



Creating a Data-Driven Call Center Culture: Strategies for Success

Expert Speakers

Jim Iyoob, Chief Customer Officer - Etech Global Services

Shawndra Tobias, SVP – Customer Experience - Etech Global Services

Melissa Magos, Sr. Director – Call Center Operations – Frontier Communications

Melissa Wood, Dean of Global Leadership Development – Etech Global Services

Meet Our Speakers for Today



Jim is a 34-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.

Jim Iyob
CCO - Etech Global Services



Shawndra is a 25-year veteran of the call center/BPO industry. 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.

Shawndra Tobias
SVP - Etech Global Services



Melissa Magos is a dynamic leader at the forefront of business transformation in the telecommunications industry. As the Director of Business Transformation at Frontier Communications, Melissa spearheads critical initiatives that drive operational excellence and enhance customer experience.

Her work is instrumental in positioning Frontier Communications at the cutting edge of customer service and operational efficiency in the competitive telecommunications landscape.

Melissa Magos
Sr. Director Call Center Operations – Frontier



With over 28 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. Outside of Etech, she is having 13+ years of experience with the next generation of Leaders.

Melissa Wood
Dean of Leadership Development – Etech Global Services

Teaching leadership and innovation is critical to our society and future. With tomorrow's leaders, she says you simply cannot wander-You must know. Get your boots muddy! Lead and learn along beside them.

Jim Iyooob

Recognized as a Top CX Thought leader by:



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Jim's Newsletter



About Me

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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.

Agenda

- Myths of AI
- Implementing AI & Speech Analytics
- Converting Insights to Actions
- How to improve Continuously?
- The Magic in the Details



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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**



Practical AI: Beyond Hype to Tangible ROI



The Current AI Landscape



70,000

AI Companies launched since ChatGPT



90%

Fail within their first year!



Line Item

Most organization treat YOU as a line item



Etech's Partnership Approach: ROI-Driven AI Transformation



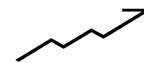
Deep Client Engagement

- ✓ Trusted Advisor Partnership Model
- ✓ Determine measurable ROI AI opportunities
- ✓ Compliance & operational alignment of solutions



Strategic AI Roadmap

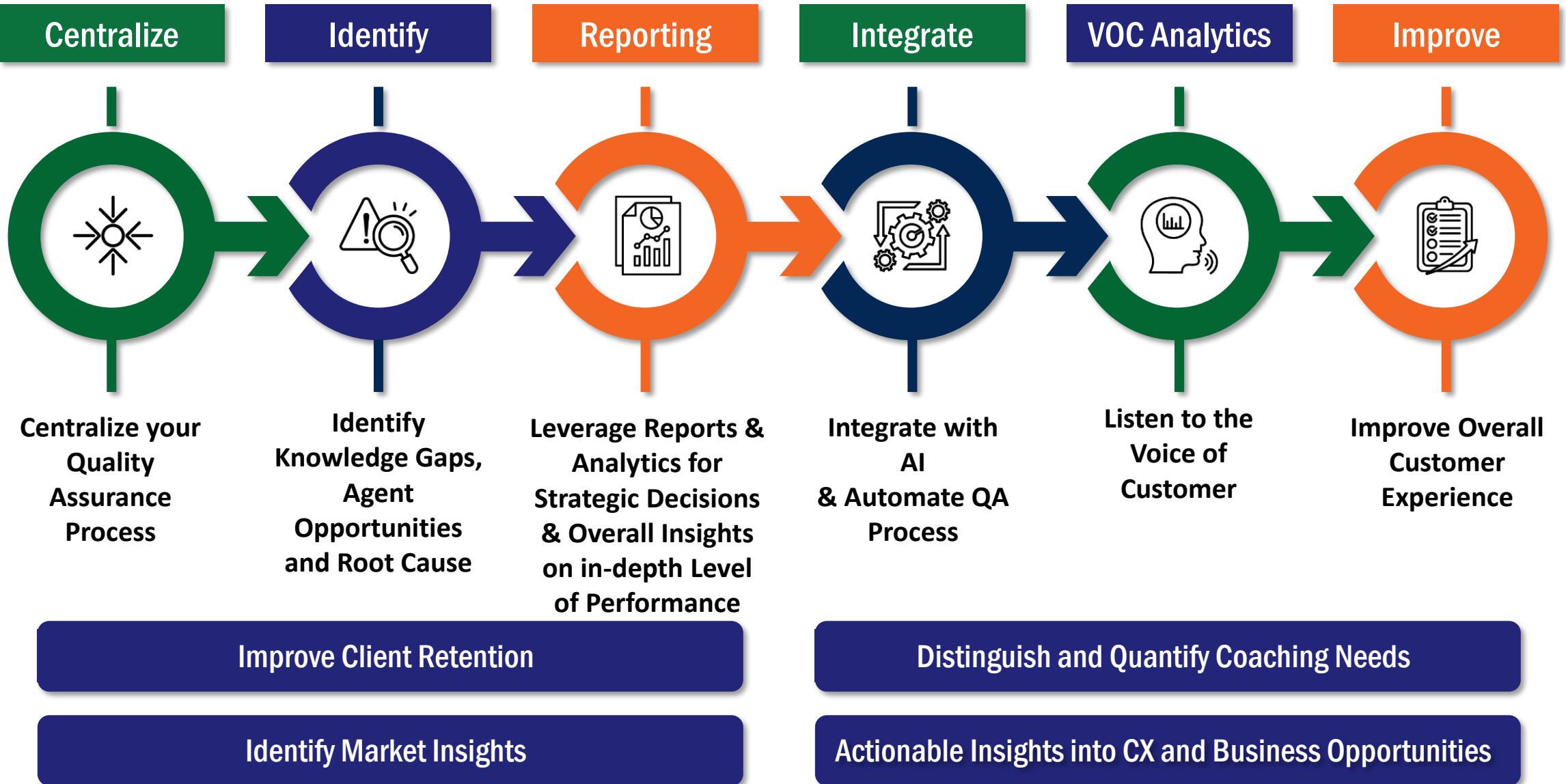
- ✓ High-impact, low-risk implementations
- ✓ Incremental solutions to maximize returns



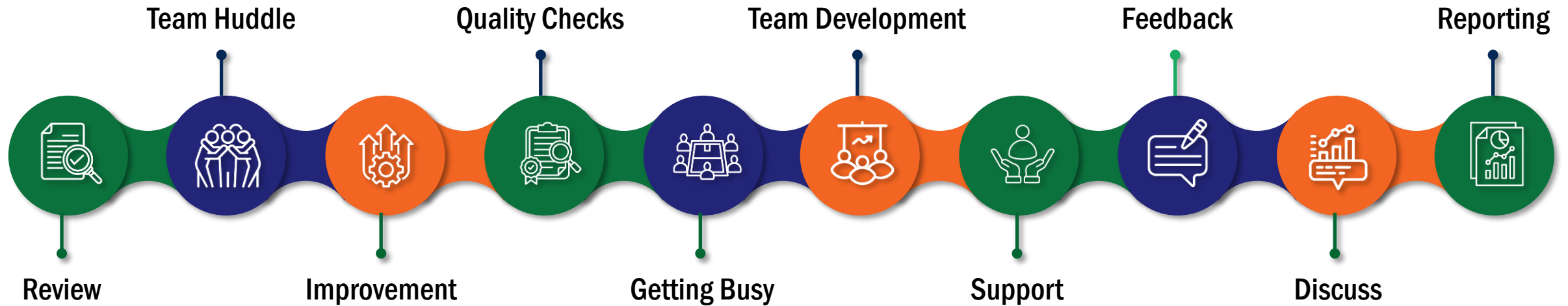
Result-Focused Implementation

- ✓ AI solutions aligned with strategic objectives and continuous optimization
- ✓ Long-term partnership for AI Growth

Journey to Build the Future of Contact Center Quality



Day Of A Call Center Supervisor



AI Won't Replace Your Job, Someone Who Understands and Leverage AI Will.
- Richard Baldwin, Economist

When every call feels like a puzzle... But you're missing the pieces.

**Me trying to find insights in all our
Customer Conversations**



**I'm drowning in Data but thirsting in
Insights!**

The Rise of AI and Machine Learning in Customer Service

73%

of customers expect companies to understand their needs

42%

higher customer satisfaction in data-driven contact centers

35%

reduction in average handling time

28%

increase in first-call resolution

Better Customer Experiences

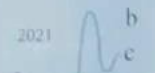
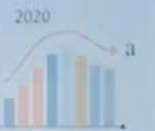
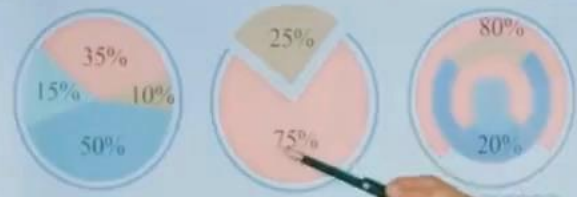
Improved Agent Satisfaction

Reduced Operational Costs

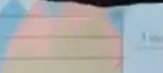
Well-informed Strategic Decisions



Economic development of the enterprise in recent years



Step-by-step reconstruction of the economy



Shawndra Tobias

Recognized as a Top CX Thought leader by:



Subscribe to Shawndra's Newsletter



About Me

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, Vice President and now SVP.

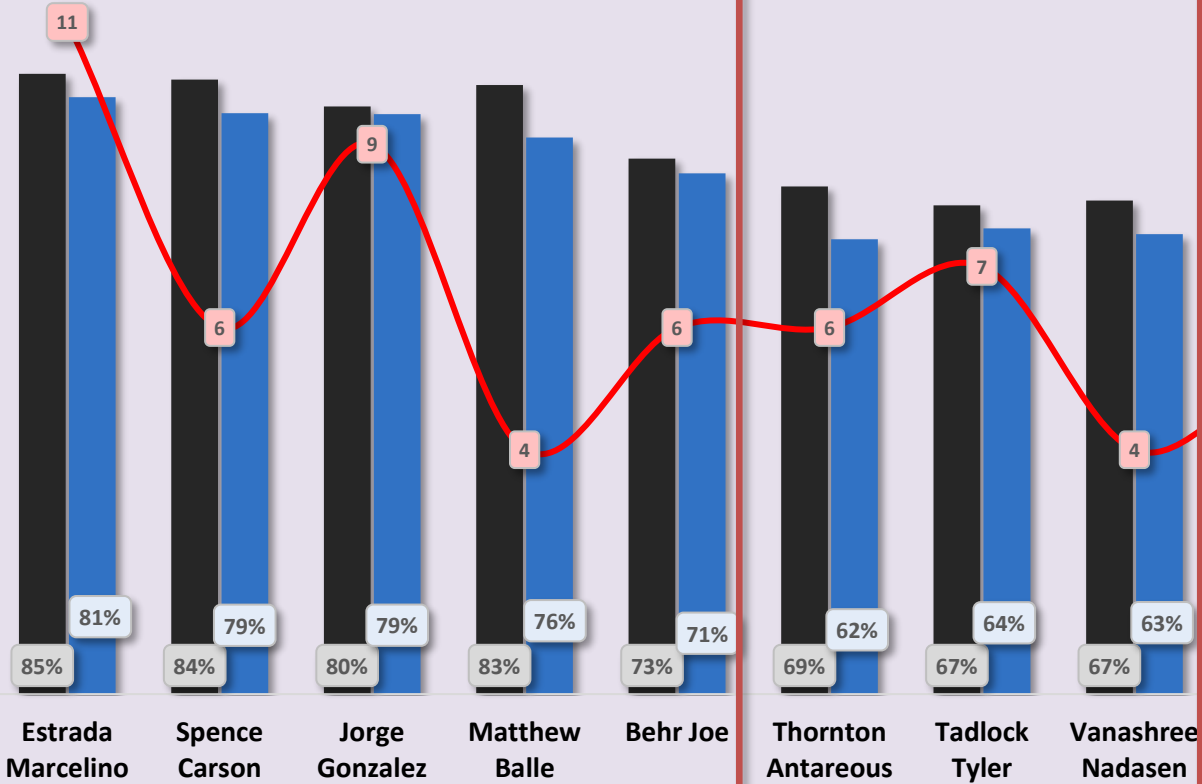
She received her professional certification in Data Science from Johns Hopkins University, Business Analyst Certification from UPenn/Wharton School of Business and is a 3 Star IBM Recognized Data Expert. She also has extensive Project Management experience applying PMI philosophy and Six Sigma fundamentals.

Effectiveness AI Scorecard Comparison – CX Metrics

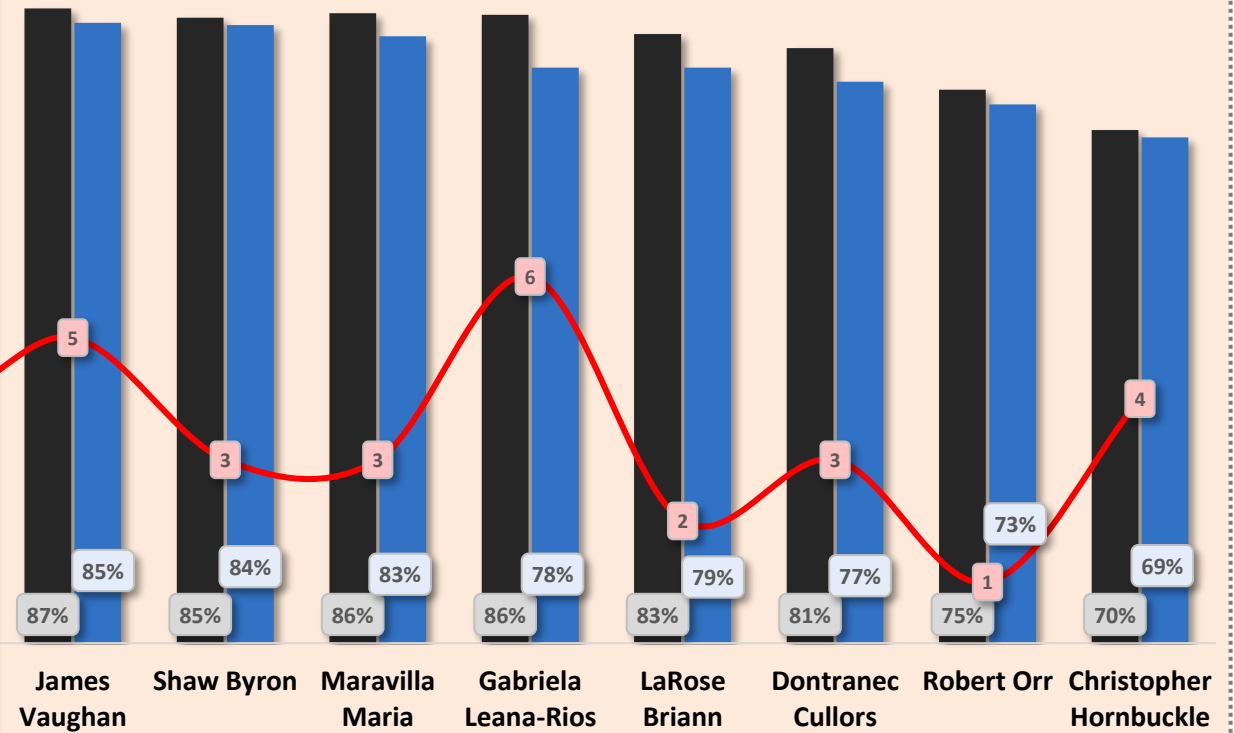
Question	Total Possible Points	Total Scored	Performance(%)	Status
Opening				
1. Did the agent open the call properly (Greeting & Branding)?	177784	145478	81.83%	Green
2. Did the agent provide assurance of help?	178446	105155	58.93%	Yellow
Section Average	356230	250633	70.36%	Yellow
Account Verification				
3. Did the agent validate the customer's identity?	35635	28836	80.92%	Green
Section Average	35635	28836	80.92%	Green
Communication & Ownership				
4. Did the agent exhibit active listening on the call?	178446	158496	88.82%	Green
5. Did the agent acknowledge all concerns throughout the call?	178446	102512	57.45%	Yellow
6. Did the agent take ownership of the issue?	178446	127452	71.42%	Yellow
7. Did the agent empathize/apologize wherever required?	91266	28870	31.63%	Red
8. Did the agent follow proper hold procedure?	44868	19690	43.88%	Yellow
9. Did the agent avoid dead air on the call (>50% silence time)?	178446	175450	98.32%	Green
10. Did the agent build rapport with the customer?	178446	150987	84.61%	Green
11. Did the agent use call pleasantries through the call?	178446	166277	93.18%	Green
12. Was the Average Handling Time (AHT) of the interaction within the acceptable range?	NA	NA	NA	White
Section Average	1206810	929734	77.04%	Yellow
Enrollment Review & service offerings				
13. Did the agent read out the necessary scripts on enrollment calls?	32707	23087	70.59%	Yellow
Section Average	32707	23087	70.59%	Yellow
Closing				
14. Did the agent recap/summarize the call?	178446	70876	39.72%	Red
15. Did the agent ask for further assistance?	178446	86885	48.69%	Yellow
16. Did the agent close the call with appropriate Branding and closing statement?	178446	106612	59.74%	Yellow
Section Average	535338	264373	49.38%	Yellow
QA Scores	2166720	1496663	69.08%	Yellow

Supervisor Level Performance

Supervisor: Kenny Anderson



Supervisor: Nicki Robbins



Overall QA Score Q3
 Overall QA Score Q4
 Total Autofails

Effectiveness AI Scorecard Comparison - Agent Evaluations

Agent	Evaluation Summary	Max Point	Total Possible Point	Total Scored	Performance	Status
Vana	Total Evaluation: 40					
	Opening					
	1. Did the agent open the call properly (Greeting & Branding)?	1.00	40	23	57.50%	Yellow
	2. Did the agent provide assurance of help?	1.00	40	16	40.00%	Red
	Section Average		80	39	48.75%	Yellow
	Account Verification					
	3. Did the agent validate the customer's identity?	1.00	14	14	100.00%	Green
	Section Average		14	14	100.00%	Green
	Communication & Ownership					
	4. Did the agent exhibit active listening on the call?	1.00	40	38	95.00%	Green
	5. Did the agent acknowledge all concerns throughout the call?	1.00	40	19	47.50%	Yellow
	6. Did the agent take ownership of the issue?	1.00	40	27	67.50%	Yellow
	7. Did the agent empathize/apologize wherever required?	1.00	27	3	11.11%	Red
	8. Did the agent follow proper hold procedure?	1.00	4	1	25.00%	Red
	9. Did the agent avoid dead air on the call (>50% silence time)?	1.00	40	39	97.50%	Green
	10. Did the agent build rapport with the customer?	1.00	40	32	80.00%	Yellow
	11. Did the agent use call pleasantries through the call?	1.00	40	35	87.50%	Green
	12. Was the Average Handling Time (AHT) of the interaction within the acceptable range?	NA	NA	NA	NA	
	Section Average		271	194	71.59%	Yellow
	Enrollment Review & service offerings					
13. Did the agent read out the necessary scripts on enrollment calls?	1.00	7	0	0.00%	Red	
Section Average		7	0	0.00%	Red	
Closing						
14. Did the agent recap/summarize the call?	1.00	40	8	20.00%	Red	
15. Did the agent ask for further assistance?	1.00	40	4	10.00%	Red	
16. Did the agent close the call with appropriate Branding and closing statement?	1.00	40	22	55.00%	Yellow	
Section Average		120	34	28.33%	Red	
QA Score			492	281	65%	Yellow

Coaching Effectiveness Scorecard

Leader	Agent	Hours	Quality Score	TM Contribution QA		Coaching Effectiveness Score		CSAT	Utilization	Coaching Effective Rating
			Overall Score	Target	Actual Performance	Target	Actual Performance			A-D
Nicki	James	943.15	86%	>80%	85.58%	>90%	100.41%	94.59%	94.92%	A
Nicki	Shaw	810.1	85%	>80%	84.81%	>90%	86.52%	83.44%	99.72%	A
Nicki	Maravilla	406	84%	>80%	84.34%	>90%	155.00%	91.23%	95.63%	B
Nicki	Gabriela	626.97	82%	>80%	82.08%	>90%	93.00%	86.39%	96.58%	B
Nicki	LaRose	657.07	81%	>80%	80.80%	>90%	75.69%	89.01%	98.60%	C
Nicki	Dontranec	311.42	79%	>80%	78.86%	>90%	87.39%	66.89%	76.00%	C
Nicki	Robert	43.4	74%	>80%	74.48%	>90%	80.78%	73.29%	71.83%	B
Nicki	Christopher	200.24	69%	>80%	69.49%	>90%	71.48%	54.67%	54.00%	D
Kenny	Thornton	152.37	66%	>80%	65.63%	>90%	75.69%	59.54%	63.00%	D
Kenny	Tadlock	1487.01	65%	>80%	65.09%	>90%	0.00%	69.40%	97.25%	D
Kenny	Vana	711.26	65%	>80%	65.04%	>90%	0.00%	62.24%	99.80%	D
Kenny	Estrada	1558.03	83%	>80%	83.00%	>90%	0.00%	93.56%	91.07%	A
Kenny	Spence	734.28	82%	>80%	81.52%	>90%	57.39%	85.83%	0.00%	B
Kenny	Jorge	635.88	80%	>80%	79.63%	>90%	96.89%	83.70%	92.93%	B
Kenny	Matthew	773.86	79%	>80%	79.49%	>90%	88.07%	76.16%	95.03%	C
Kenny	Behr	887.73	72%	>80%	72.03%	>90%	102.76%	71.43%	98.21%	C

Tactical Coaching Summary

Coachee Name	Coachee Supervisor	Coaching Created	Opportunity Type	Category	Severity	Accept/Decline	Coaching Completed	Improvement in KPI
Tadlock	Kenny	12/02/2024	Opportunity	Enrollment Review	Severity Level 1	Pending	12/09/2024	Compliance
			Strength	Account Verification				
Tadlock	Kenny	12/02/2024	Opportunity	Call Recap, Ask for Further Assistance	Severity Level 1	Accept	12/09/2024	Customer Experience
			Strength	Account Verification				
Thornton	Kenny	12/02/2024	Opportunity	Hold Procedure	Severity Level 1	Accept	12/09/2024	Customer Experience
			Strength	Call Greeting				
Thornton	Kenny	12/02/2024	Opportunity	Enrollment Review	Severity Level 1	Accept	12/11/2024	Compliance
				Soft skills				Communication
			Strength	Rapport Building				
Vana	Kenny	12/02/2024	Opportunity	Call Recap, Ask for Further Assistance	Severity Level 1	Accept	12/11/2024	Customer Experience
				Hold Procedure				
			Strength	Call Pleasantries				Customer Experience (Trending report shows 54.55% with 11 evaluations between 12/03/24 to 12/07/24)

Tactical Coaching

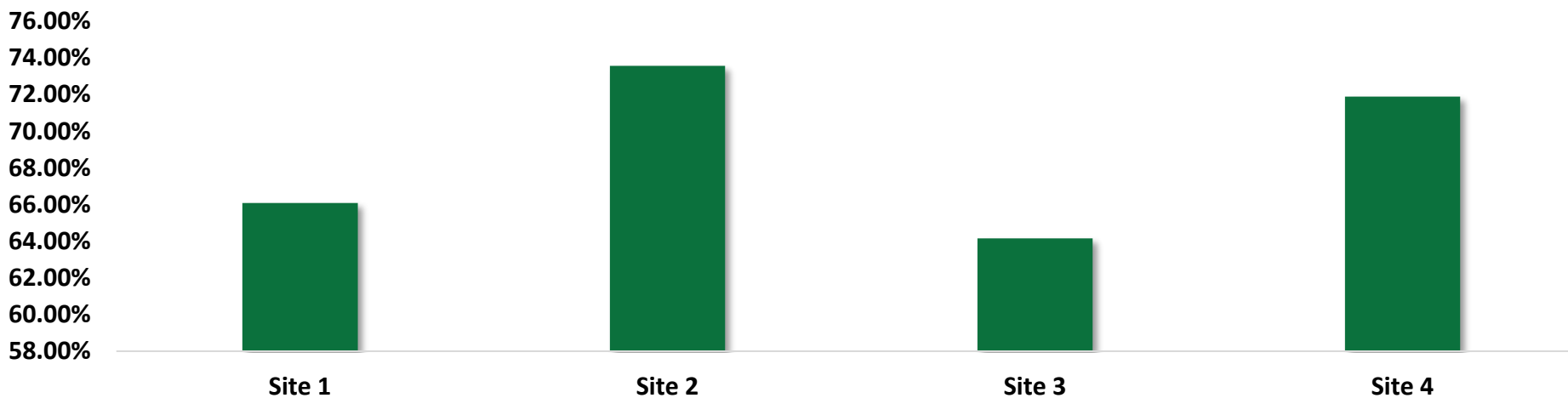
Coaching Date	Coached By	Agent Name	Agent Review Status	Coaching Style	Date Assigned	Date Closed	Closing Status
12/10/2024	Kenny	Thornton	Accept	DFM	12/10/2024	12/12/2024	Completed
12/15/2024	Kenny	Thornton	Accept	DFM	12/15/2024	12/17/2024	Completed
12/10/2024	Kenny	Tadlock	Accept	Setting Expectations	12/10/2024	12/12/2024	Completed
12/10/2024	Kenny	Thornton	Accept	DFM	12/10/2024	12/12/2024	Completed
12/19/2024	Kenny	Vana	Accept	DFM	12/19/2024	12/21/2024	Completed
12/7/2024	Kenny	Vana	Accept	Setting Expectations	12/7/2024	12/9/2024	Completed
12/7/2024	Kenny	Tadlock	Accept	Skill Transfer	12/7/2024	12/9/2024	Completed
12/5/2024	Kenny	Tadlock	Accept	DFM	12/5/2024	12/7/2024	Unsuccessful
12/15/2024	Kenny	Thornton	Accept	DFM	12/15/2024	12/17/2024	Completed
12/11/2024	Kenny	Vana	Accept	Setting Expectations	12/11/2024	12/13/2024	Completed
12/12/2024	Kenny	Vana	Accept	DFM	12/12/2024	12/14/2024	Unsuccessful
12/12/2024	Kenny	Thornton	Accept	Skill Transfer	12/12/2024	12/14/2024	Completed
12/21/2024	Kenny	Tadlock	Accept	DFM	12/21/2024	12/23/2024	Unsuccessful
12/24/2024	Kenny	Thornton	Accept	Skill Transfer	12/24/2024	12/26/2024	Completed

Coach Level Heat Map

Total Evaluation	Total Reviewed	Coach Reviewed	Guided Coaching Rate	Self Reviewed	Coaching Rating	QA Score	Opening	Account Verification	Communication & Ownership	Enrollment Review & service offerings	Closing
11135	3219	0	0	3219	0	79.84%	82.57%	82.87%	85.41%	79.36%	64.88%
2072	480	0	0	480	0	83.92%	83.45%	86.36%	89.93%	81.43%	70.77%

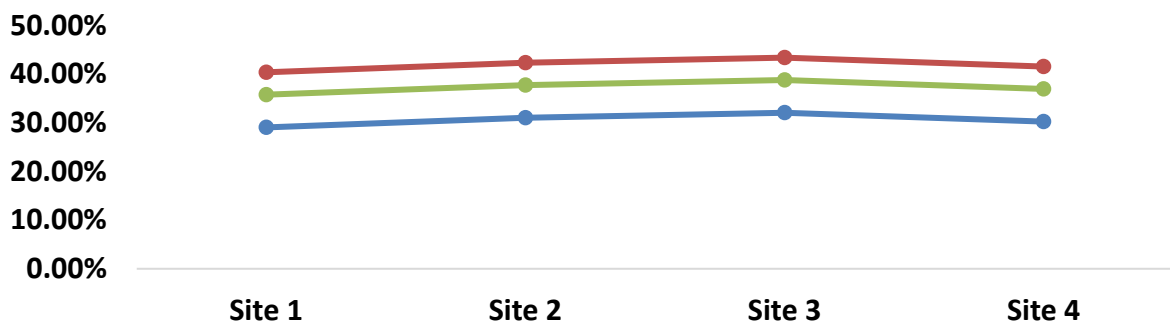
Site Level Comparison

Overall QA Score



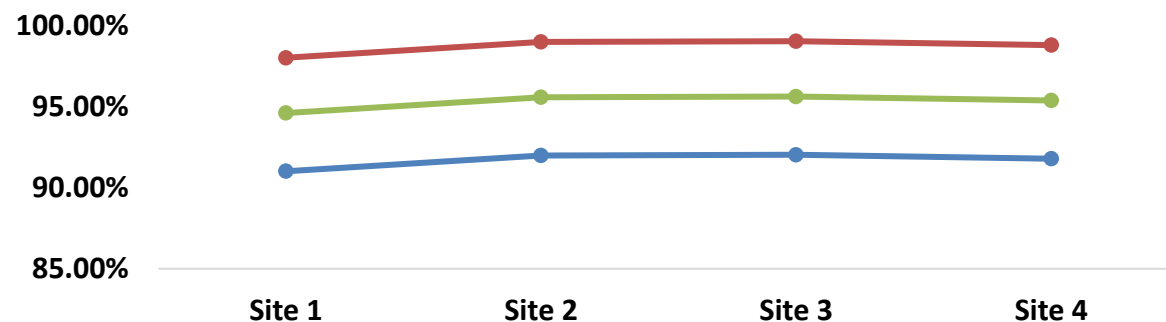
- Large Volume data > 150,000 interactions
- Easy strategic decisions regarding work allocation
- Understand performance trends daily

Strength Parameters



- 7. Did the agent empathize/apologize wherever required?
- 8. Did the agent follow proper hold procedure?
- 14. Did the agent recap/summarize the call?

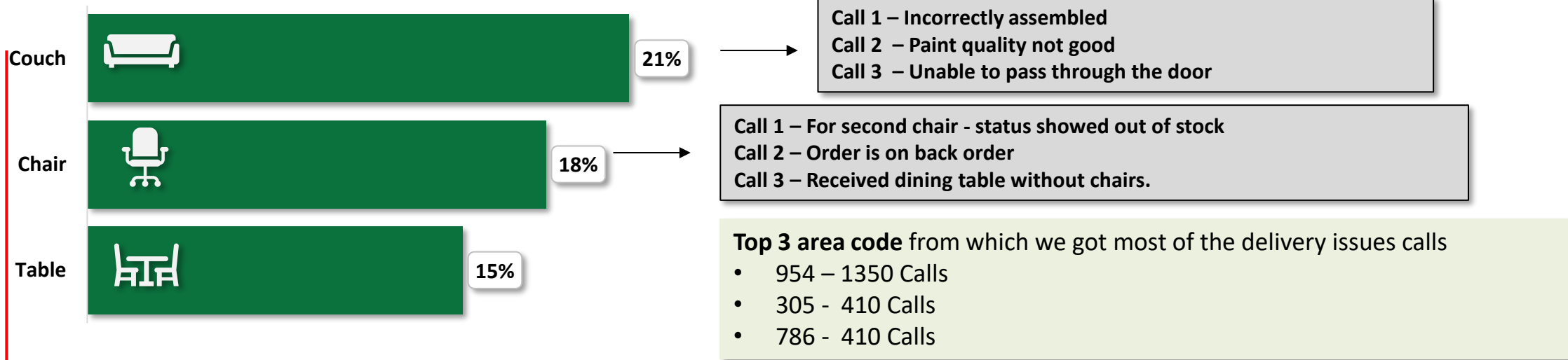
Opportunity Parameters



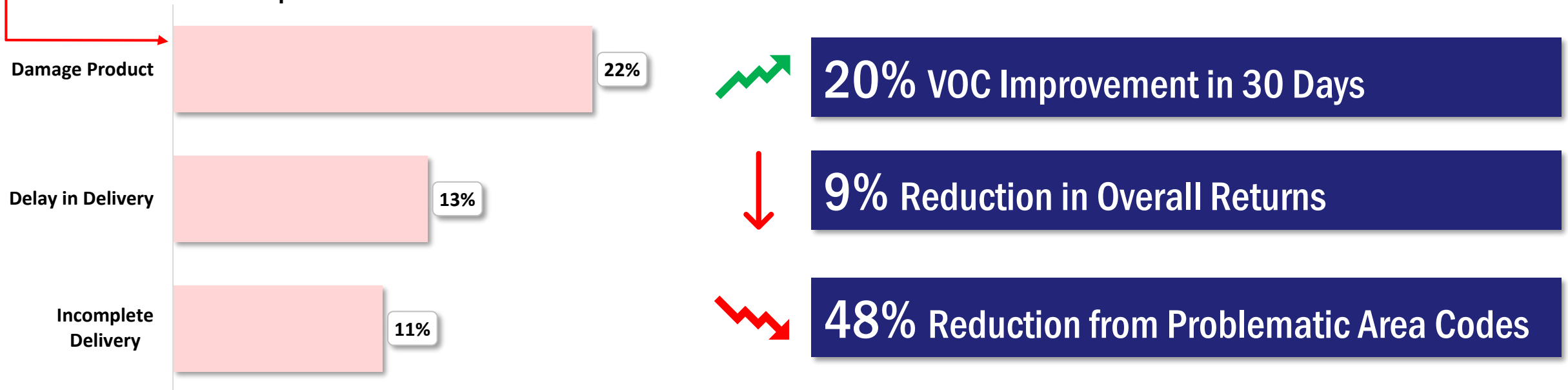
- 4. Did the agent exhibit active listening on the call?
- 10. Did the agent build rapport with the customer?
- 11. Did the agent use call pleasantries through the call?

Insights on Delivery Issue Interactions – Product Level Drill Down

Product Inquiry Type – Delivery Issues



Impact on Sentiments



Identify, Monitor and Fix - 360 Degree Compliance

Performance Summary

Starting Rate

3.20%

Current Rate

0.52%

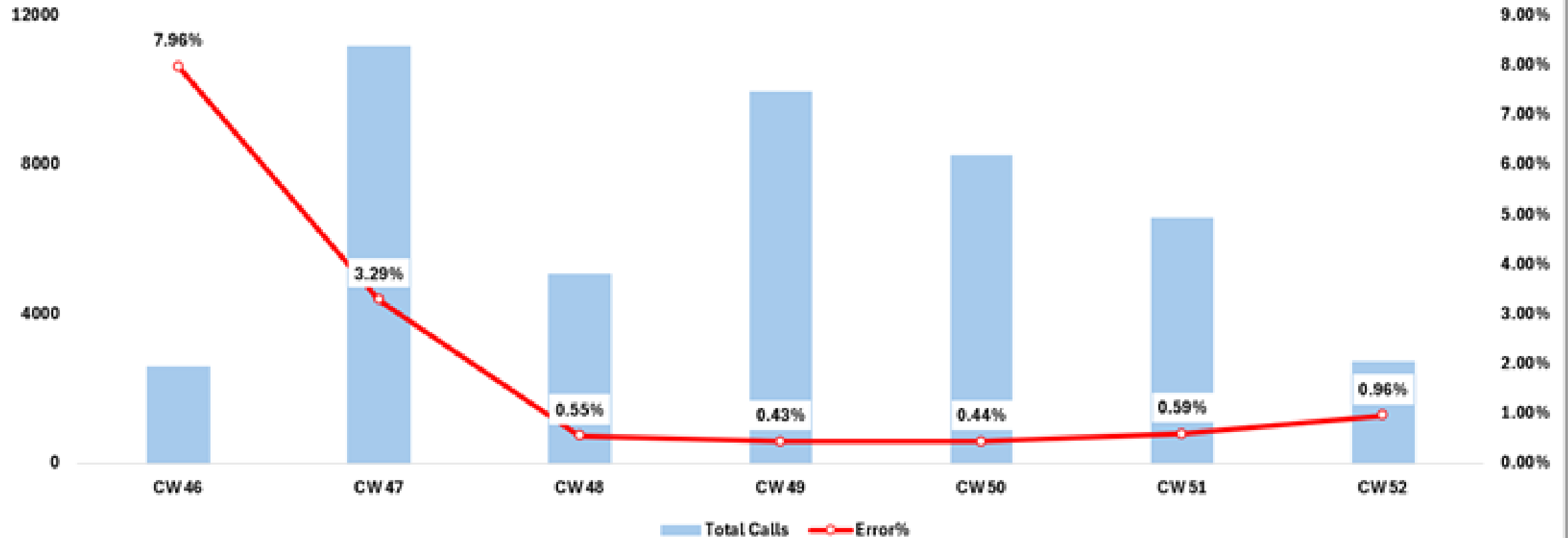
Total Improvement

83.61%

Total Calls Handled

46,383

Ghost Call Reductions Progress (Nov 15th to Dec 31st)



Domain Expertise Delivers Measurable Impact



GLOBAL PHARMACEUTICAL GIANT

Revenue: >\$200B

Problem: Subpar output accuracy after 1 year

Use Case: Reducing Escalations & Optimizing Fraud Detection

Impact:

- 45% Reduced Escalations (3 months)
- 7% Improved Fraud Detection (60 days)



AMERICAN TELECOM COMPANY

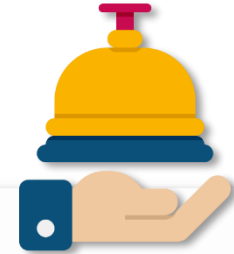
Revenue: >\$60B

Problem: Subpar accuracy after 1.5 years

Use Case: Improving Contact Center Capacity

Impact:

- \$2.9M Capacity Gain (6 months)
- 7.62% Reduced AHT; 24.39% Reduced Hold Time
- 15% Fewer Critical Escalations



GLOBAL HOSPITALITY BRAND

Revenue: >\$21B

Problem: Subpar accuracy after 1 year

Use Case: Improving Conversion & Vendor Management

Impact:

- 2% Conversion Rate Increase per Month (90 days)
- 31% Contact Center Capacity Improvement

Melissa Magos

Sr. Director – Call Center Operations



FRONTIER



Connect with
Melissa on
LinkedIn

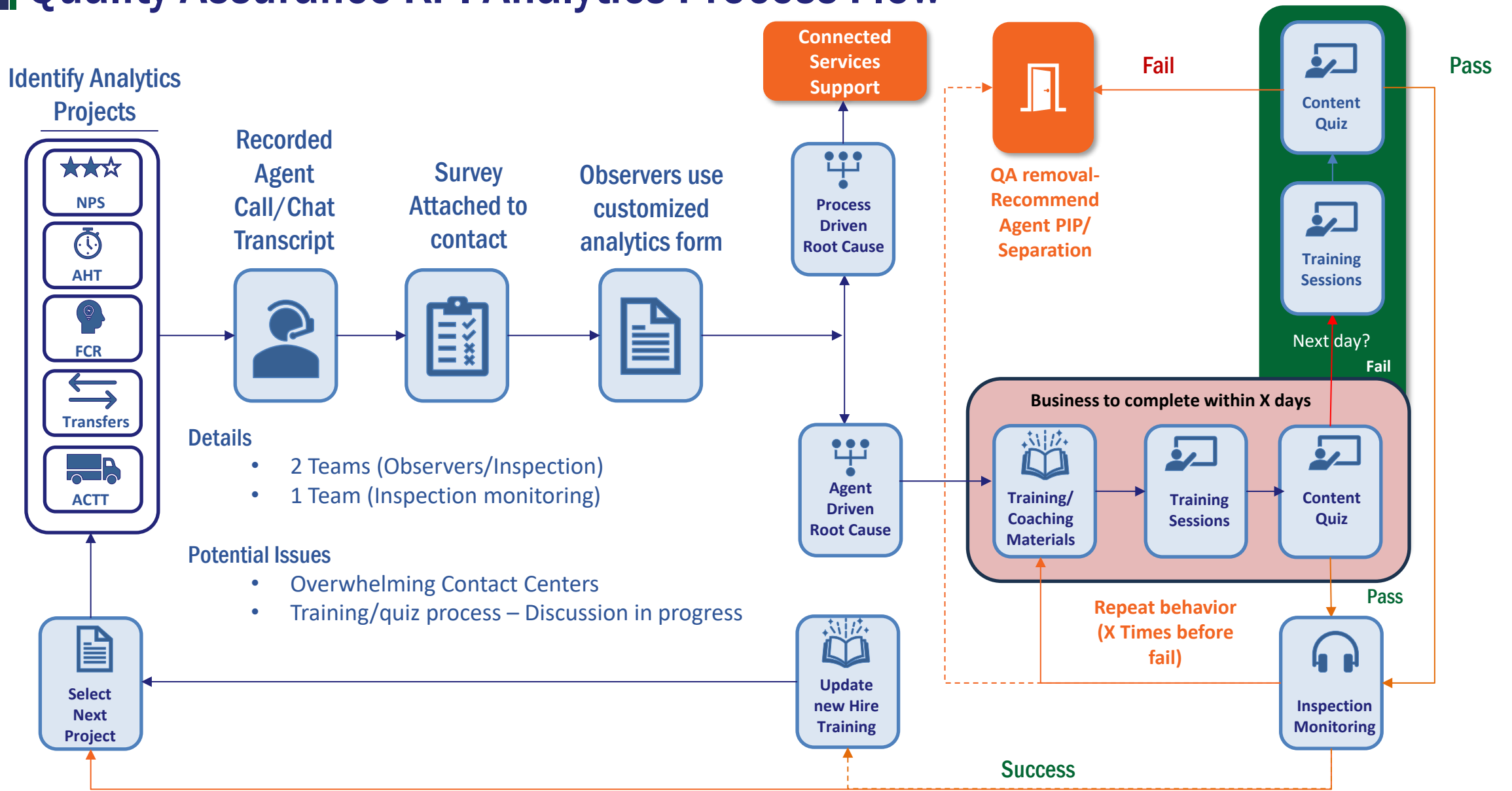


About Me

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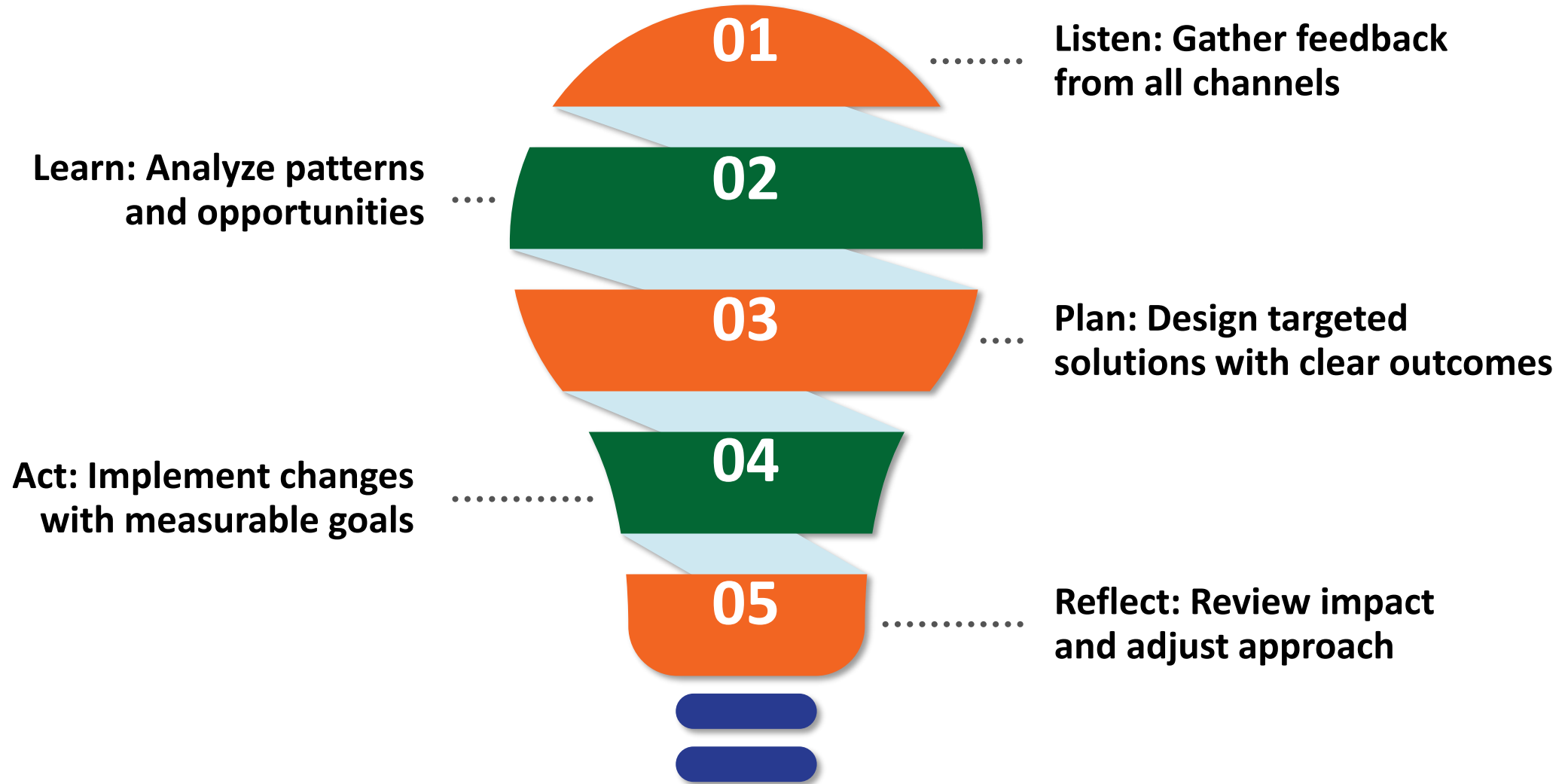
Quality Assurance KPI Analytics Process Flow



From Reactive To Proactive Customer Service



Building A Culture Of Continuous Improvement



Supercharging Customer Engagement For A Leading Telecommunication Provider

CHALLENGE

The client was facing two major challenges:

- I. Customers facing challenges while paying the bill
- II. Reduced customer retention

THE SOLUTION

- ✓ Identify communication & language issues
- ✓ Analysis of retention offers provided
- ✓ Drill-down analysis of billing issues

RESULT

7.62%

Average Handle Time Reduced

24.39%

Hold Time Reduced

22.73%

Transfer Rate Reduced

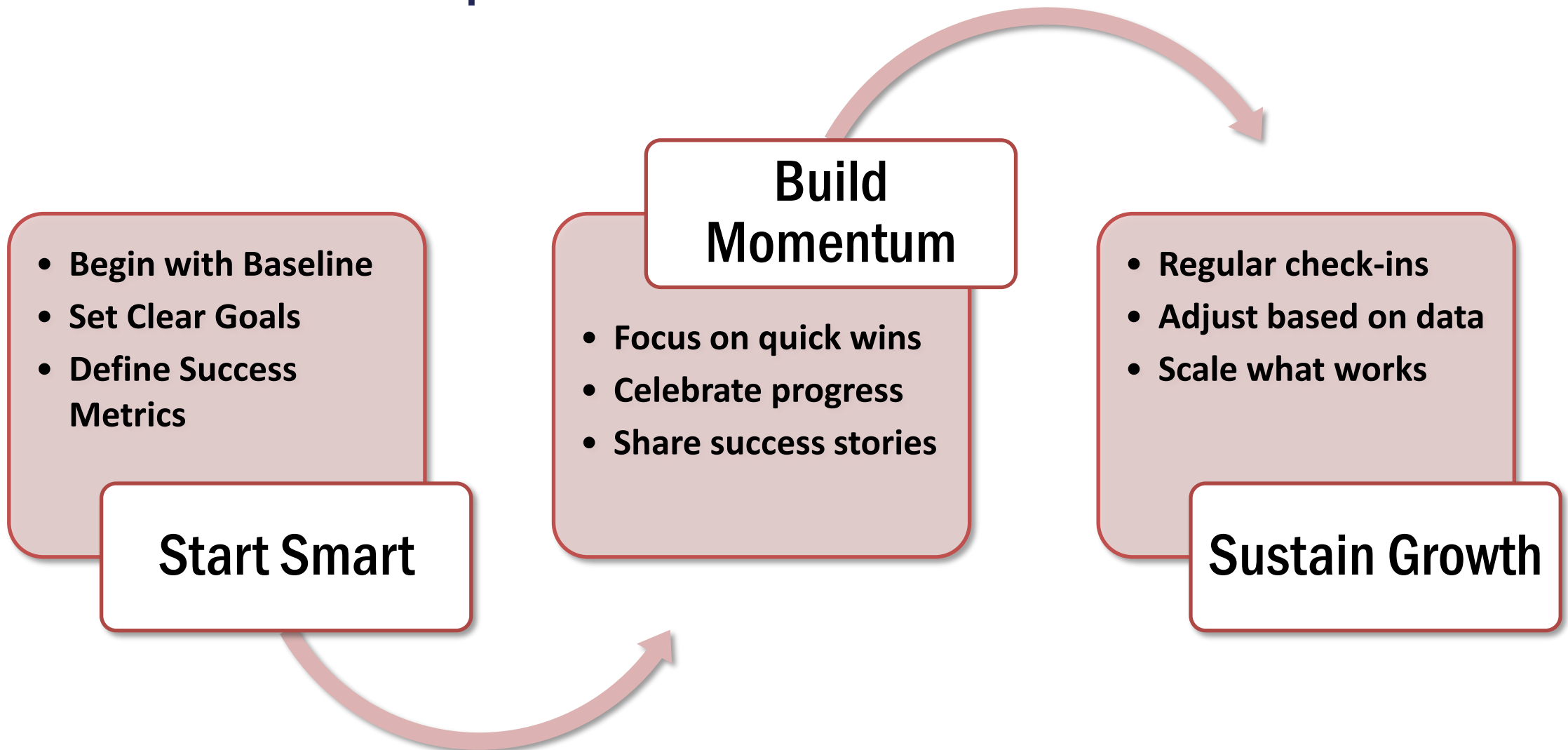
53.13%

Improvement in Quality Score

SAVINGS

\$2,946,130

Best Practices for Implementation



The goal isn't perfection - it's progress with purpose

Lessons Learned



✓ The AI Movement is 10X Faster Than Anticipated...

✓ Think Big & Bold; Start Small...

✓ Inaction Is The Greatest Risk!

✓ Identifying high-impact coaching opportunities.

✓ Uncovering rich insights into customer needs & sentiment

How Data Creates Joy?



- Mobile app learns family preferences and needs
- Smart systems ensure accessibility requirements
- Real-time analytics prevent disappointments
- Families spend 80% more when experience is personalized

Why Agent Experience is important than ever in 2025?

- Satisfied agents deliver 3.3x higher First Call Resolution rates
- Agent replacement costs 33% of annual salary per position
- Engaged agents achieve proficiency 3 months faster

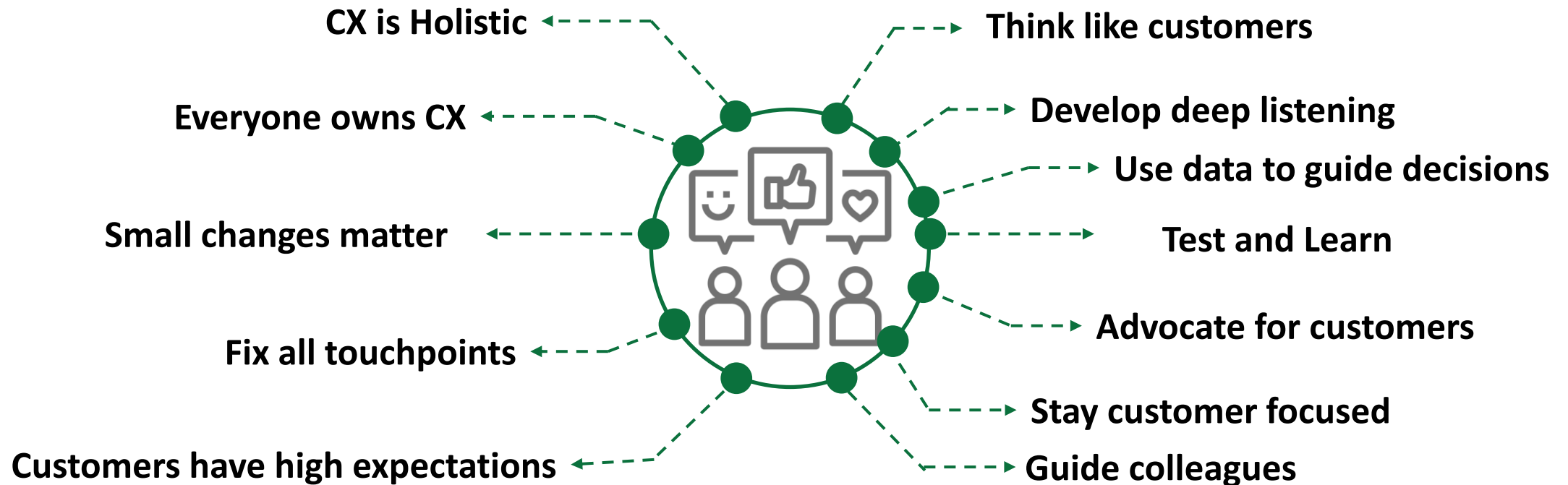
Think Like an Experience Designer

- Anticipate customer needs through data
- Create seamless experiences across all channels
- Use analytics to optimize every interaction
- Transform ordinary interactions into extraordinary experiences

How to make your CX Transformation initiative a success?

Avoid Common Misconceptions

Best Advice for CX Practitioners



The key is avoiding a narrow view of CX. Take a broad, customer-focused approach across the organization to drive transformation success.

Importance of Coaching



"Because 'Google It' Doesn't Work here!"

- Move beyond the traditional approach of 'Sampling' – Mine all data
- 'CX' is the key differentiator
- Reducing attrition & retaining talent

Melissa Wood

Dean of Leadership Development



Subscribe to
Melissa's
Newsletter



About Me

With over **28 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**.

Outside of Etech, she is having 13+ years of experience with the next generation of Leaders.

Teaching leadership and innovation is critical to our society and future. With tomorrow's leaders, she says you simply cannot wander-You must know. Get your boots muddy! Lead and learn along beside them.

MAGIC OF DATA

" THERE IS NO MAGIC
IN MAGIC- IT IS ALL IN
THE DETAILS"

WALT DISNEY



**" IF YOU CAN
DREAM IT YOU
CAN DO IT"**

WALT DISNEY





**"YOU'VE GOT
A FRIEND IN
ME"**

TOY STORY



**"YOU CAN DESIGN AND
CREATE, AND BUILD THE
MOST WONDERFUL PLACE
IN THE WORLD. BUT IT
TAKES PEOPLE TO MAKE
THE DREAM A REALITY"**

WALT DISNEY



**"YOU'RE MAD,
BONKERS,
COMPLETELY OFF
YOUR HEAD. BUT I'LL
TELL YOU A SECRET.
ALL THE BEST PEOPLE
ARE"**

ALICE IN WONDERLAND



**“IT’S KIND OF FUN
TO DO THE
IMPOSSIBLE”**

WALT DISNEY



**"I'M LIKE A
SHOOTING STAR.
I'VE COME SO FAR,
I CAN'T GO BACK
TO WHERE I USED
TO BE."**

ALLADIN



MAGIC OF DATA

" THERE IS NO MAGIC
IN MAGIC- IT IS ALL IN
THE DETAILS"

WALT DISNEY





**“IN EVERY JOB THAT
MUST BE DONE,
THERE IS AN ELEMENT
OF FUN...”**



MARY POPPINS




TIME FOR FUN CCW

HAKUNA MATATA

it means no worries for the rest of the day
it's the problem-free philosophy

-The Lion King



A collage of film-related items including a film strip, gears, a clapperboard, and a silhouette of a person's head. The background is white, and the items are arranged in a way that suggests a cinematic theme. The silhouette of a person's head is in the foreground, facing right, and is partially overlapping a black rectangular box containing text.

Hakuna Matata
What a wonderful
phrase
Hakuna Matata
Ain't no passing craze...



**Hakuna Matata MY DATA, what a
wonderful phrase**

**Hakuna Matata MY DATA, ain't no
passing craze PHASE**

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Matt Rocco and Jim Iyob

Drawing from their intertwined journey spanning 60+ years of executive leadership, Matt and Jim share heartfelt insights and wisdom born from an extraordinary 34-year partnership. Their evolution from industry newcomers to visionary leaders showcases the profound impact of genuine collaboration, bold innovation, and an unwavering dedication to serving others with compassion.

Authors



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President & CEO - Etech
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Jim Iyob
Chief Customer Officer -
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Ask the Experts



Jim Iyooob
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Melissa Wood
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