



Delivering Customer Engagement Solutions through
Inbound, Outbound, Live Chat,
Quality Monitoring and **Social Media** Services.



Experienced **People** | Innovative **Technology** | Remarkable **Results**

AGENDA

01.



Ask for Sale

- Overall ask for sale rate & % of subset categories
- Phrase adherence – On successful payment calls
- Agent arcade
- Best practices (HI)

02.



Cross Sell Insurance

- Overall insurance offer rate & sharing benefits rate
- Rate of recurrence - insurance
- Suggested call flow
- Best practices (HI)

03.



Customer Objection Analysis

- Customer objections & agent rebuttal offer rate
- Level 2 on customer objection: call back
- Rebuttal success rate on successful payment & new booking number provided calls
- Objection handling techniques & agent rebuttal playbook

04.

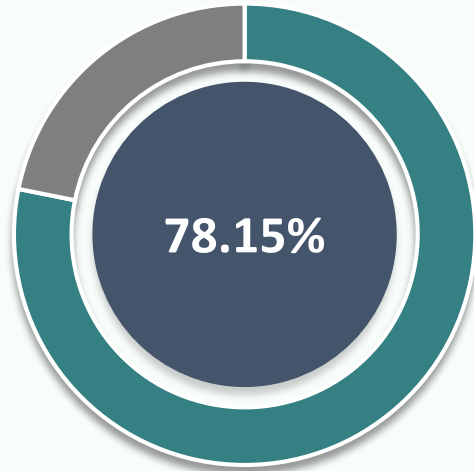


Impact Analysis

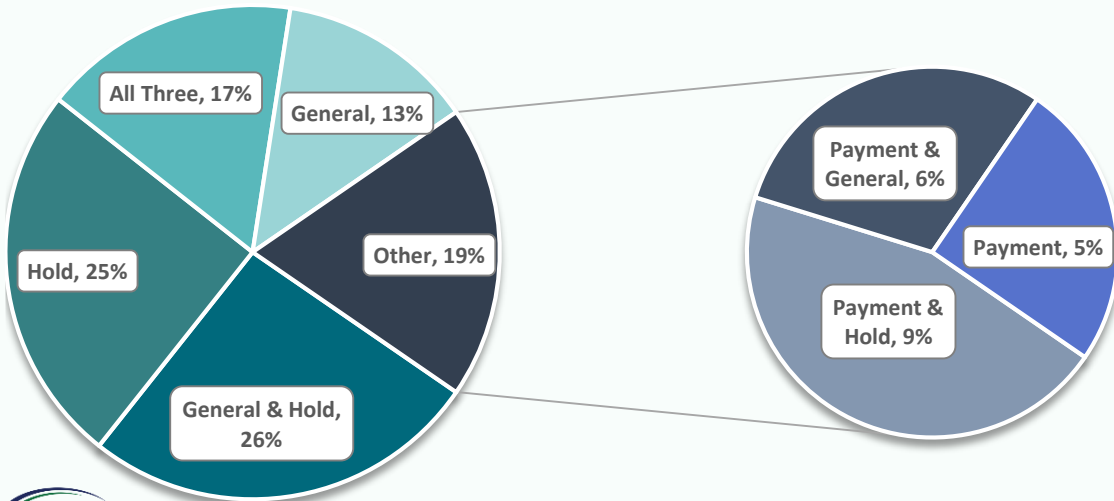
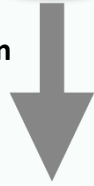
- Impact analysis on unsuccessful payment calls

Focal Point: Ask for Sale

Overall Ask for Sale



Category Level Drill Down



Category	Phrases	Total Eligible Calls	Success Rate
Ask for Sale: Payment	Make Deposit	7,323	28%
	Make Payment		
	Pay Today		

Category	Phrases	Total Eligible Calls	Success Rate
Ask for Sale: Assumptive (General)	Book it	10,525	16%
	Book Today		
	Confirm Today		
	Get Names		
	Get Started		
	Make Booking/Reservation		

Category	Phrases	Total Eligible Calls	Success Rate
Ask for Sale: Hold	24 Hours Hold	13,109	9%
	Courtesy Hold		
	Price Lock in		
	Put on Hold		



Performers List

Agent	Consumer Sales	TA Sales
	% Ask for Sale	
Gloria	91%	75%
Tahirah	90%	83%
Amanda	89%	73%
Paula	89%	83%
Jacqueline	88%	68%
Donna	88%	65%
Nancy	87%	83%
Denae	87%	74%
Lisa	86%	80%
Matthew	86%	79%
Catherine	86%	69%
Judy	86%	70%
Tina	86%	59%
Jamie	86%	85%
Bridget	85%	75%
Marlene	85%	85%
Kristine	85%	76%
Serli	85%	74%

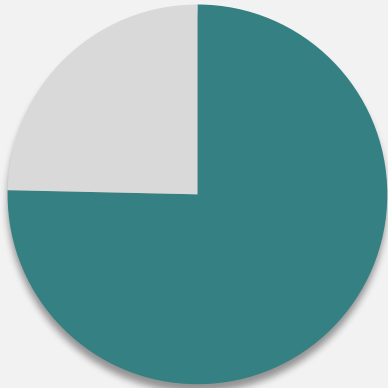
Offenders List

Agent	Consumer Sales	TA Sales
	% Ask for Sale	
Teresa	43%	86%
Catherine	46%	33%
Sharina	54%	50%
Dahn	56%	39%
Jonathan	59%	71%
Susan	59%	40%
Laura	59%	58%
Leann	60%	63%
Cheyenne	61%	60%
Andrea	61%	50%
Jackie	62%	57%
Dana	67%	41%
Michelle	68%	61%
Roger	68%	68%
Cynthia	68%	48%
Sidney	69%	49%
Jill	69%	55%
Brita	69%	73%

Rule: Offered Price with Ask for sale for the Period: Jan – Sept
(excluding “Successful Payment” calls)

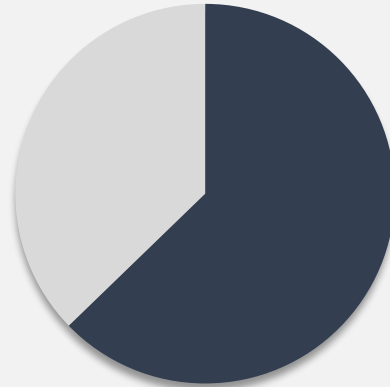
1) Insurance Offer Rate

75.36%



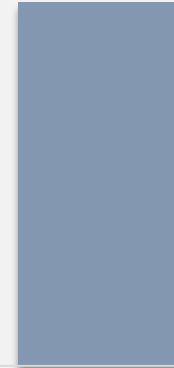
2) Sharing Benefits Rate

62.76%



Confirmed Insurance (Sold) W/ & W/O Benefits

53.10%



Confirmed Insurance without Benefits

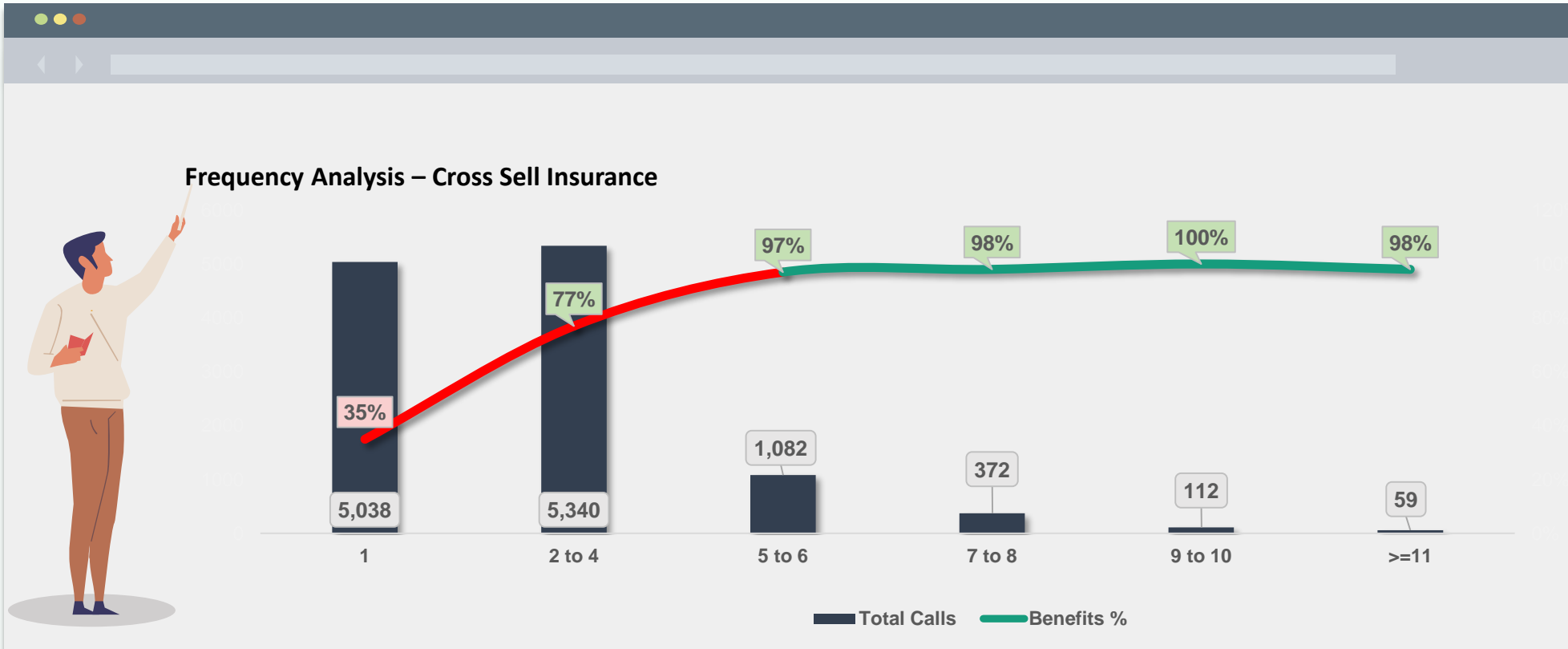
64.20%



Confirmed Insurance with Benefits

Overall insurance rate decreased 4% in Sept (74.9%) compared to Jan (78.9%)

Overall conversion climbed 11.1% from 53.10% to 64.20% when agents cross sell insurance and add insurance benefits to the pitch.



Observed a significant rise in insurance benefits shared rate along with the number of times insurance was mentioned by the agents

- The above chart represents the frequency analysis of when “insurance” is mentioned on consumer sale calls. The X-axis represents the total number of times “insurance” is said by the agent
- Noticed 5,038 calls where “insurance” was mentioned only once (1); where we also observed 59 calls where “insurance” was mentioned eleven (11) times or more
- EI team performed frequency analysis using JSONs and compared results with benefits shared by agents on the calls

Suggested Call Flow



Adherence Rate: 37.5%

1

2

3

4

5

6

7

1) Offer Willingness to Assist

2) Setting up Expectations

3) Package Recommendation OR Sharing Package Details (Discovery)

4) Promotion OR Sharing Benefits

5) Offer Price & Cross Sell Insurance

6) Ask for Sale Using Power Words

7) Check for Sky Loyalty Account

- “I’d be happy to help you with this”
- Simply by using positive words creates a more pleasant CX

- We will first (probe & recommend a package) & then get you the booking number/approval code) How does that sound? OR Let’s get it started
- Updating the customer on how agents are going to assist the customer. Share steps involved in setting up the booking

- Collects all the information on the booking from the customer who has it prepared
- Makes a recommendation and starts building up a package for the customer

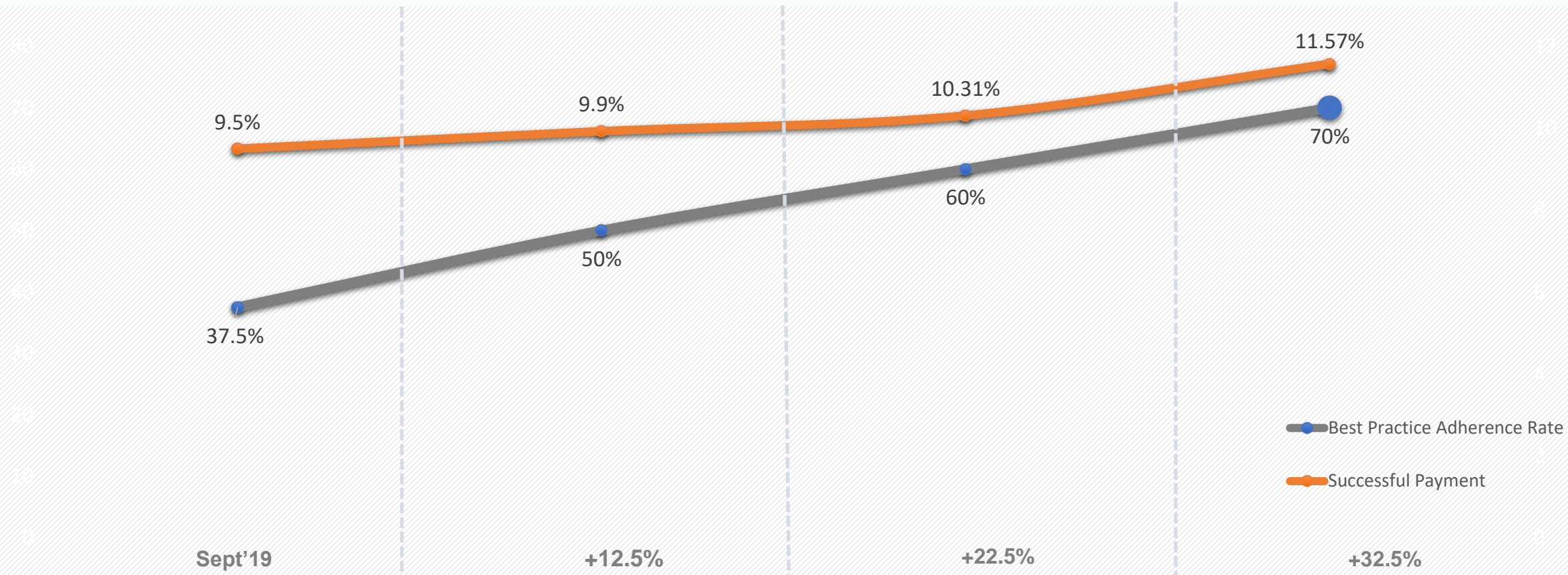
- Have agents share the best promotion or benefit phrase customers are eligible for
- A lack of awareness is observed on the promotions/benefits as agents were unable to effectively explain the features and benefits

- Offer the total package price – such as Hotel, Flight
- Straightaway cross sell insurance after offering the price

- Usage of phrases from the category:
 1. Ask for Sale: General
 2. Ask for Sale: Payment

- Validate if customer has a Loyalty Program account and utilize miles in the form of payment

Successful Payment: Predictive Analysis



	Sept	Recommended incremental target for the adherence rate		
	37.5%	+12.5%	+22.5%	+32.5%
Estimated Successful Payment Rate (Conversion)	9.5%	9.9%	10.31%	11.57%

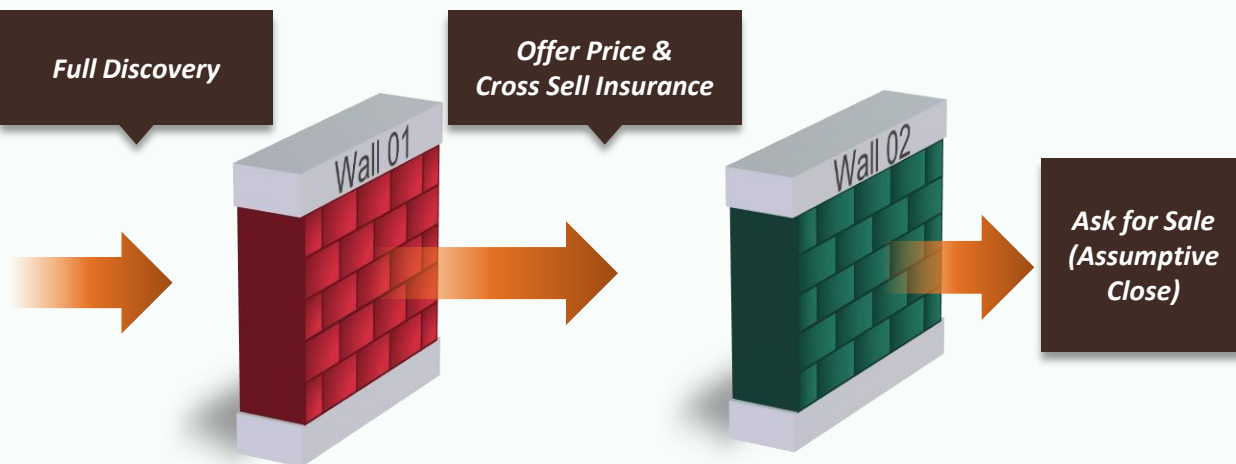
Ask for Sale Techniques

Technique 1: Assumptive Close

Technique	Act as if the customer has made the decision already
When to apply	After package recommendation (discovery) & offer price
Results	22% of times calls were converted into successful payment
Examples	<ul style="list-style-type: none"> • What is your name as it appears on your passport? • How does your first name appear in your valid US passport... <ul style="list-style-type: none"> • I would like to put your names in here... • I can book this for you if you're ready for payment... • Let's get some information; how does your name appear... <ul style="list-style-type: none"> • Let me go ahead and make a booking for you... • I'll go ahead and get this into booking for you and then...

Technique 2: The Urgency Close

Technique	Purpose here is to create a sense of urgency on the customer to make a decision
When to apply	After package recommendation (discovery) & offer price
Results	14% of times calls were converted into successful payment
Examples	<ul style="list-style-type: none"> • Urgency: They still have one of these room category's available • Ask for Sale: Let me go ahead and put your name down... • Urgency: there's only two seats left • Ask for Sale: I'll go ahead and put your name down to hold the seat... • Urgency: Are always based upon availability • Ask for Sale: I am ready for your name as it appears on the passport



Note: EI team determined best techniques by performing manual studies (HI) on Successful Payment calls.



Cross Sell Insurance Technique

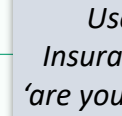
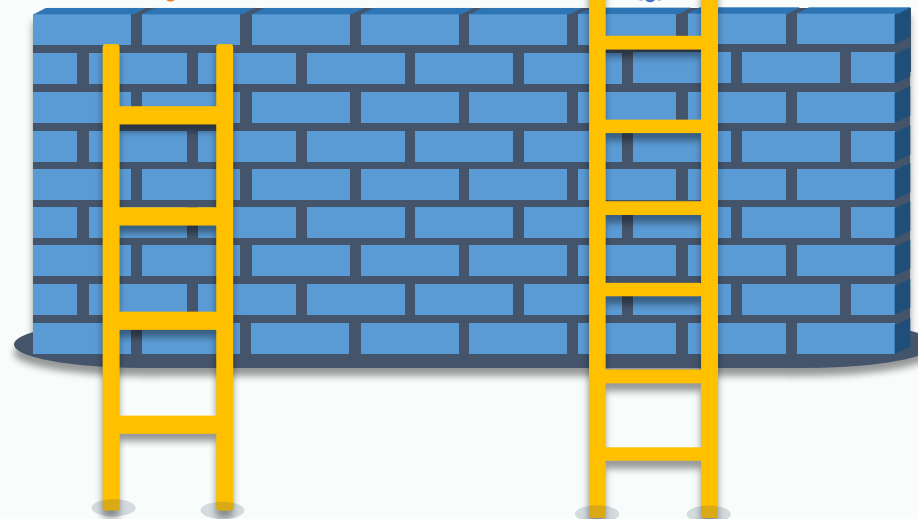
EI team performed a random study to identify behaviors in cross selling Insurance

Sample Size	130 calls	
Sample Type	Group A	Group B
	Consists of calls where agents have used short negative words like: "Not, didn't, don't" while cross selling Insurance	Evaluated calls where agents have used words like: "Add, Want, Need, Include, Interested" while cross selling Insurance
TPP Conversion Rate (TPP Sold)	22%	45%



Avoid short negative words: 'you don't', 'you didn't want/have', 'did not have'

- Does not include any kind of insurance on the cancel for any reason
- You didn't have insurance that includes child protection insurance
- We do not have insurance on this, so this is going to be nonrefundable
- Don't you want insurance on this package?



Use trigger words to cross sell Insurance: 'like to add', 'what about', 'are you interested/putting/considering'

- Did you want to add insurance in case of cancellation for any reason?
- Would you like to include the insurance that allows you to cancel for any reason?
- We also offer insurance that allows you to cancel for any reason...
- Did you want to get any pricing on trip protection to allow you to cancel for any reason?
- Are you putting insurance on your package in case?

1. STOP TREATING IT LIKE AN ADD-ON

- As customers, we hate watching an affordable quote turn into a ridiculous expense by the end of the purchasing process. Often times, it's because of add-on items we need, but it doesn't feel that way when you expect one price tag and receive another
- This is no different for a traveler. If agents include the cost of travel insurance in the initial trip quote, agents are less likely to surprise them. Agents should start letting them know the cost upfront - It's not an add-on. **It's a necessity**

2. TELL A STORY

- Everyone loves a good story. It helps us feel connected. This is especially true during the buying process. There are so many options, it is easy to ignore one product or brand when you don't feel compelled to engage with customers. The less personal travel insurance feels to them, the more likely they will lose interest, and fast
- Reps should start using facts and create urgency during the buying process – take an example of a traveler who lost their luggage and didn't get a refund because they were not properly insured. Reps can probably know someone who was glad they bought the travel insurance. Tell those stories and facts
- Customers are more likely to buy trip insurance when they understand how it applies to them

Story examples shared in the Notes section

Some real time facts to share on the call

24.1% of bags are mishandled every year



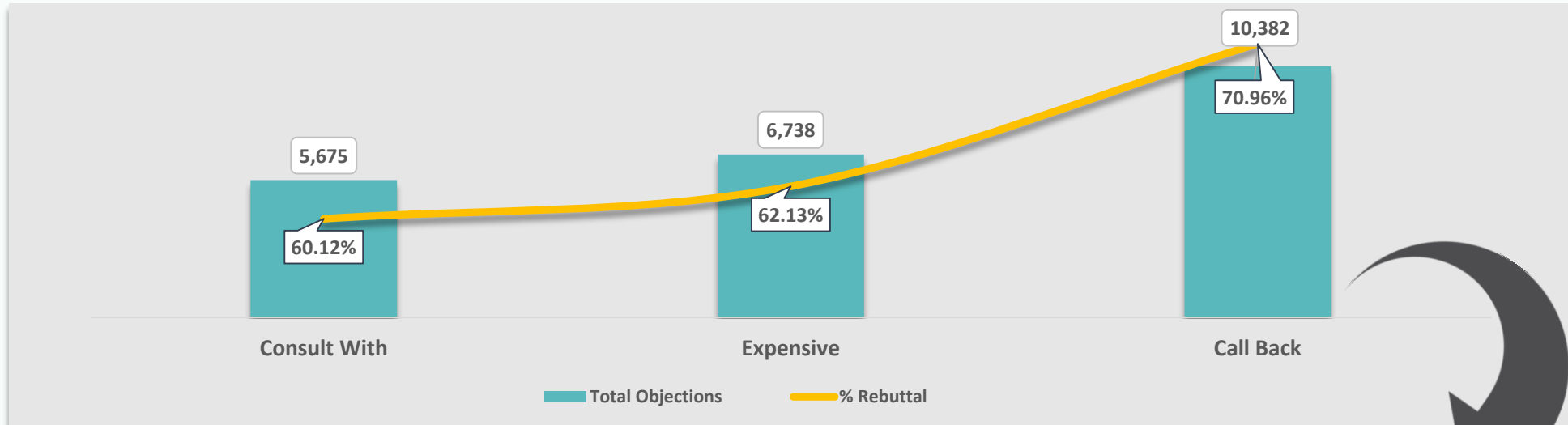
Travel sickness and injuries are among the most common travel mishaps

One of every four travelers change their traveling plans post confirmed booking



Focal Point: Customer Objection

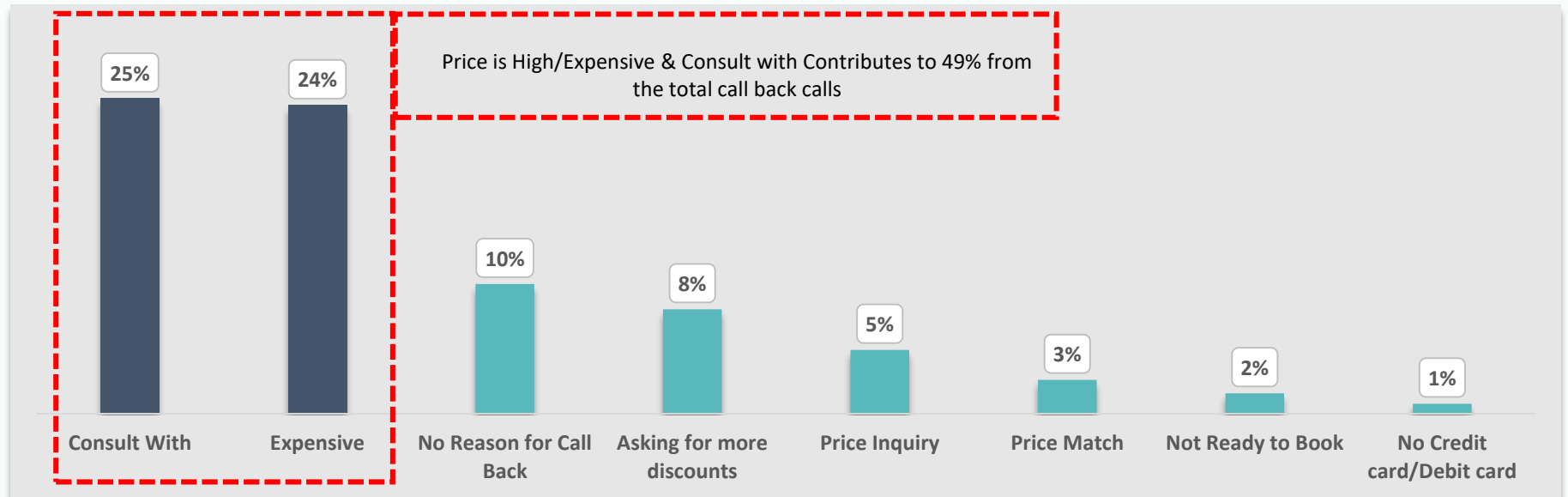
Objection Type Vs Rebuttals Provided



☐ Total Objection Recorded: **22,795**

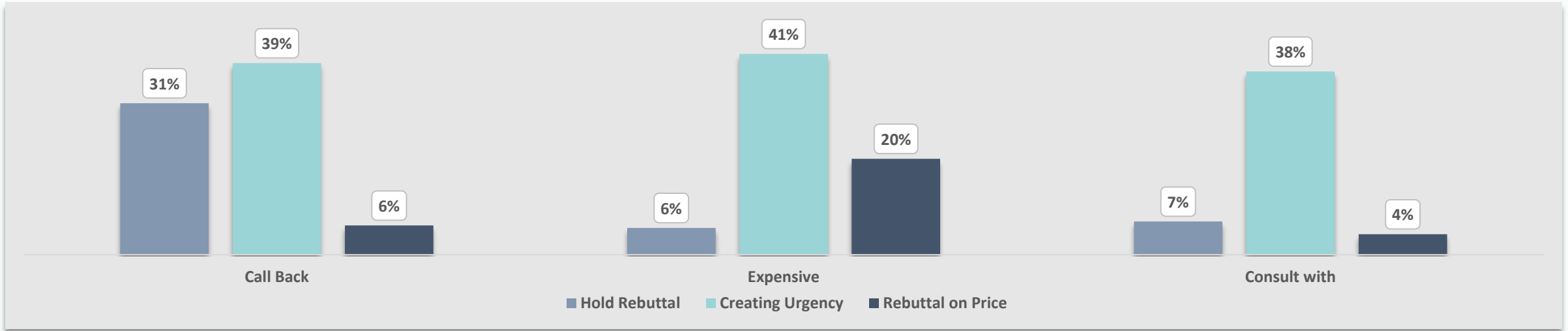
☐ Rebuttal Offered Rate: **64.40%**

Level 2 Drill Down for Customer Objection: Call Back

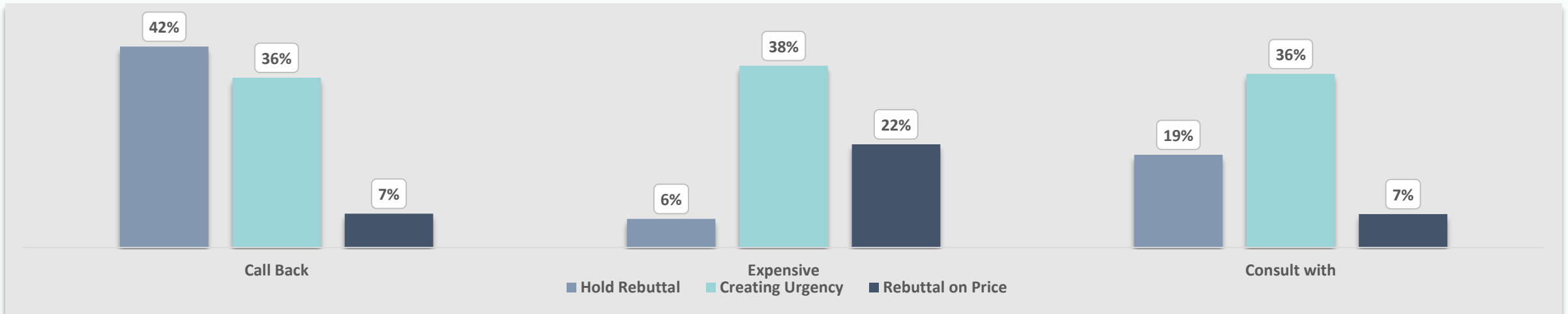


Focal Point: Customer Objection

Rebuttal Rate: Successful Payment Calls

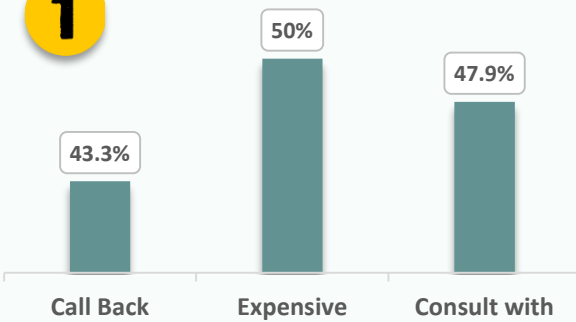


Rebuttal Rate: New Booking Number



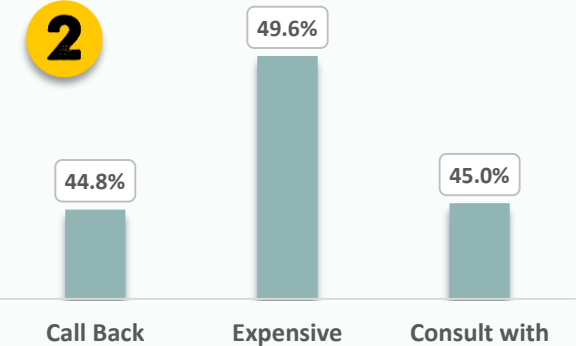
Objection Handling Technique: Loyalty Miles

1



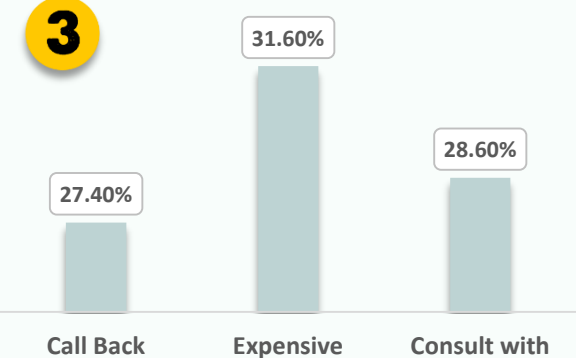
Objection Type Vs Loyalty Miles: **Payments** on Successful Payment Calls

2

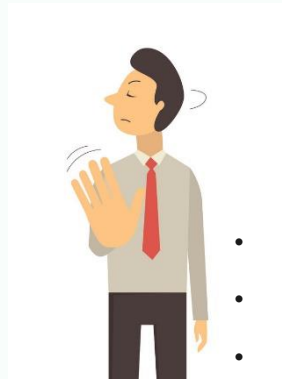


Objection Type Vs Loyalty Miles: **Benefits** on Successful Payment Calls

3



Objection Type Vs Loyalty Miles: **Payment & Benefits** on Successful Payment Calls



Guide to Objection Handling: Using Loyalty Miles

Agent Encounters Customer Objections on:

- Price/Too Expensive
- Call Back Later
- Consult With (Spouse/Family)



CHECK FOR LOYALTY MILES ACCOUNT

Recommended Phrases from the Category:

Loyalty Miles: General



SHARE BENEFITS ON USING LOYALTY MILES/BONUS MILES

Educating the customer on applying Loyalty Miles Points to lessen the overall package price



ASK FOR PAYMENT APPLYING LOYALTY MILES POINTS

Asking to proceed with the Payment applying Bonus Miles

Note: Always recommended to create a URGENCY while using Loyalty Miles: Payment phrases

Note: Stress on creating a Loyalty Miles Account (for a new customer with no Sky Miles Account being generated) and share benefits upon using the Bonus Miles

Best Practices – Successful Tactics to Overcome Customer Objections

Customer Objection: High Price/Expensive

Check for Loyalty Miles Account and share benefits lay emphasis on using Bonus Miles

&

Emphasize on the price recommended is the best available price in market

+

Creating urgency using the right words

Yes

Ask for sale again and go ahead with the payment

No

- Provide hold rebuttal
- Convince the customer to place the booking on Hold

Customer Objection: Call Back Later

- Find the REAL objection
- Could you please let me know what is holding you back?

OR

Provide an effective rebuttal along with creating a sense of urgency

Yes

Ask for sale again and go ahead with the payment

No

Provide hold rebuttal to place the booking on hold for 24 hours

Customer Objection: Consult With

- What type of questions do you think that ___ will ask/have
 - Alright! I can wait for you while you check with ___
 - Great! Then I'll hold on while you check with ___

&

Creating urgency using the right words

Yes

Ask for sale again and go ahead with the payment

No

Provide hold rebuttal to place the booking on hold for 24 hours

Technique: To Overcome Price, Price Match & Competitor Customer Objections

1. LOYALTY MILES – LOYALTY SATISFACTION PROGRAM

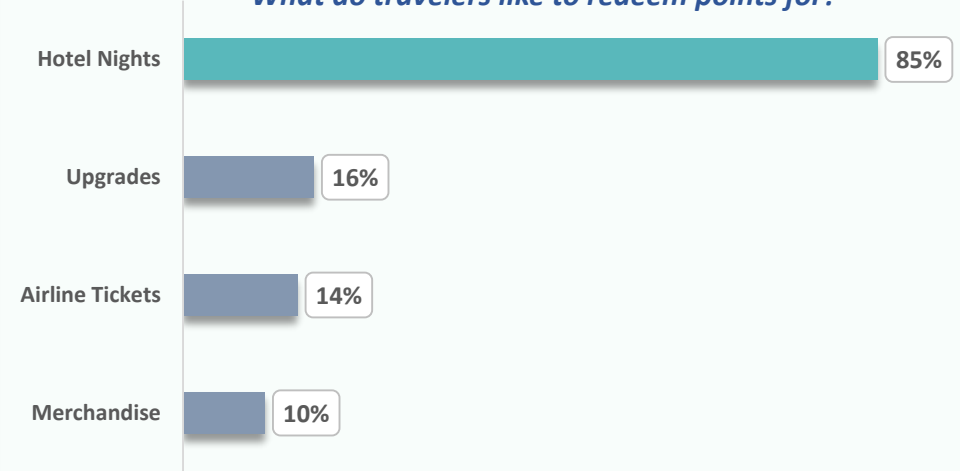
Recorded #3 after Southwest Rapid Rewards & Alaska Mileage Plan in regards to overall satisfaction.

Categories Include:

- Earning & Redeeming Rewards Experience
- Program Benefits Experience
- Account Management

Source: J.D.Power surveys

What do travelers like to redeem points for?



Source: Consumer Intelligence Series

2. ETECH AIRLINES– TRADITIONAL CARRIER

Recorded #2 after Alaska Airlines in regards to Overall Satisfaction.

Categories Include:

- Booking Experience
- Checking & Boarding Experience
- Staff Experience
- Service Experience
- Cost & Fees Experience

Source: J.D.Power surveys – North American Airline Satisfaction Survey Study (2019)

Etech Insights Team recommends to create new categories on competitors.

Purpose:

- Identify what competitors are offering
- Why are they better
- Tie back customer sentiments with competitor categories

Appendix – Rebuttal Tactics Playbook

Customer Objection	Rebuttal Type	Practical Application 1	Practical Application 2	Practical Application 3
Expensive/Price is High	Agent Rebuttal: Expensive	<p>Customer Objection: This is not a cheaper package. I am looking for a better and least expensive package</p> <p>Agent Rebuttal: This is not a cheaper package. I am looking for a better and least expensive package</p>	<p>Customer Objection: This is even more expensive than the other package I saw online</p> <p>Agent Rebuttal: Considering your needs, I have the best package for you. In addition to that, I did find the promo code that will take off three hundred dollars</p>	<p>Customer Objection: This price range is going out of my budget. The package is the most expensive one.</p> <p>Agent Rebuttal: I completely understand; however, that's our least expensive package with the specific flights & hotels. This is the best available rate available to book the reservation today</p>

Customer Objection	Rebuttal Type	Practical Application 1	Practical Application 2	Practical Application 3
Consult With	Agent Creating Urgency	<p>Customer Objection: I need to check with my Husband. Can we hold this for tomorrow?</p> <p>Agent Rebuttal: I would recommend helping me with the names and date of birth quickly, so that we can lock the flights</p>	<p>Customer Objection: I don't care; I would like to discuss it with my husband</p> <p>Agent Rebuttal: I completely understand, but let me tell you that the prices are always subject to change</p>	<p>Customer Objection: I might have to double check this information with him</p> <p>Agent Rebuttal: You have received a special promotion which is limited time offer and would recommend to quickly grab it</p>

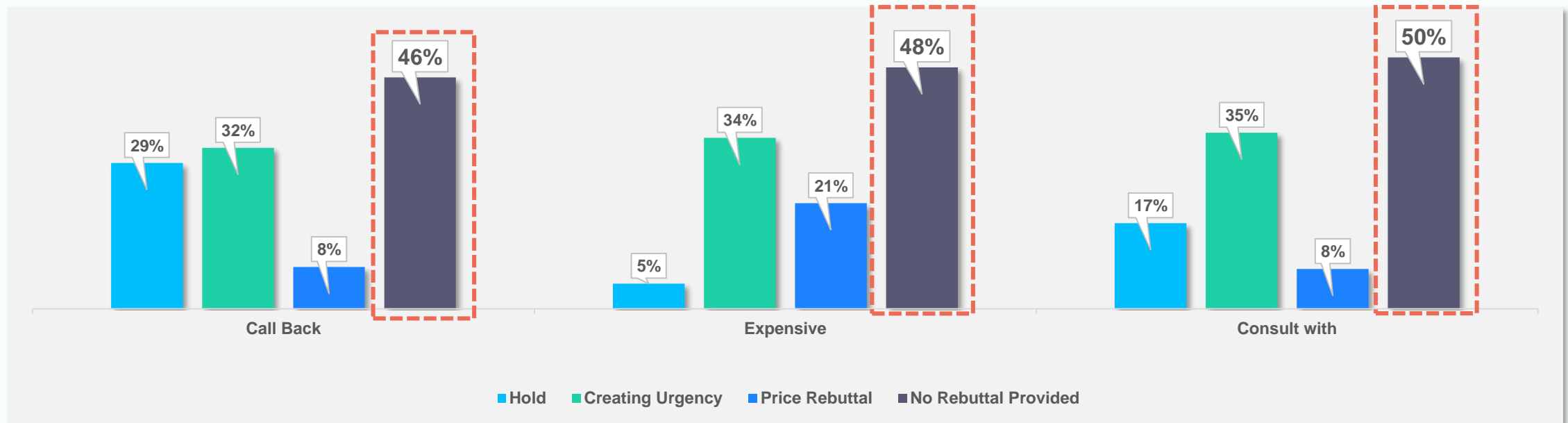
Customer Objection	Rebuttal Type	Practical Application 1	Practical Application 2	Practical Application 3
Call Back Later	Agent Rebuttal: Booking on Hold	<p>Customer Objection: I will give you a call back</p> <p>Agent Rebuttal: If you want, we can go ahead and hold this booking for 24 hours</p>	<p>Customer Objection: can I call you back</p> <p>Agent Rebuttal: I can put this on hold for twenty four hours Friday with no payment</p>	<p>Customer Objection: I am gonna call back as soon as I validate that</p> <p>Agent Rebuttal: do you want me put what we've done on courtesy hold</p>

Impact Analysis on Unsuccessful Payment Calls

❑ Appended chart displays the total percentage of unsuccessful payment calls (no sale calls) in which agents encountered customer objections: call back, expensive/high price & consult with

❑ Area of opportunities are the total calls wherein agents didn't provide any rebuttal to overcome the customer objections

- Call Back: 46%
- Expensive/Price is High: 48%
- Consult with: 50%



❑ **Recommendation:** Usage of best practices to overcome customer objections by providing an effective rebuttals and creating urgency and reduce the overall No Rebuttal opportunity rate.



Jim Iyob
Chief Customer Officer



Thank You!

Jim@etechgs.com | [@jiyob](https://www.instagram.com/jiyob)

info@etechgs.com | www.etechgs.com | 936 – 371 – 2640

To make a remarkable difference for each other,
our customers, and within our communities.

