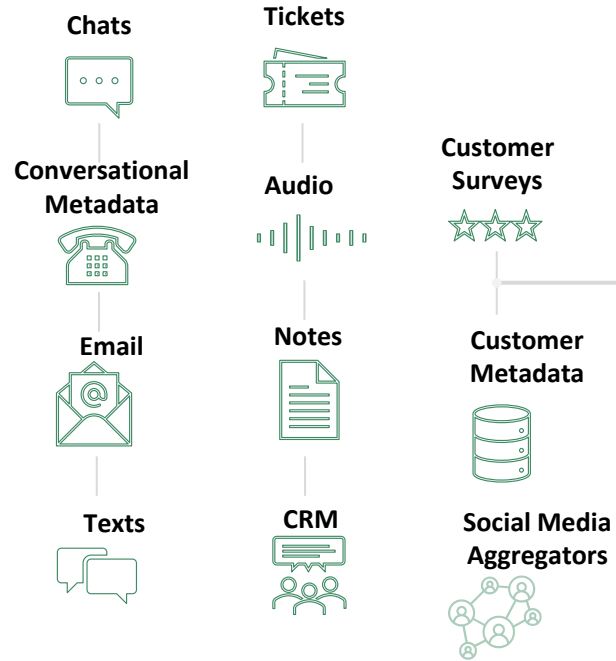
Start Small, Scale Wisely

# Conversational Analytics Drives Business Results

## Analyze

### Capture

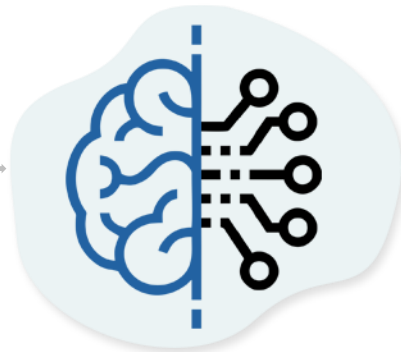
360-degree view of your customer



Compatible with virtually any tech stack

⚡  
Transcribe 1  
hour of audio  
in 5 seconds

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



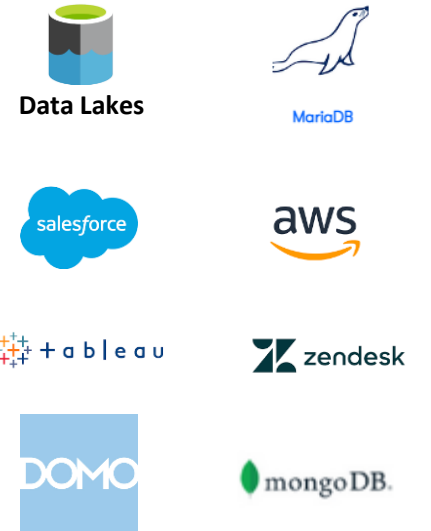
Convert disparate CCI data sources  
into a single stream of Insights

Human Guided Reviews  
Automated Evaluation



### Deliver

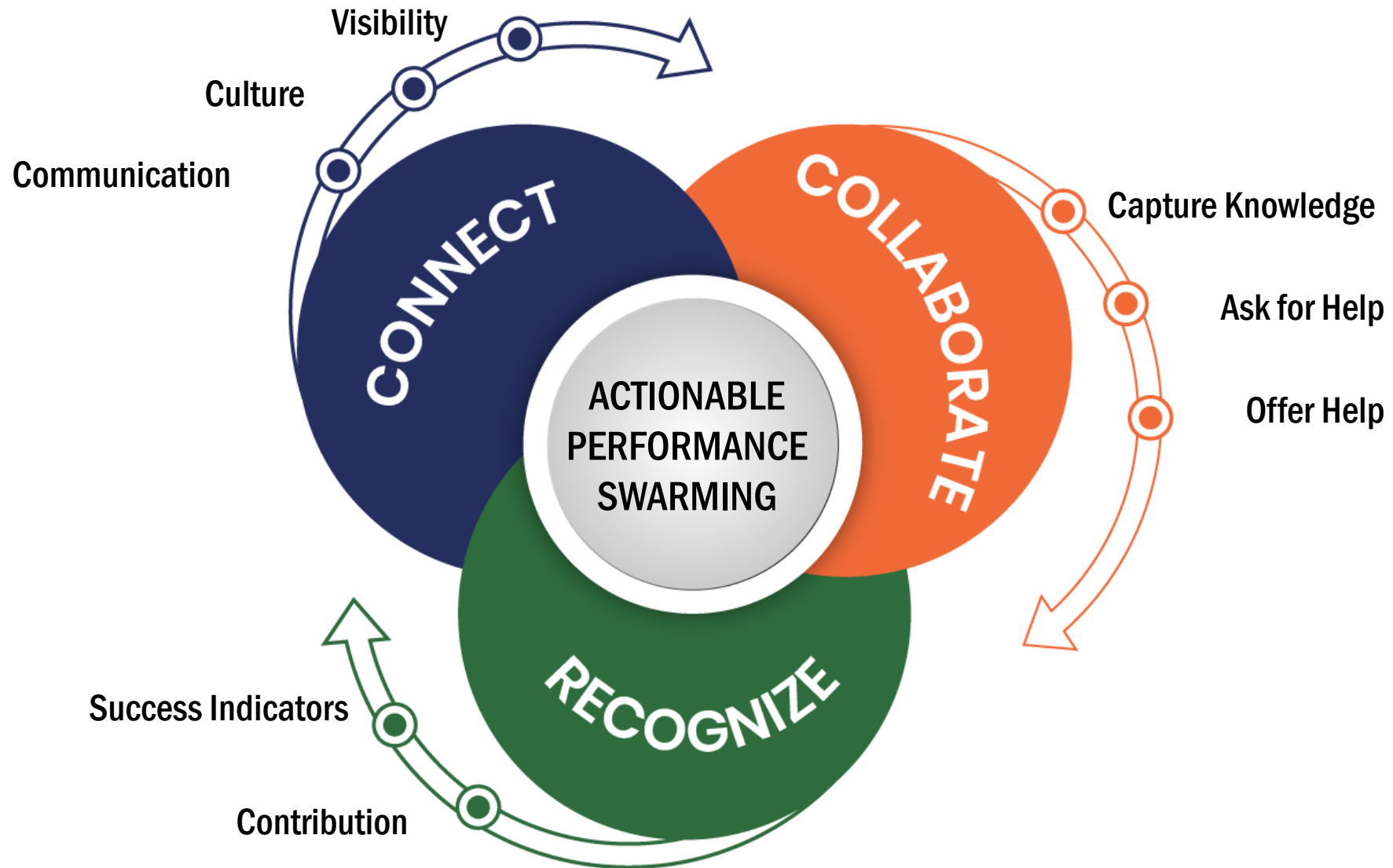
Actionable insights delivered near  
real time



Format Agnostic Delivery to the end point of  
your choice

No More Data Silos.

# Actionable Data Swarming = Holistic Benefits



# Results from those who adopt AI processes!

Improved  
Resolution

Reduce time to resolve, increase in capacity

Resolve complex & multi-technology issues quicker

50%

Reduction in  
Staff Churn

60%

Decrease in  
Training Time

49%

Increase in Customer  
Satisfaction &  
Retention

20%

Increase in  
Productivity

Support  
Analysts Love It

Reduced new hire training time (up to 50%)

Skills growth, accelerated learning

Increased employee satisfaction/loyalty/engagement

Better career paths

# Shawndra Tobias

## SVP – Operational Excellence

Shawndra is a 25-year veteran of the call center/BPO industry. Shawndra has served in various roles to include OSS Reporting Specialist, Project Lead, Account Leader, Director of Program Implementation, Sr. Director of Operations, Sr. Director Customer Experience, Asst. Vice President and now Vice President.

She received her professional certification in Data Science from Johns Hopkins University, Business Analyst Certification from UPenn/Wharton School of Business and is a 3 Star IBM Recognized Data Expert. She also has extensive Project Management experience applying PMI philosophy and Six Sigma fundamentals.



Recognized by 

**ICMI**

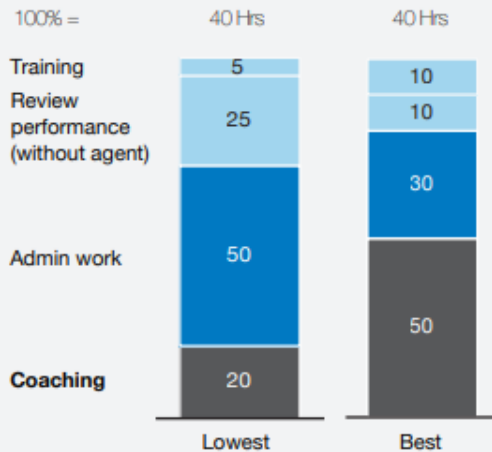
WE MAKE CONTACT CENTERS BETTER

# Importance of Coaching

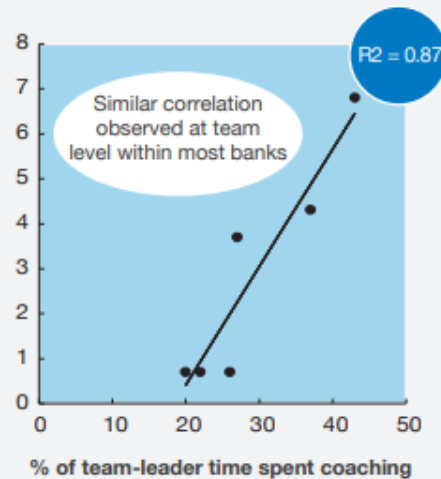
Exhibit 1

## More coaching leads to more sales.

Team-leader time allocation  
%



Sales-conversion rate for all products  
%



In mature service-to-sales centers, this is closer to 50%-70%

## Why is Coaching Crucial in 2024?

- 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

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

# Case Study: Real-Time Agent Guidance & Speech Analytics

- Telco provider with complex interactions
- Historically hired experienced agents with 3+ years
- Now can only find green agents in the market
- Awaken technology enabled them to:
  - Onboard quicker
  - Increase individual support
  - Guide agents through interactions
  - Analyze performance data

**50%**

Reduction in  
**Staff Churn**

Used **reduction in turnover** to fund new agent **incentive scheme**

# Agent Scorecard Performance

Agent Name	Total Calls	Location	Total Score	Call Recap	Dead Air (>50% Silence Time)	Verification	Assurance of help	Call Closing	Enrollment	Hold Procedure	Agent Empathy Apology	Further Assistance	Agent Advocacy	Willingness to Help	Greeting and Branding	Agent Active Listening	Agent rapport
RMYERS	11216	Dallas	67%	1%	1%	47%	66%	72%	75%	48%	75%	83%	83%	90%	99%	99%	100%
JCADE	16325	San Antonio	67%	0%	2%	40%	74%	62%	67%	92%	56%	79%	88%	96%	93%	98%	100%
ERUGG	22637	Dallas	66%	0%	0%	50%	70%	46%	58%	75%	100%	81%	92%	93%	94%	98%	100%
BJONES	23946	Dallas	66%	0%	1%	35%	73%	62%	50%	46%	100%	89%	92%	89%	91%	98%	100%
TKING	13955	San Antonio	64%	0%	0%	49%	39%	57%	63%	95%	86%	73%	91%	89%	88%	95%	100%
RDEMISON	27859	Dallas	63%	0%	1%	49%	42%	72%	70%	70%	82%	89%	63%	82%	97%	97%	100%
TJOHNSON	16667	Dallas	63%	0%	1%	36%	74%	60%	NA	72%	36%	67%	84%	80%	86%	98%	99%
EARMSTRON	24073	Dallas	63%	40%	0%	45%	36%	54%	82%	70%	64%	62%	65%	92%	95%	96%	100%
AOROZCONCUBE	18486	San Antonio	62%	0%	1%	21%	66%	57%	100%	77%	100%	83%	78%	74%	98%	99%	100%
JVALLIN	19994	San Antonio	61%	0%	2%	40%	69%	40%	13%	57%	55%	81%	76%	84%	89%	97%	99%
NPHILLIPS	23217	Dallas	61%	0%	1%	55%	28%	59%	100%	48%	82%	70%	66%	97%	97%	97%	100%
SWHITE	29426	Dallas	61%	1%	1%	39%	36%	78%	48%	78%	70%	57%	79%	78%	97%	99%	103%
AWILLIAMSFAMOUS	16034	Dallas	60%	0%	1%	44%	61%	47%	100%	67%	87%	74%	64%	86%	75%	97%	100%
CHAZLERIG	10646	San Antonio	58%	0%	0%	25%	67%	48%	63%	53%	100%	79%	73%	77%	75%	96%	100%
ALAWSON	20159	Dallas	58%	1%	0%	20%	64%	54%	78%	58%	63%	52%	71%	84%	96%	97%	99%
ISMITH	18163	Dallas	58%	0%	1%	33%	50%	55%	8%	65%	71%	74%	77%	57%	97%	99%	99%
JOLVERA	14374	San Antonio	57%	0%	0%	53%	52%	40%	100%	100%	57%	73%	78%	69%	61%	97%	100%

Note: Data contains details for agents having more than 100 calls. For all agent and supervisor details please check the file attached.

All Agents and Supervisor attached:



# Insights on Call Avoidance – Agent Trends

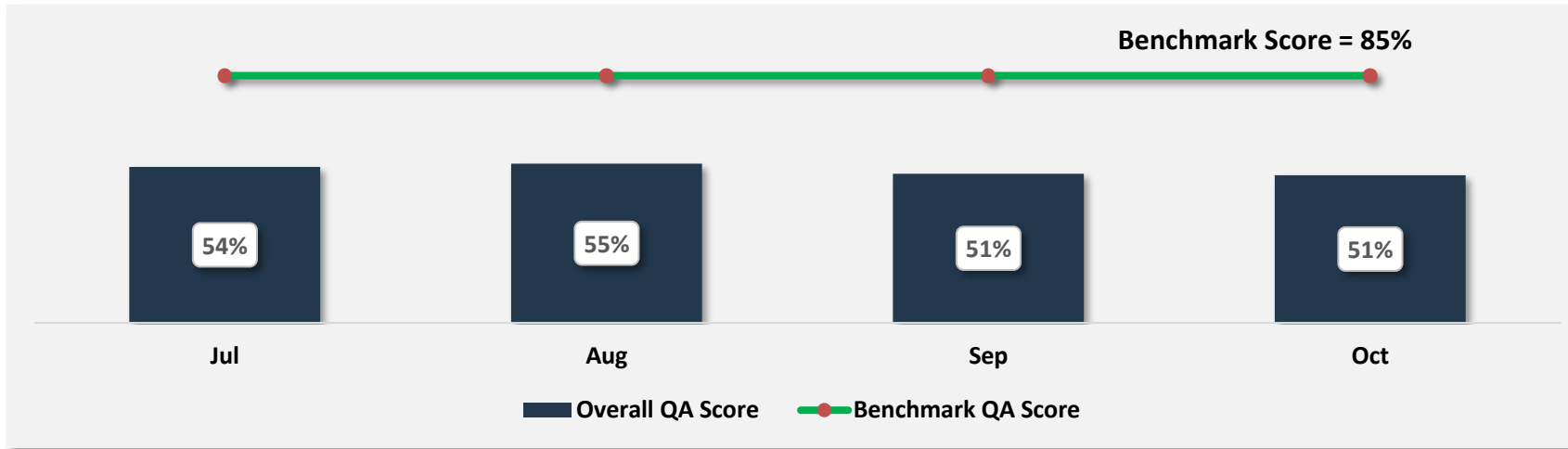
Consultant	Team Leader	Total Calls this Month	Call Avoidance this Month	May	Jun	Jul	Aug	Sep	Oct	Nov
Rakshith	Shreyas	20006	2600	16%	13%	6%	17%	4%	9%	13%
Syed	Ramesh	12001	61	9%	5%	11%	9%	3%	1%	5%
Yanjing	Lucy	32007	1280	1%	1%	5%	-	-	2%	4%
Likhith L	Dev M	11595	348	-	-	2%	-	10%	-	3%
Shriram	Venkatesh	12136	243	6%	3%	9%	9%	1%	1%	2%
Joyce	Min Yu	71494	2859	1%	1%	-	-	-	-	4%
Hanumesha R	Venkatesh	64629	3213	-	-	-	1%	1%	-	5%
Mohammed	George	22886	229	2%	0%	4%	1%	3%	2%	1%
Vibha	George	63447	9517	8%	7%	10%	10%	10%	15%	15%
Stanley	George	75661	2269	-	-	-	-	-	-	3%
Pavanje	George	10445	209	4%	2%	4%	4%	1%	5%	2%
Jagan	Irfan	55356	2214	-	-	1%	1%	-	-	4%
Deeksha V	Binil	58652	1760	-	-	-	-	-	9%	3%
Chitrita	George	36451	2187	-	-	1%	1%	-	-	6%
Faisal	Binil	56454	1129	-	-	-	-	-	2%	2%

# Call Avoidance – Consultant Insights

Consultant Name	Team Leader	Total calls	Total Calls with Call Avoidance Instances	Call Avoidance %	Voicemail Call Avoidance	High Silence Time
Sarah	Jason	63146	6946	11%	5953	992
Rani	Binil	27264	5180	19%	5180	-
Adithya	Binil	60395	3020	5%	2020	1000
Harpitha R	Dev M	57446	2872	5%	-	2872
Larry Jr	Jason	90535	1811	2%	1181	-
Anirudh	Binil	27664	1936	7%	-	1936
Stanley	George	44776	2239	5%	-	2239
Avinash	Binil	34834	1045	3%	1045	-
Priyanka	Mohamed	73994	740	1%	-	740
Bhumika	Mohamed	66671	1333	2%	1333	-
Autumn	Jason	84555	846	1%	846	-
Chelsiya	Bharath	11941	119	1%	119	-
Neeraj	Shreyas	43141	863	2%	863	-
Shubhi	Mohamed	69316	693	1%	693	-
Roderick	Jason	72478	725	1%	-	725

# Agent Scorecard Performance – AI Scorecard – Quarterly Trends

QA Scores (Trends for past 4 months)



✓ Noticed a decrease in the overall QA category scores by 4% comparing October 2023 results with July 2023

## Supervisor Performance on Scorecard Categories

Agent Name	Total Calls	Total Sore	Call Recap	Dead Air (>50% Silence Time)	Verification	Assurance of help	Call Closing	Enrollment	Hold Procedure	Agent Empathy Apology	Further Assistance	Agent Advocacy	Willingness to Help	Greeting and Branding	Agent Active Listening	Agent rapport
matthew d	20632	56%	0%	0%	50%	45%	65%	NA	60%	NA	85%	55%	65%	65%	90%	100%
thomas d	39012	56%	0%	1%	37%	33%	50%	55%	60%	76%	69%	64%	76%	88%	97%	99%
salil a	14145	56%	0%	1%	36%	48%	36%	68%	49%	72%	72%	61%	79%	80%	98%	100%
jorge l	188982	53%	0%	1%	30%	41%	44%	24%	53%	59%	60%	66%	67%	82%	98%	98%
vaughan	34639	53%	0%	1%	28%	36%	38%	38%	58%	59%	61%	62%	78%	85%	98%	99%
gabriela	25886	50%	1%	2%	28%	27%	36%	42%	59%	56%	56%	53%	72%	78%	98%	99%
shaw d	26352	49%	1%	1%	28%	34%	31%	39%	43%	48%	52%	59%	60%	77%	98%	98%
cullors d	28381	47%	5%	1%	21%	26%	34%	45%	52%	44%	46%	53%	63%	74%	98%	97%
robert r	11526	45%	0%	2%	17%	29%	29%	50%	41%	50%	48%	51%	47%	74%	98%	96%

# Sentiment Analysis Workflow: Extract, Categorize, Query, And Compare

## Call Analysis for Customer Sentiment

In this phase, we thoroughly analyze recorded calls to extract keywords and phrases, aiming to identify drivers of customer satisfaction and potential pain points.

1

## Keyword and Phrase Categorization

After gathering customers' spoken words and sentiments, we categorize them into relevant groups, facilitating the creation of structured data reflecting their sentiments and concerns.

2

## Query Formulation in Interaction Analytics Software

Utilizing the categorized keywords and phrases, we generate distinct queries within Interaction Analytics Software

3

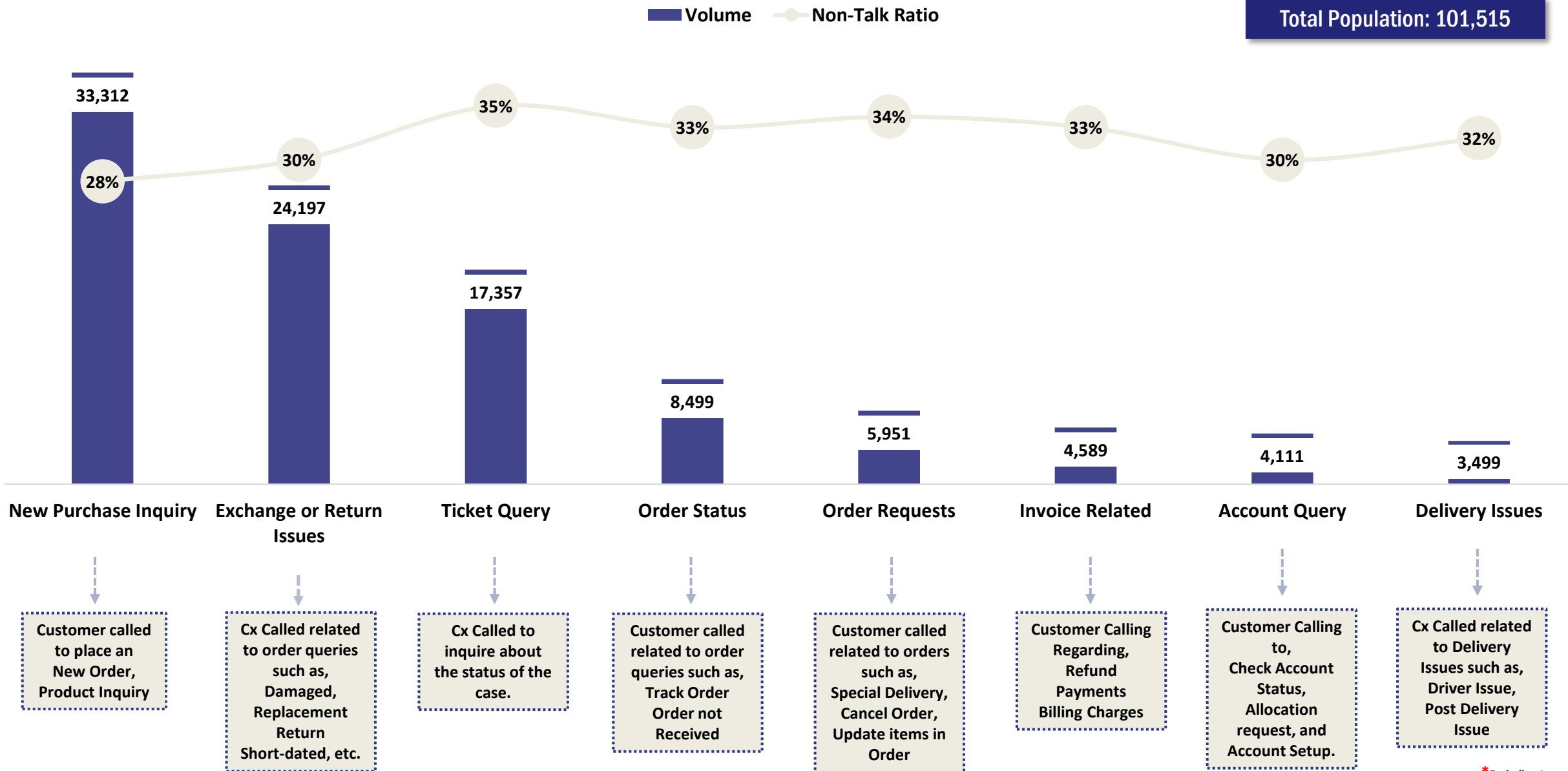
## Comprehensive Comparative Analysis

We conduct an in-depth analysis, comparing interaction analytics-derived data with diverse components to gain valuable insights and a comprehensive understanding of the collected information.

4

# Call Reasons Level 1

Total Population: 101,515

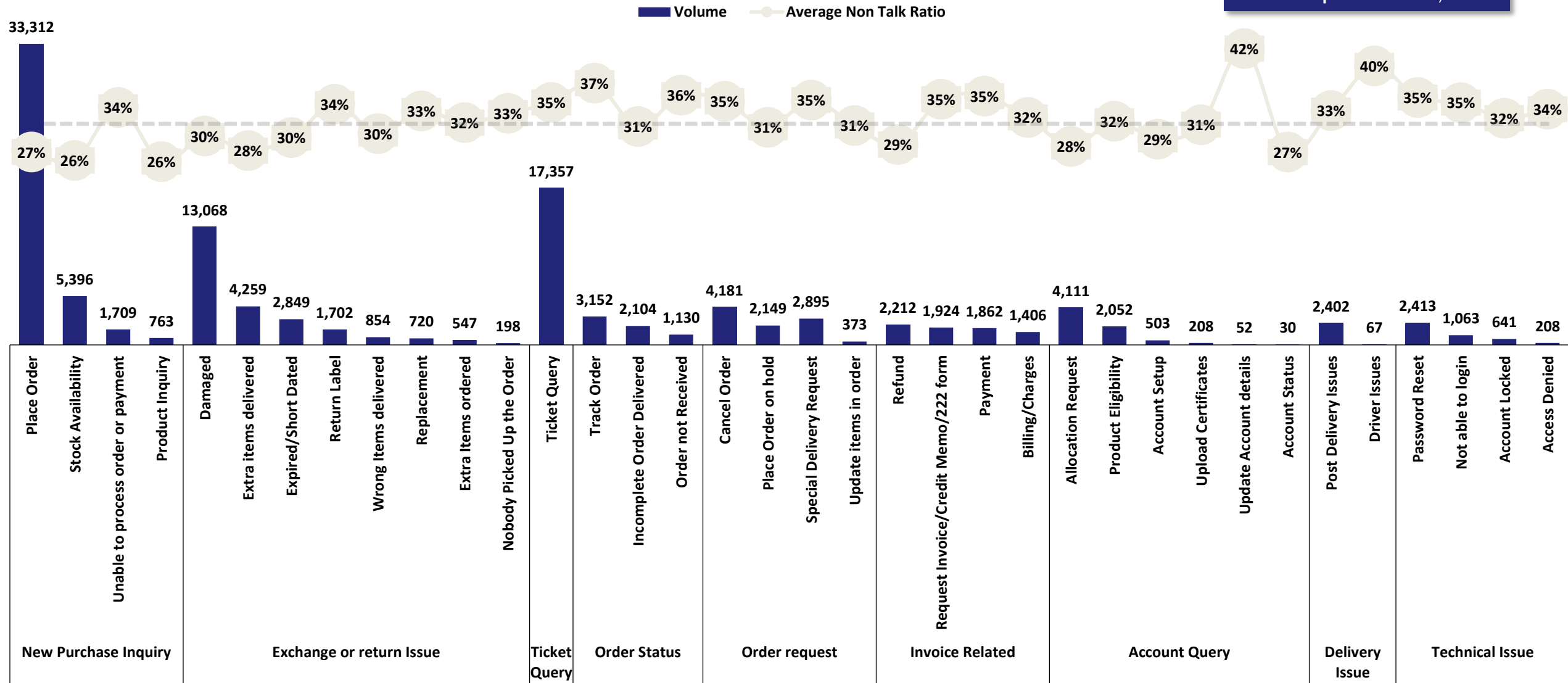


\*Excluding Internal Calls



# Call Reasons Level 2

Total Population: 489,646



\*Call reasons are categorized based on the coverage of the category.

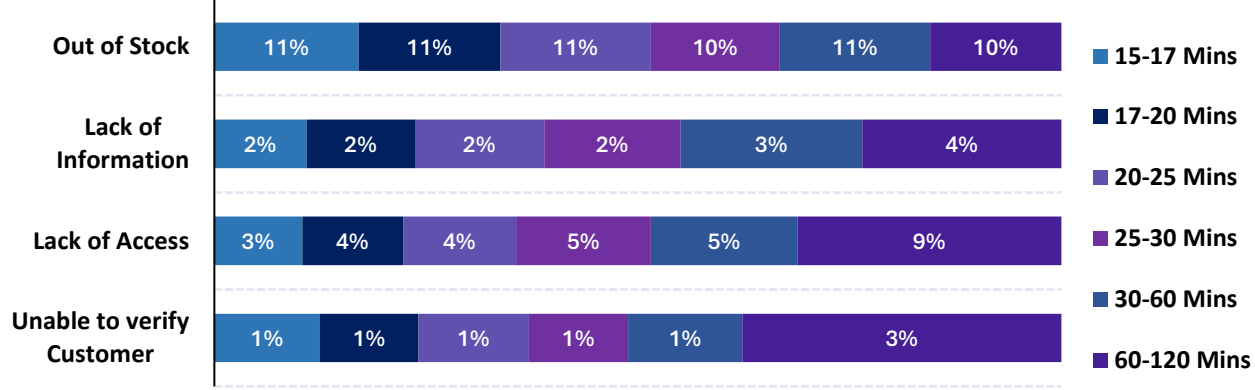
Average Non-Talk Ratio is 33%



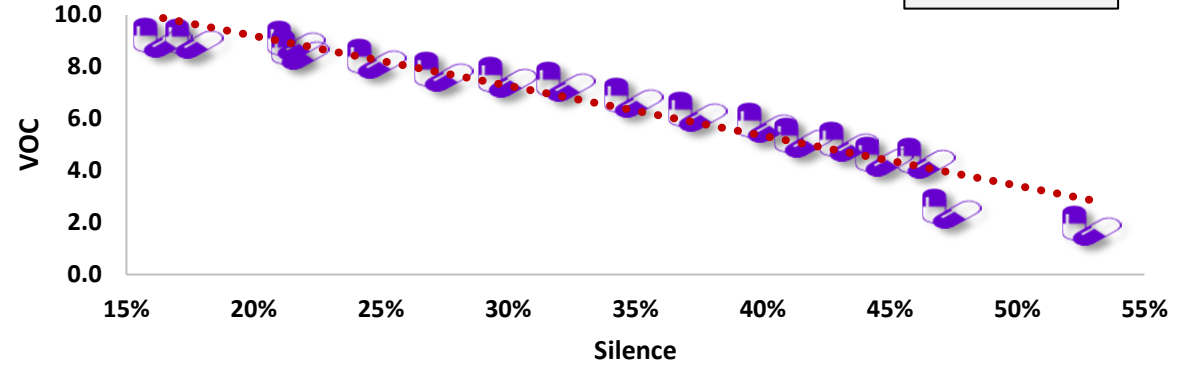
# Overall Non-Talk Time Analysis By ATT

Total Population: 489,646

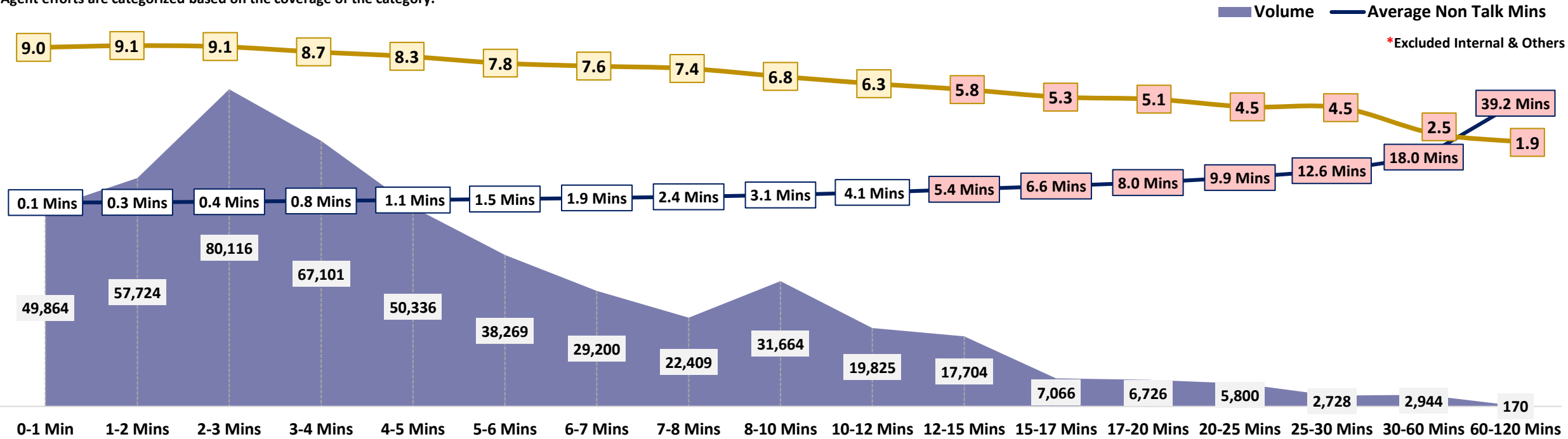
## Agent Efforts



## Silence Vs VOC



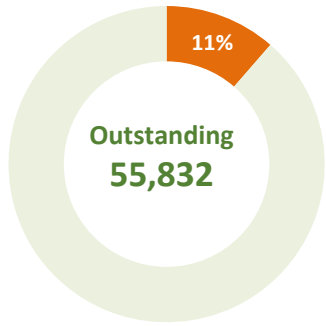
\*Agent efforts are categorized based on the coverage of the category.



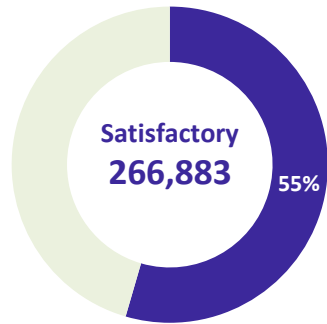
# Non-Talk Time Buckets - Overall

Total Population: 489,646

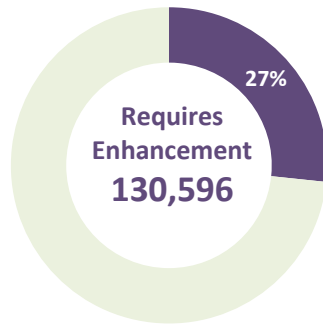
0% Silence



1-30% Silence



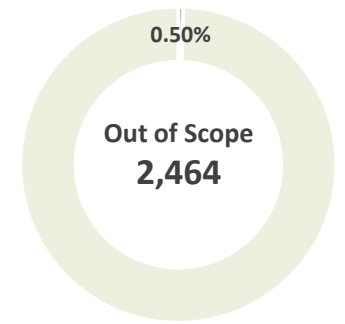
31-60% Silence



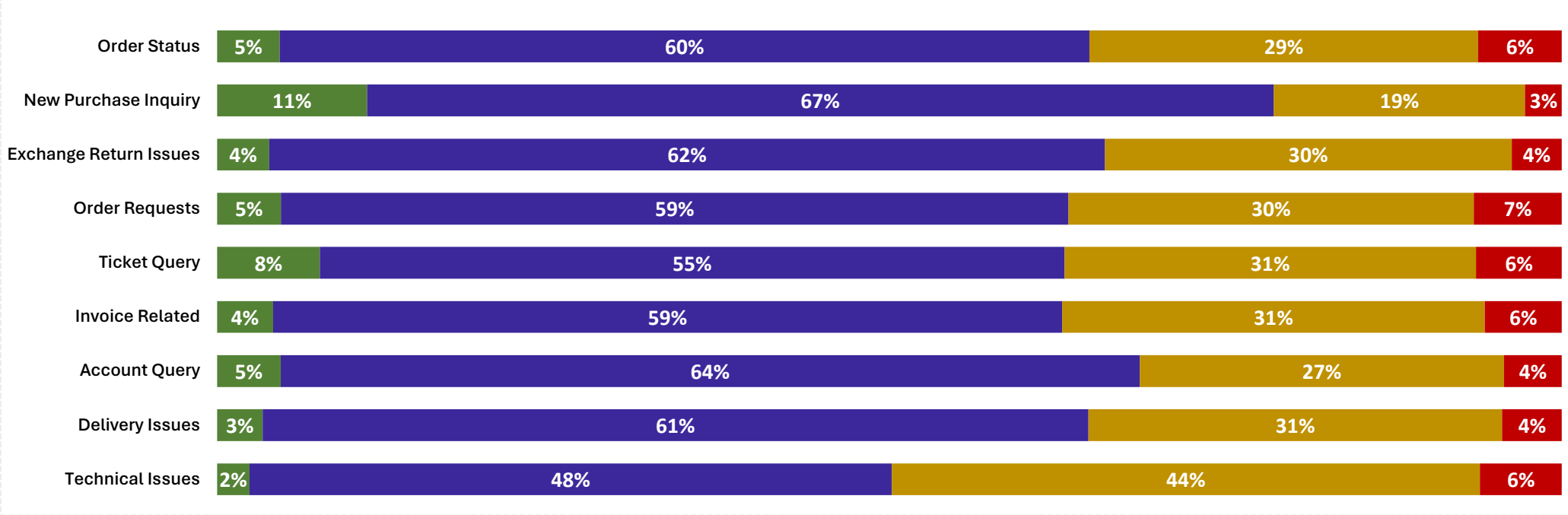
61-94% Silence



95-100% Silence



IVR, Voicemail, Contact Verification, Provide quick update, Providing Overview before transferring the call & Answer quick query.



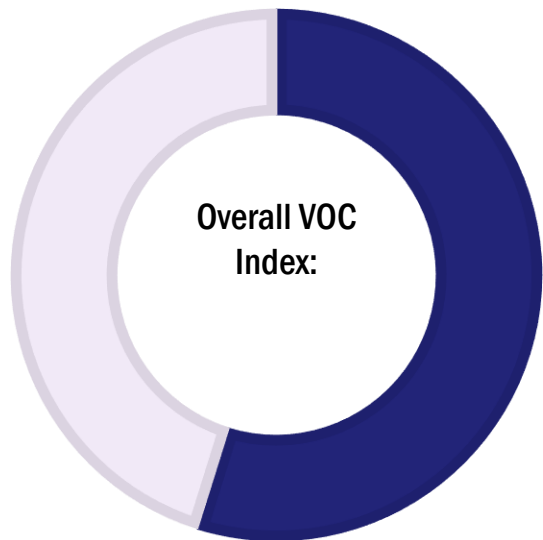
Disconnected Calls  
Agent/Customer/None available on the line Call Transferred

The ratio is higher because there is very low volume.

The ratio is higher because there is very low volume.



# VOC Index Analysis



Total Positive Sentiment Interactions

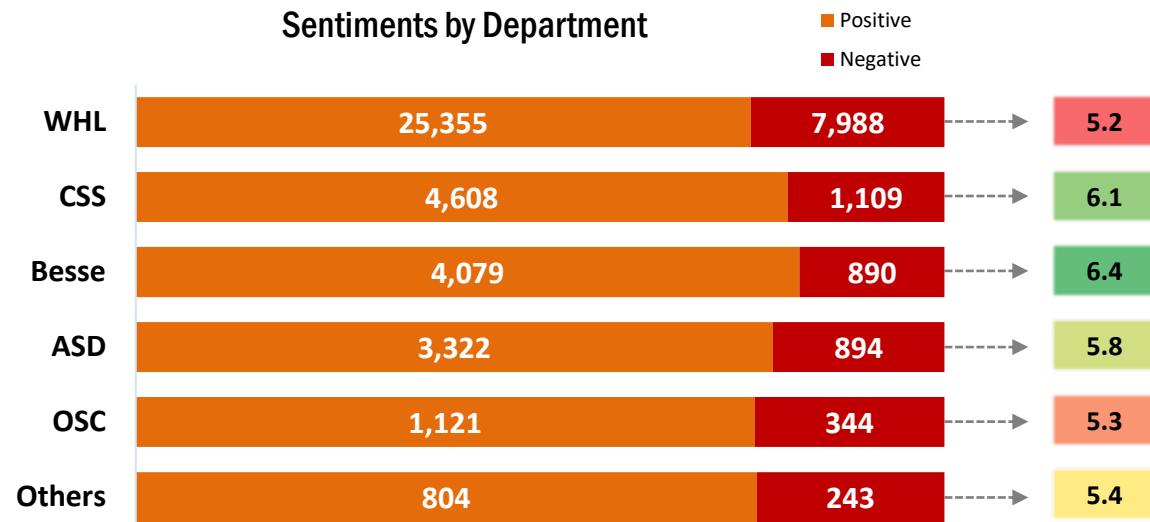
39,289 - 77%



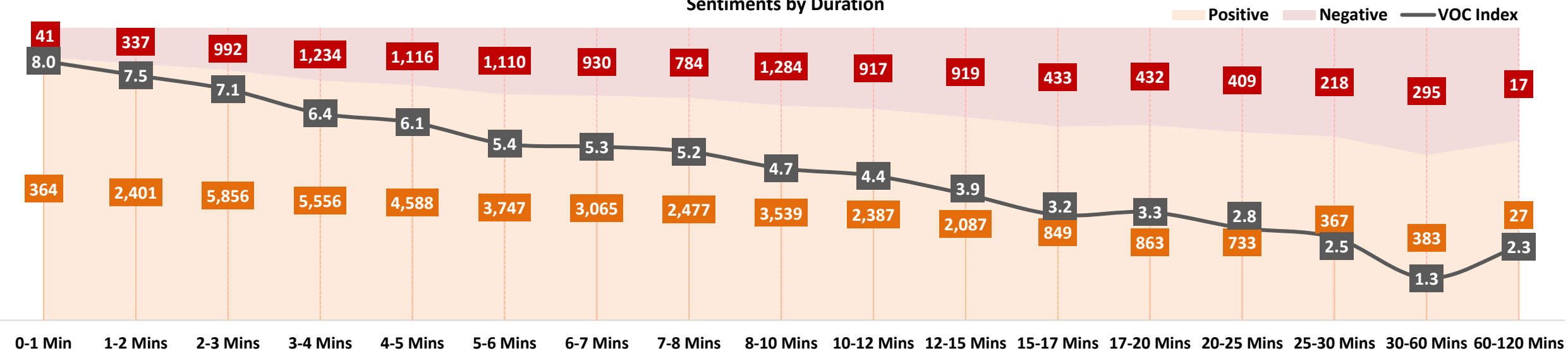
Total Negative Sentiment Interactions

11,468 - 23%

## Sentiments by Department

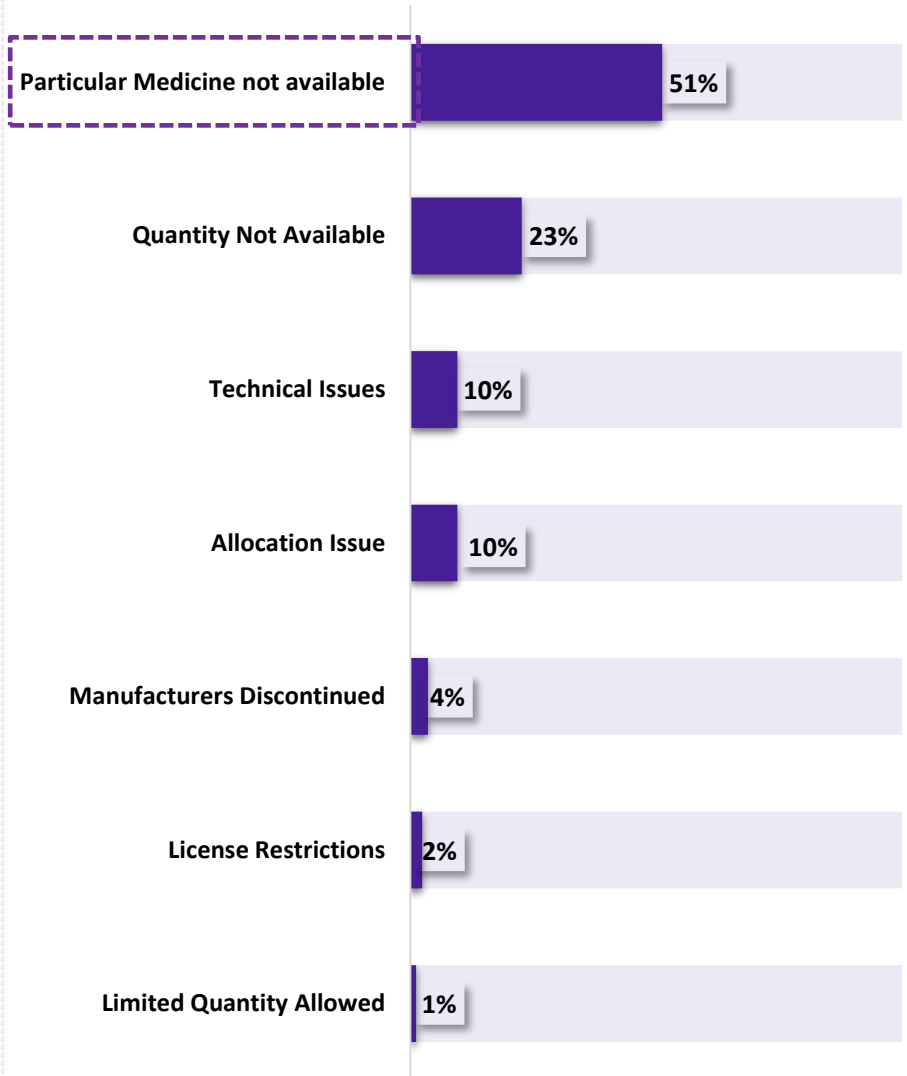


## Sentiments by Duration

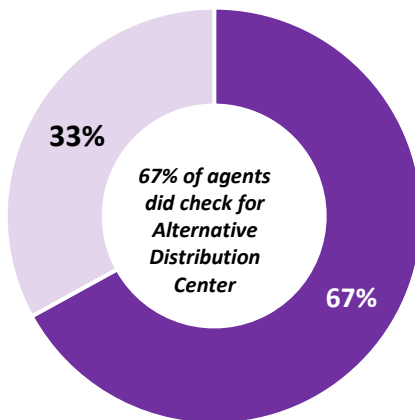


# Inventory Analysis

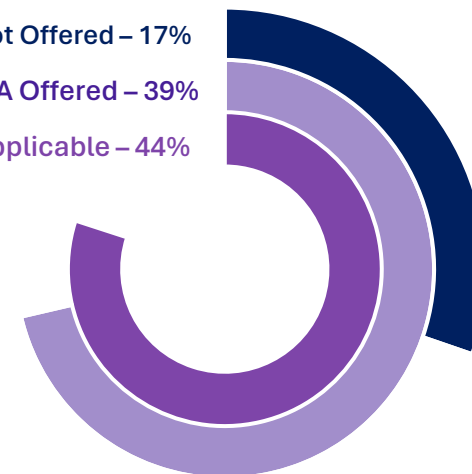
Reason for Stock Availability



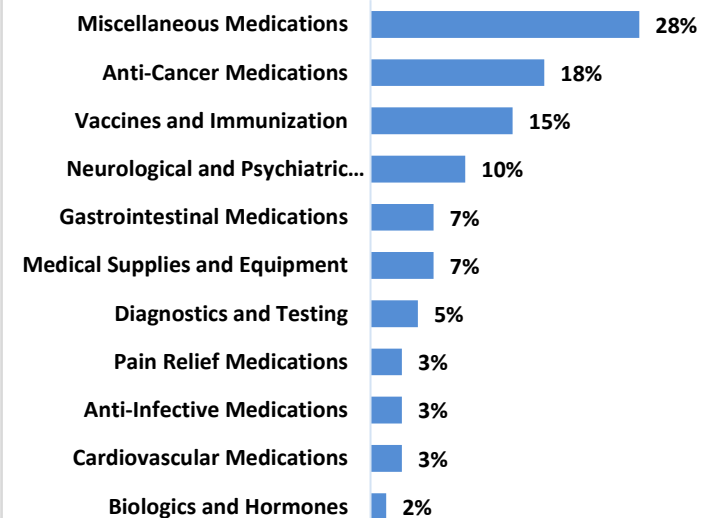
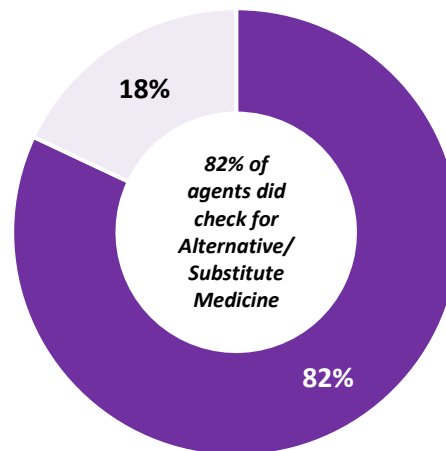
Did the agent check for Alternative Distribution Center?



ETA Not Offered – 17%  
ETA Offered – 39%  
Not Applicable – 44%



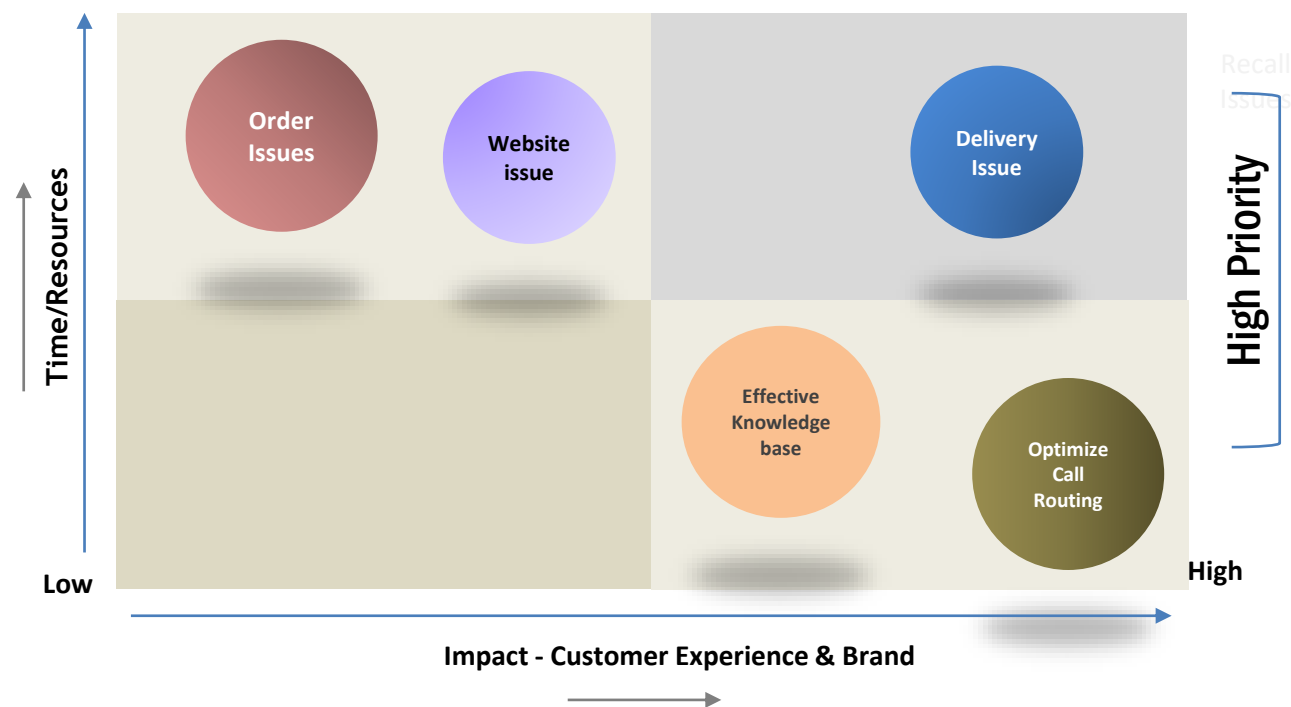
Did the agent offer any substitute or Alternative medicine?



We reviewed 100 calls and collected the observations mentioned above.

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# Recommendations Model to Improve CX



## Johari Window Model

- The matrix above can help us make training decisions based on the impact and resources involved in developing or correcting a behavior
- As you move to the right, the impact of that action on customer experience increases. The higher it is in the matrix, the higher time and resources you will need to achieve the goal

## How to achieve it?

1

### Optimize Call Routing:

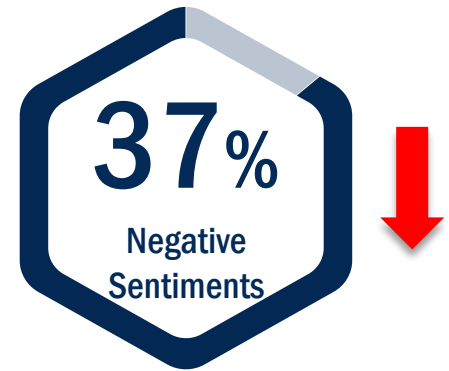
- Implement an efficient call routing system to ensure that calls are directed to the most appropriate agents or departments right away.
- Use skills-based routing to match callers with agents who have the relevant expertise.
- For example, Invoice related calls should go directly to the AR team instead of other departments and not to Supervisors.

2

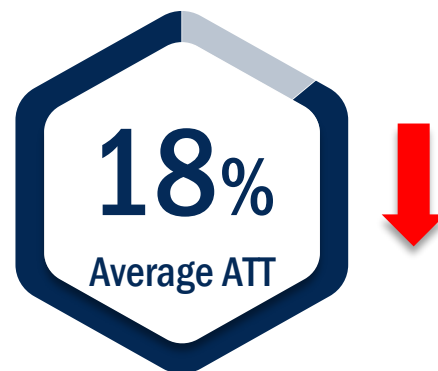
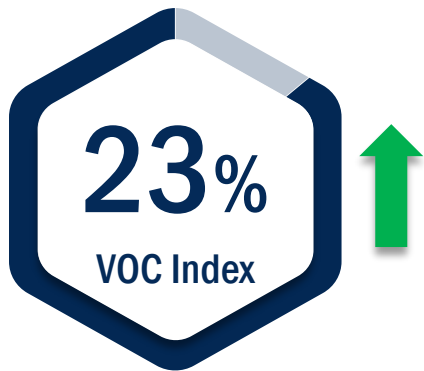
### Effective Knowledge Base:

- Create a centralized database of customer information and frequently asked questions. This can help agents quickly access the information they need to resolve customer issues on the first call. This will avoid Holds and long dead airs from the interactions.

# The Etech Impact



\$70k saved in first 30 day alongside fully funding the Quality Program, a >10% improvement in Call Center Capacity, a 75% reduction in Gross Customer Mistreat, and a 30% decrease in Truck Rolls



# Vincent Trotter

## VP of Client Success

Vincent Trotter is a multi-faceted, performance-driven, and award-winning, Sales, CS & Business Executive Leader with transferable experience in driving business expansion and revenue growth across highly-competitive industries and markets.

Vincent has combined his drive for agent perfection, linguistics ability and deep contact center roots with learnings from speech data to become an industry leader in driving Artificial Intelligence and Machine Learning to the forefront of Customer Contact conversations and operations.



# How to be a Good Partner?

## Shared Vision

- Cultivate a collaborative mindset for shared success.
- Emphasize long-term partnerships over transactions.
- Choose vendors aligned with your values and goals.
- Foster open communication and idea-sharing.
- Collaborate on problem-solving and innovation.
- Utilize vendor insights for strategic decision-making.
- Treat vendor expertise as an extension of your team.



# How to be a Good Partner?

## Shared Mission

## Shared Vision

- Foster collaboration and shared goals.
- Encourage open communication and integration.
- Treat the call center team as partners in common goals.
- Invest in strong relationships with call center agents.
- Collaborate on training and knowledge-sharing.
- Acknowledge the call center's role in business success.
- Recognize mutual successes.



# How to be a Good Partner?

Shared Mission

Shared Vision

Shared Values

- Emphasize the importance of regular feedback loops.
- Act promptly on feedback for improvements.
- Cultivate a constructive feedback culture.
- Collaborate on implementation.
- Recognize feedback's value for performance.
- Use feedback to strengthen the partnership.
- Celebrate successes from feedback collaboration.
- Establish clear feedback processes.



# How to be a Good Partner?

Shared Mission

Shared Results

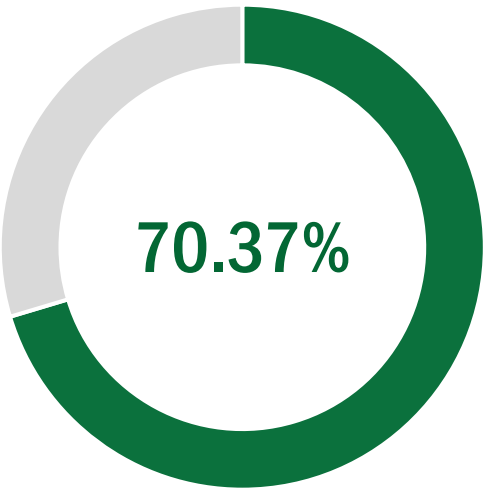
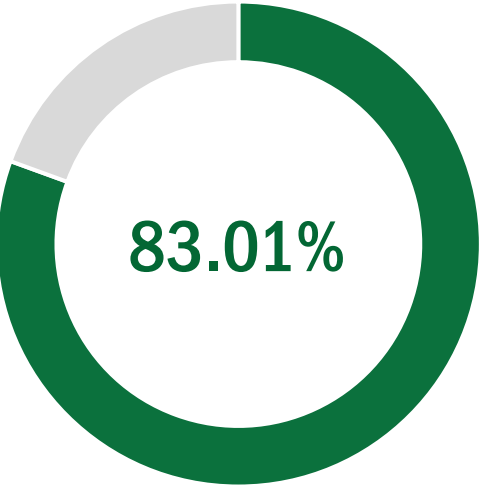
Shared Vision

Shared Values

- Acknowledge and appreciate agents' efforts.
- Recognize achievements and exceptional service.
- Implement a recognition and rewards program.
- Celebrate milestones and successes.
- Invest in professional development opportunities.
- Encourage teamwork and collaboration.
- Motivated agents contribute to better customer service.



# The Outcome – Etech’s Trusted Advisor Partnership Model

	When Started	After 3 Months
Adherence	 <p>70.37%</p>	 <p>83.01%</p>
SIF Approval	72.53%	83.59%
CSAT Trends	4.65	4.84



# Melissa Wood

## Dean of Leadership Development

With over 27 years of leadership experience, Melissa spearheads all learning and development business-building programs for Etech. Melissa is a Certified Master Executive Life Coach and Certified John Maxwell Team Facilitator.

Melissa holds two international certifications with the largest full-service training consulting firms in the world focused on, Leadership Development Solutions and holds her 3rd International certification in Lean Six Sigma.

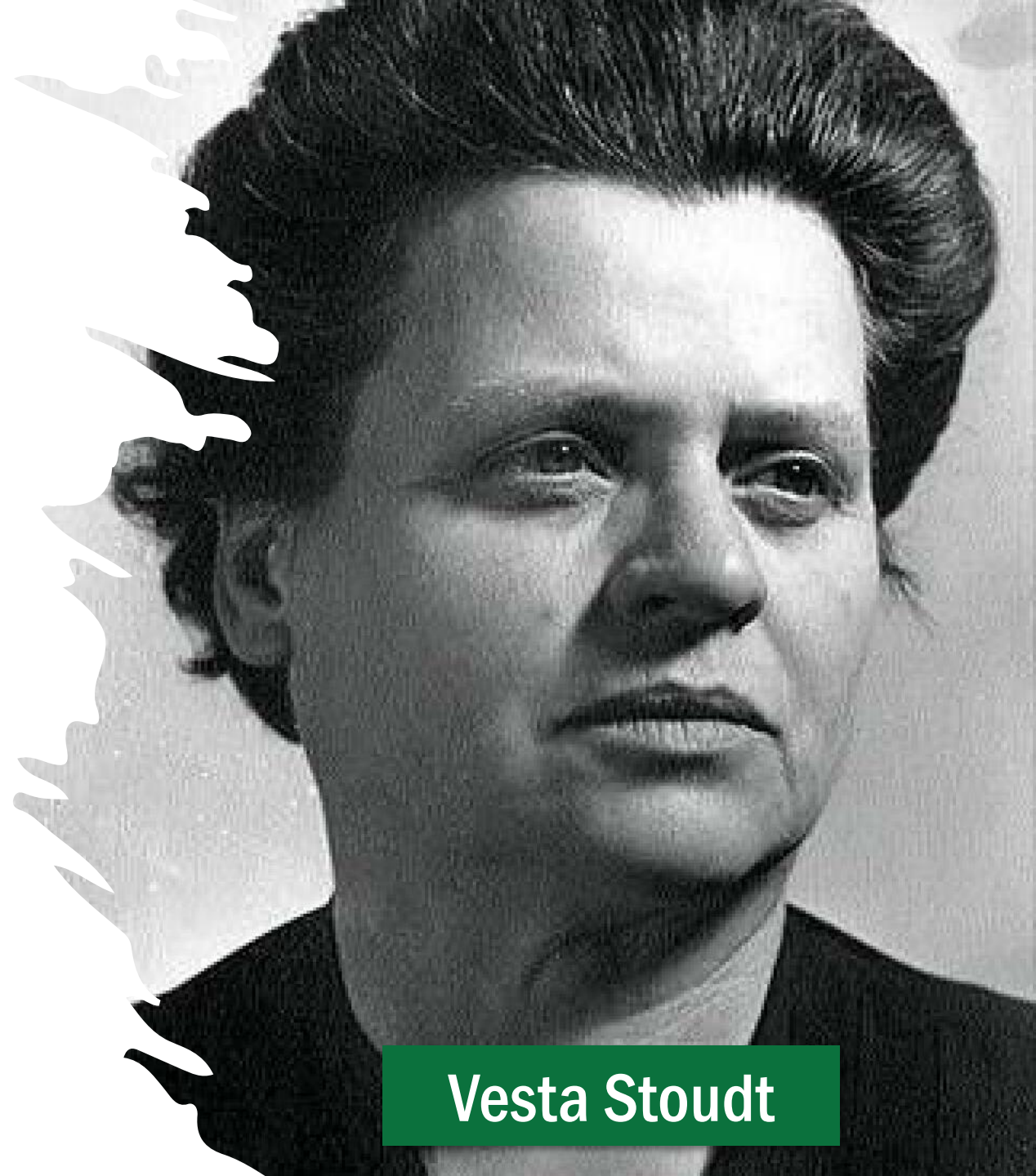




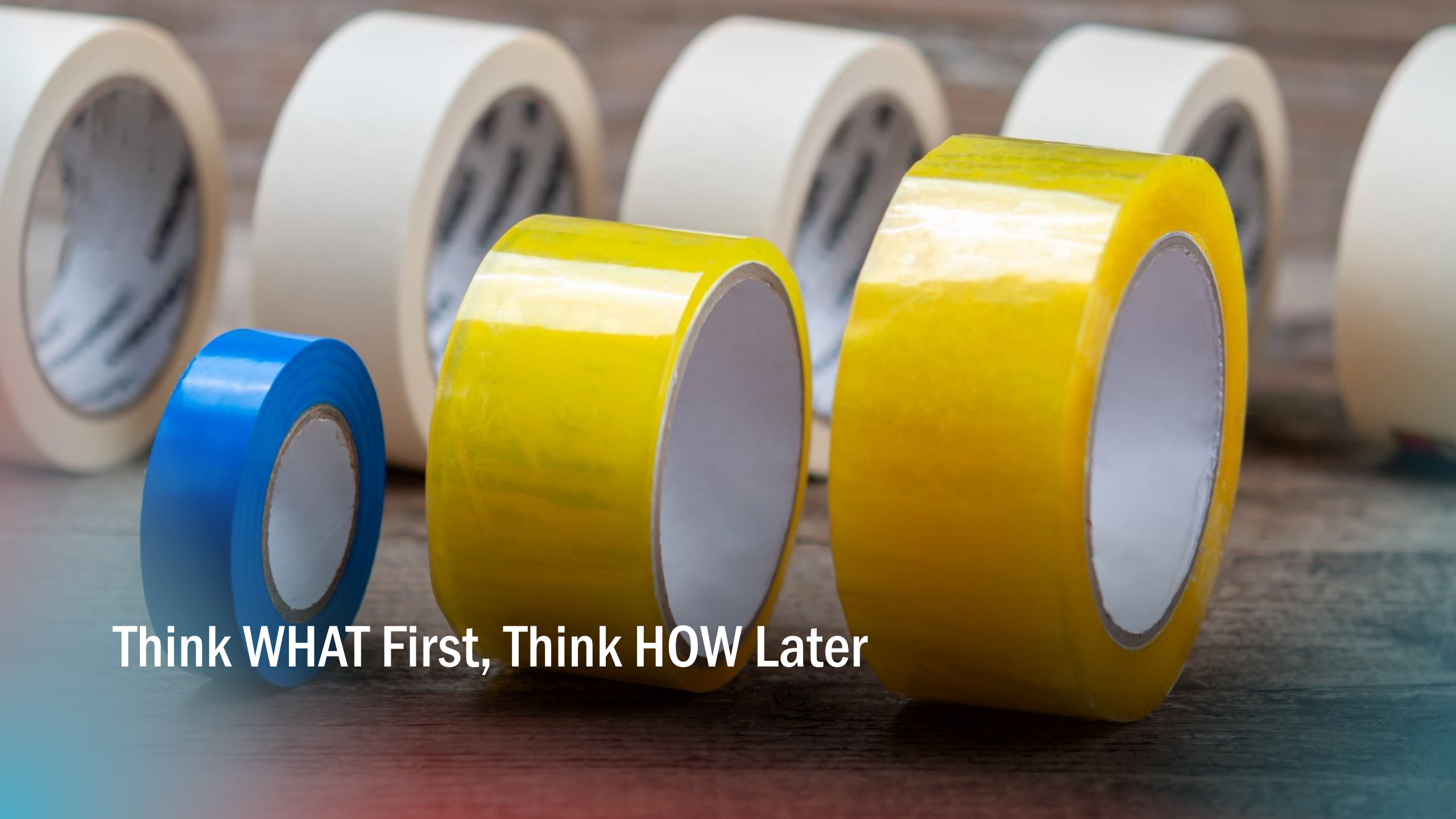
**UNREASONABLE**

Building Strategically Unreasonable Leaders

**Think WHAT First,  
Think HOW Later**



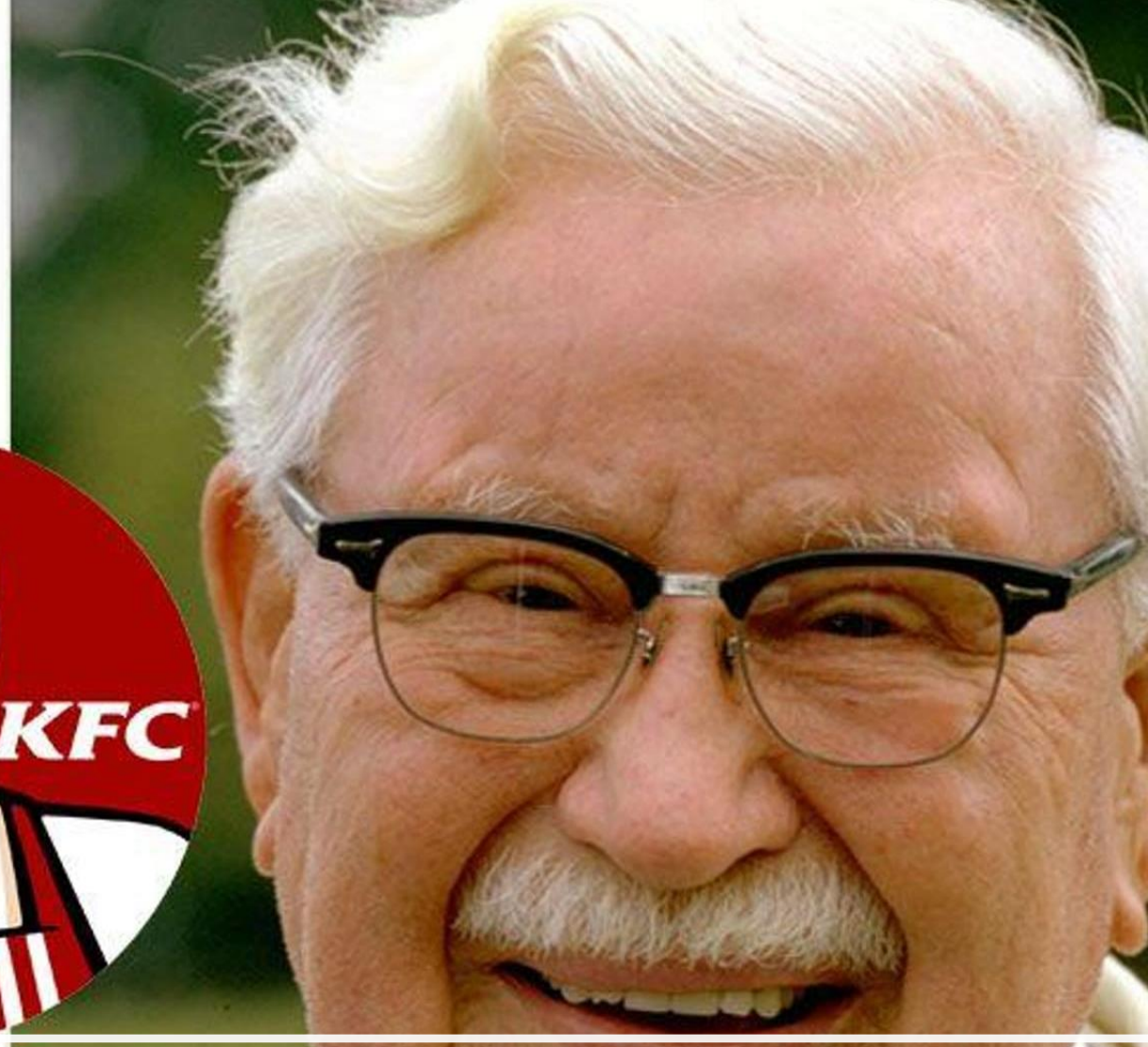
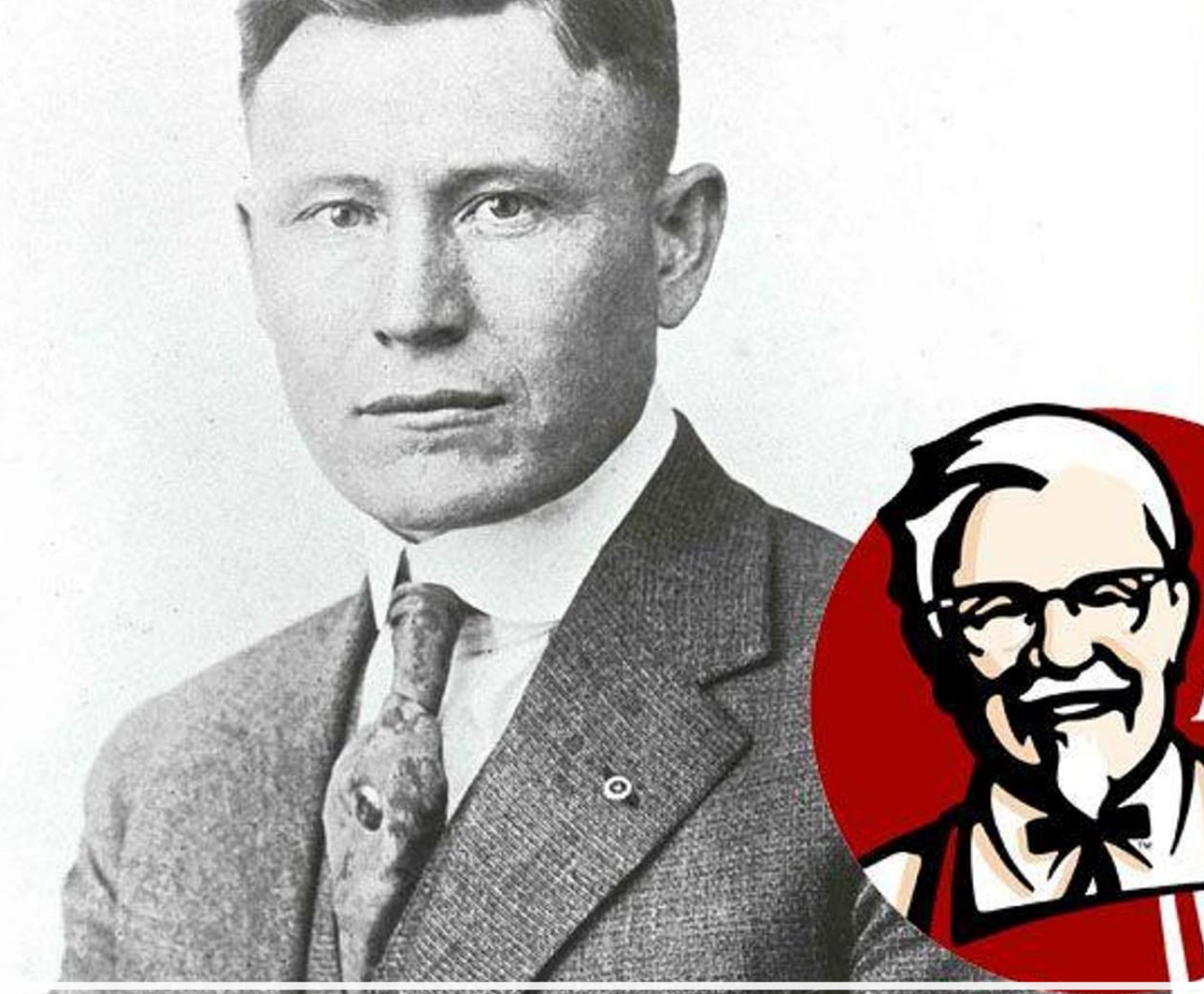
**Vesta Stoudt**



**Think WHAT First, Think HOW Later**



**Identify and Embrace Limitations**



Never Fail Passively, Fail Actively

## So – What did we learn?

W



Think **WHAT** First, Think HOW Later

I



**Identify** and Embrace Limitations

N



**Never** Fail Passively, Fail Actively

This is how you **WIN** by creating Strategically  
Unreasonable Leaders

A blurred background image of a business meeting. In the foreground, a person's hand is writing on a clipboard with a pen. To the right, another person is holding a tablet displaying various data visualizations, including a network diagram with colored nodes and a line graph with a red arrow pointing upwards. The overall scene is dimly lit with a blue tint.

**So – What did we  
Learn Today?**

# Using Data to drive successful outcomes in real life



- This is an OPPORTUNITY
- We have to utilize data correctly, in order to WIN.
- Slot machines represent different data sources, like sensors, devices, or applications that generate data.
- Each slot machine (data source) has its own unique output, just as different devices generate diverse types of data.

# Casinos - Where just your presence becomes 'Consumable Data'

ROLLS: (Red highlights = max 4 for set. Gold = max 3 for number.)

812	MY SIGNATURE NUMBERS:										JIM IYOOB		
DICE	Maximum variance from expected.												
SET:	2s	3s	4s	5s	6s	7s	8s	9s	10s	11s	12s		
MAX: >	12	14	17	20	23	-20	24	20	17	14	8		
12.62	2	-1	17	11	-6	-20	-5	9	-8	2	-2		
12.21	-8	8	17	1	-4	-13	-5	0	1	-2	4		
31.32	2	1	17	2	1	-4	-17	3	1	-8	1		
23.41	7	-10	17	7	3	0	-13	-4	-8	-4	4		
23.13	2	2	17	-10	-7	1	-4	8	1	-11	0		
31.53	2	4	17	6	-16	5	-4	3	-8	-11	1		
35.45	-3	-1	14	4	14	-20	3	6	-5	-4	-9		
42.53	-3	11	14	4	2	-14	-2	-4	2	-2	-9		
35.53	-3	10	14	0	-5	-13	14	-10	4	-3	-9		
54.45	-3	-2	14	3	8	-13	6	10	-11	-4	-9		
12.51	-8	6	14	10	-3	-5	-11	-9	2	-1	4		
13.15	4	-4	14	-14	-11	-4	7	-3	4	9	-3		
63.62	-3	9	14	-2	-3	-4	-16	2	2	-4	4		
23.63	8	-7	14	-8	-1	-1	-1	6	2	-9	-4		
46.56	0	-1	14	-4	-5	-1	5	-1	-11	0	3		
51.41	3	3	14	-5	-8	-1	-5	-5	2	1	0		
14.62	2	1	14	4	-5	-1	-4	-15	4	1	-2		
31.42	0	-6	14	1	-8	-1	-5	8	2	-7	1		
14.56	-1	0	14	-5	7	4	-5	-4	-5	-6	0		
21.36	-5	2	14	1	1	8	-8	-19	4	2	-1		
26.41	-1	-6	14	-7	7	8	-14	-6	4	5	-5		

- By knowing my signature numbers and studying the strategy behind the data, I'm now able to increase the probability of my winnings.
- In the casino, every bet, spin, or move is a transaction. Similarly, in the digital world, every interaction with data, whether it's reading, writing, or processing, can be considered a transaction.

# Casinos - Where just your presence becomes 'Consumable Data'



- Just as players experience wins and losses, the quality of data can vary.
- Accurate, reliable data leads to valuable insights (**wins**), while inaccurate or incomplete data may result in poor decisions (**losses**).
- We can't be **UNREASONABLE** to our call center agents based on bad data.

# Utilizing Data in Day-to-Day Life

Not everyone can count  
cards in their head



That's where, you need  
**BIG DATA**

Anyone who is in the contact center  
industry for more than 10 years?

Anyone here who is using AI for  
more than 3 years?

# Why should you partner with Etech Global Services?

Not everyone can count  
cards in their head



That's where, you need  
**BIG DATA**

- You need DOMAIN expertise, and not AI expertise to turn your insights, ACTIONABLE.
- 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?
- 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.**

# Don't Coach the Call, Coach the Skill

## Prioritizing ROI

Prioritize your initiatives based on their ROI



## Awareness

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

## Analyzing Data

Analyze your data & establish baseline measurements



## Plan of Action

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

## Goal Setting

Set objectives and goals for the entire organization



## Cross-Functional Collaboration

Ensure collaboration across the enterprise

# Ask the Experts



**Jim Iyooob**  
Chief Customer Officer  
Etech Global Services  
[jim.iyooob@etechgs.com](mailto:jim.iyooob@etechgs.com)



**Melissa Wood**  
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