

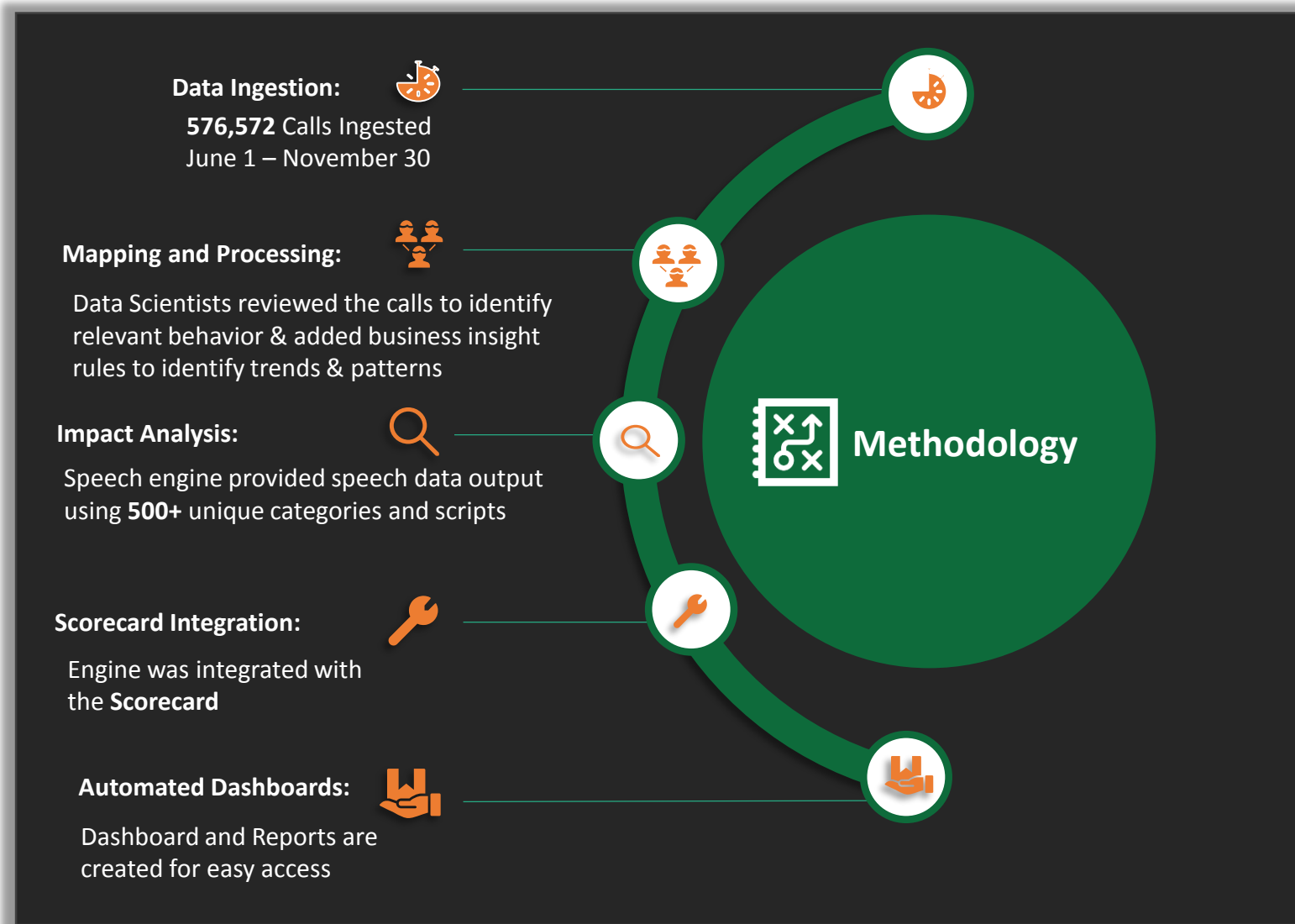


Delivering Customer Engagement Solutions through
Inbound, Outbound, Live Chat,
Quality Monitoring and **Social Media** Services.



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





Call Volume Analysis

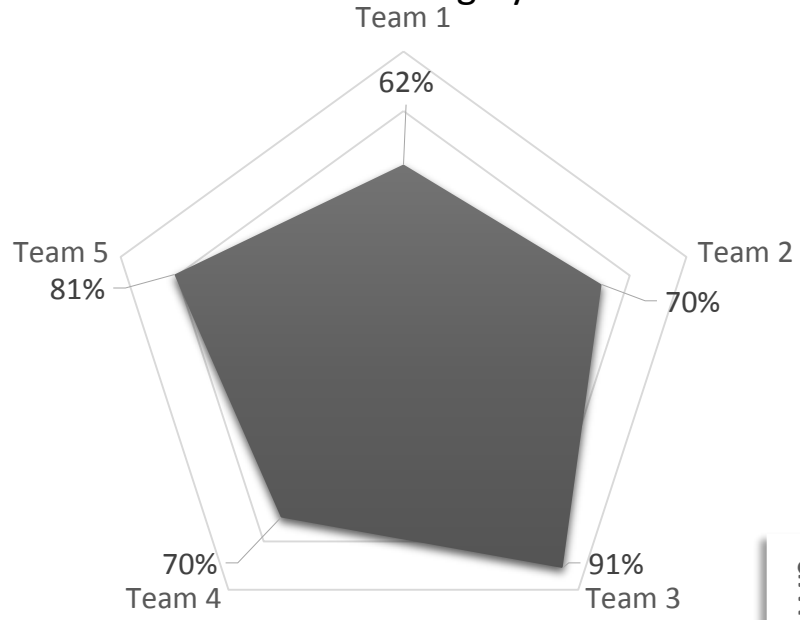
Demographic Level Analysis

AHT Analysis

Effort Analysis

Dealership Analysis

Overall Greeting by Team



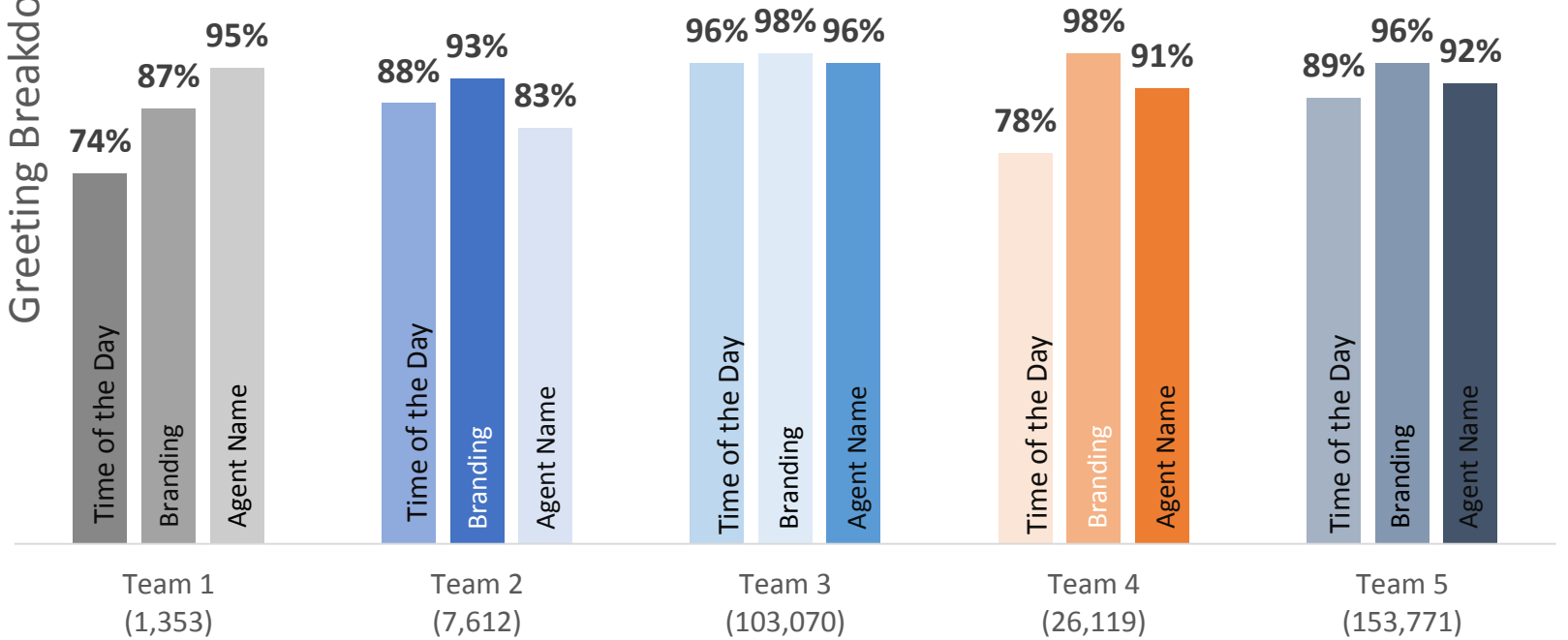
Conditions used:

Overall greeting: Time of the day + Branding + Agent name = 1 else 0

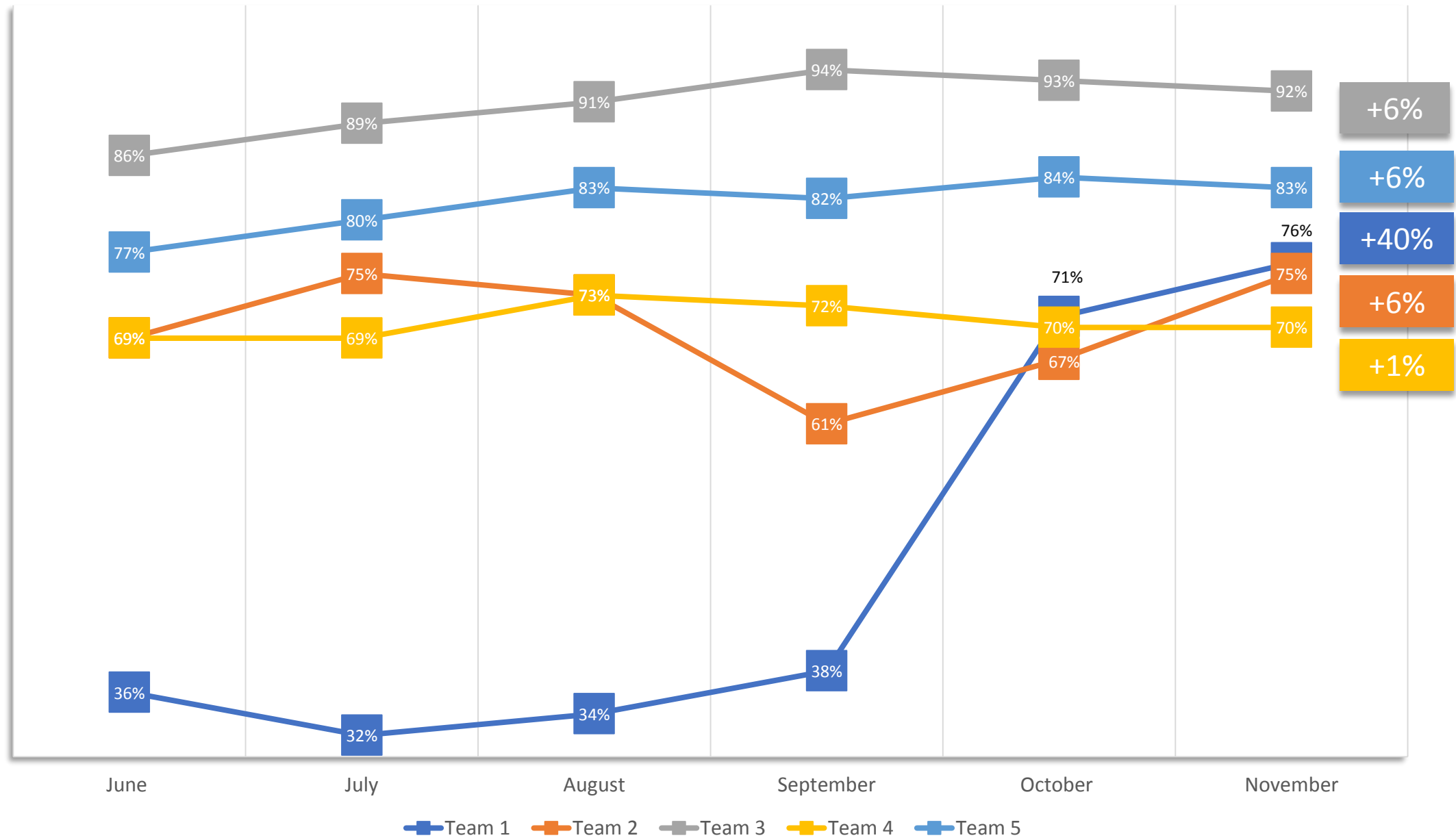
Greeting breakdown: Time of the day = 1 | Branding = 1 | Agent name = 1
(first 45 sec)

Overall
83%

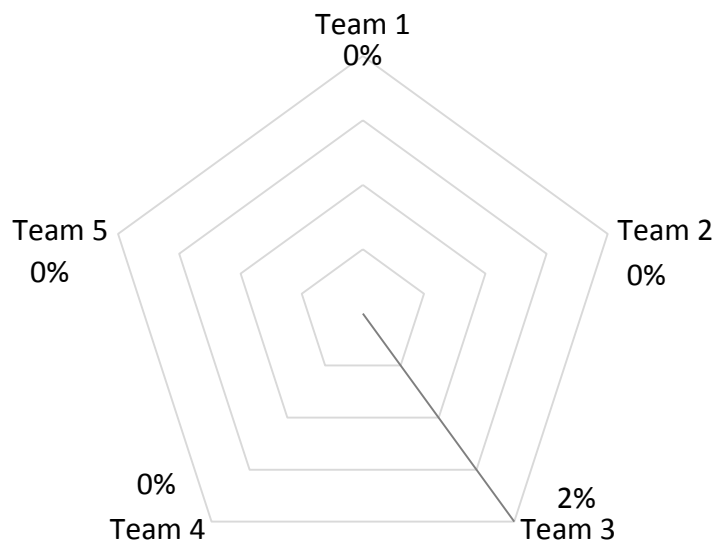
Greeting Breakdown



Trending for Greeting



Overall Verification By Team



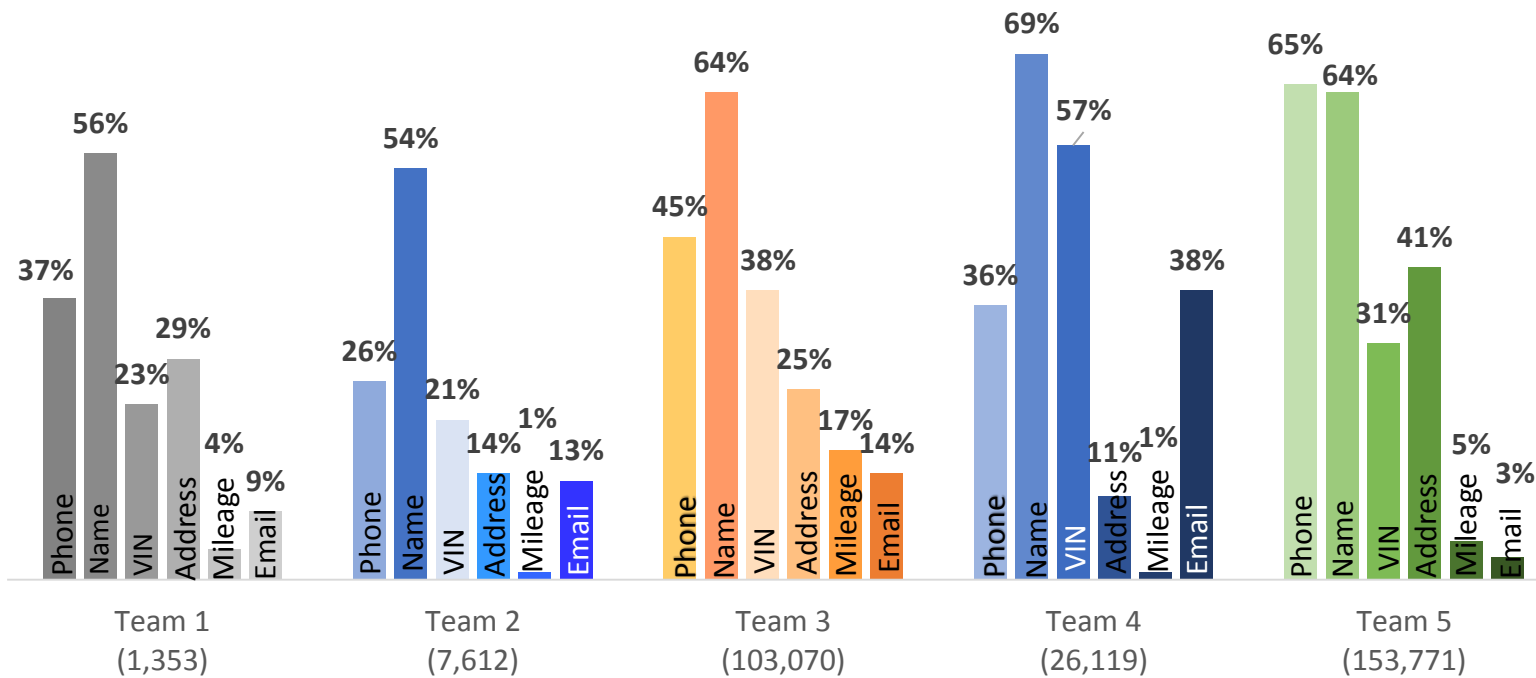
Conditions used:

Overall verification: Phone number + Customer's name + VIN + Address + Mileage + Email = 1 else 0

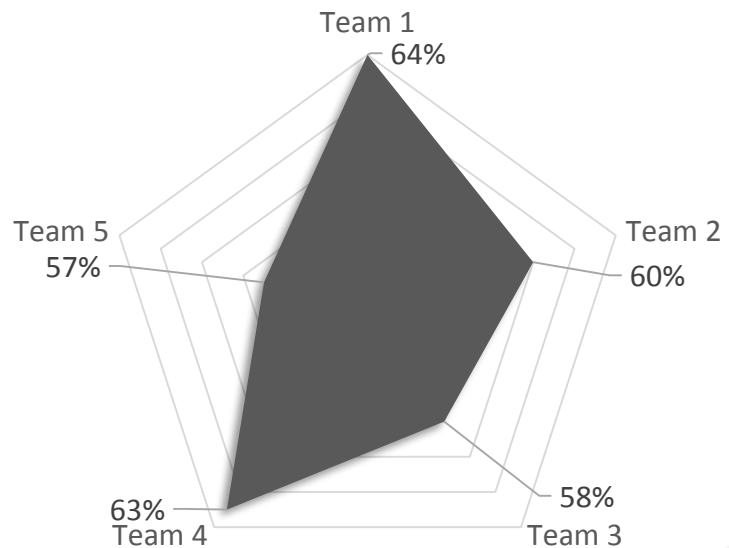
Verification breakdown: Phone number = 1 | Customer's name = 1 | VIN = 1 | Address = 1 | Mileage = 1 | Email = 1

Overall
.8%

Verification Breakdown

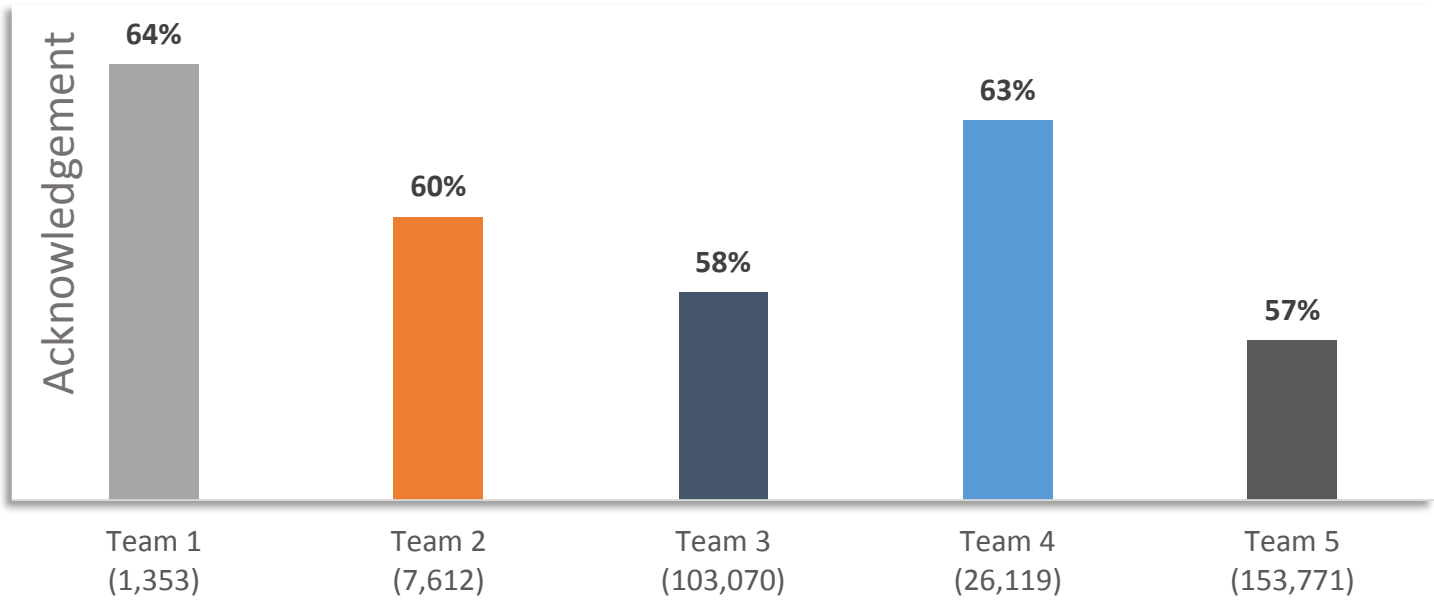


Overall Acknowledgement by Team

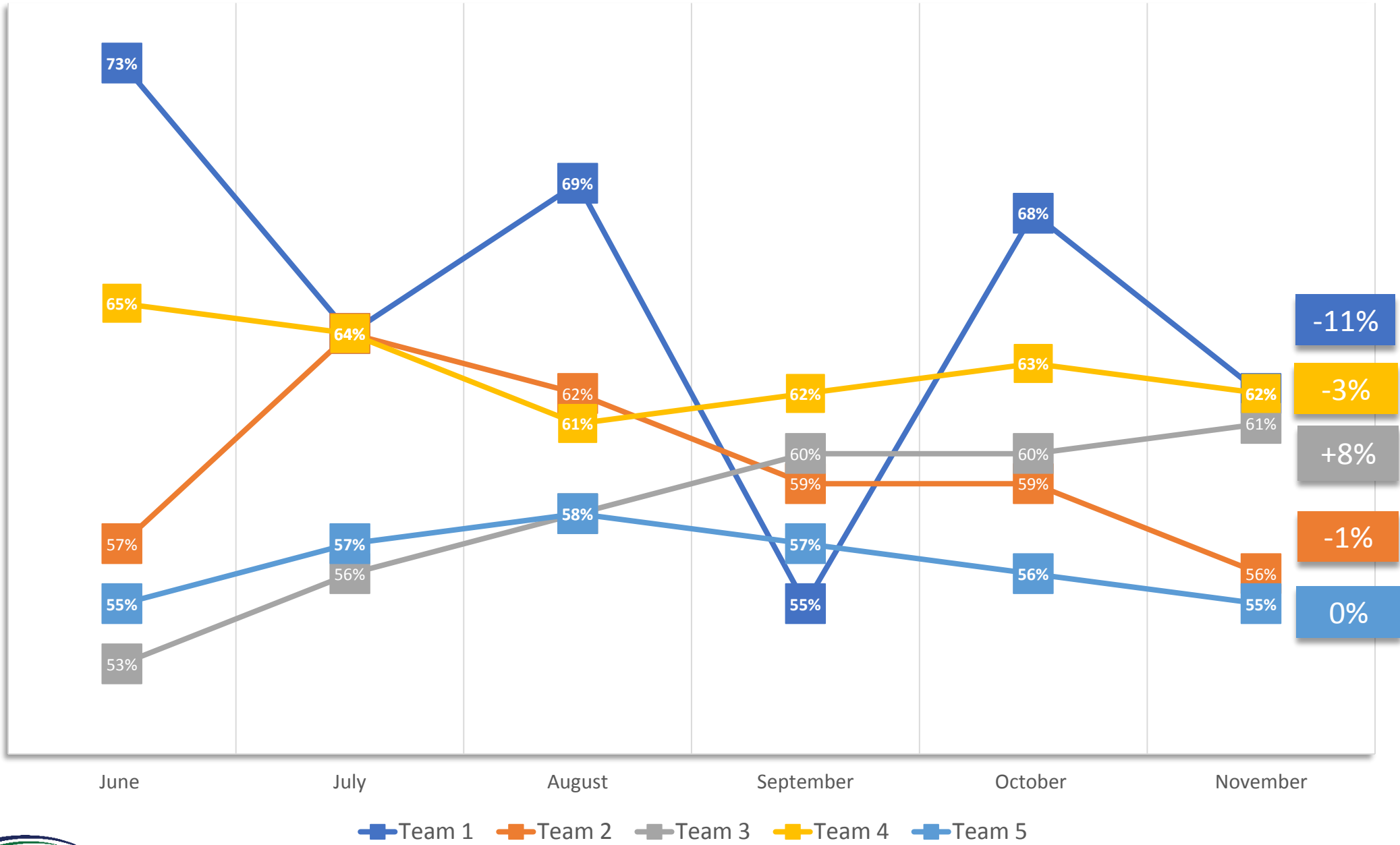


Conditions used:
Overall Acknowledgement: Acknowledgement= 1 else 0

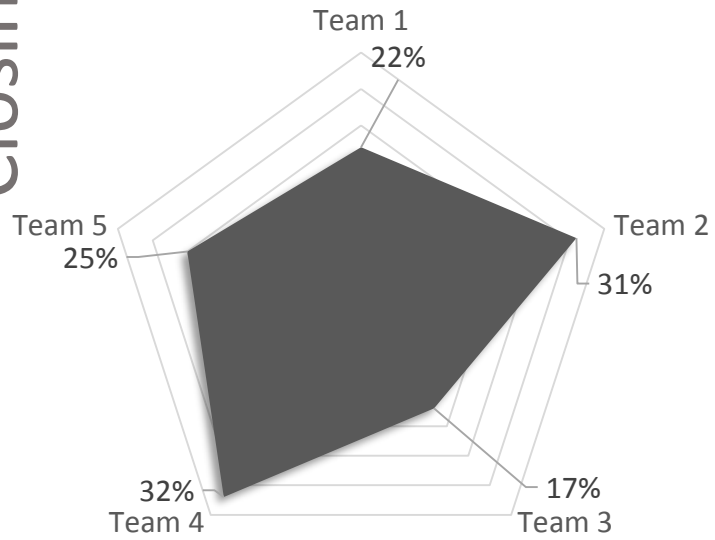
Overall
58%



Trending for Acknowledgement



Overall Closing By Team

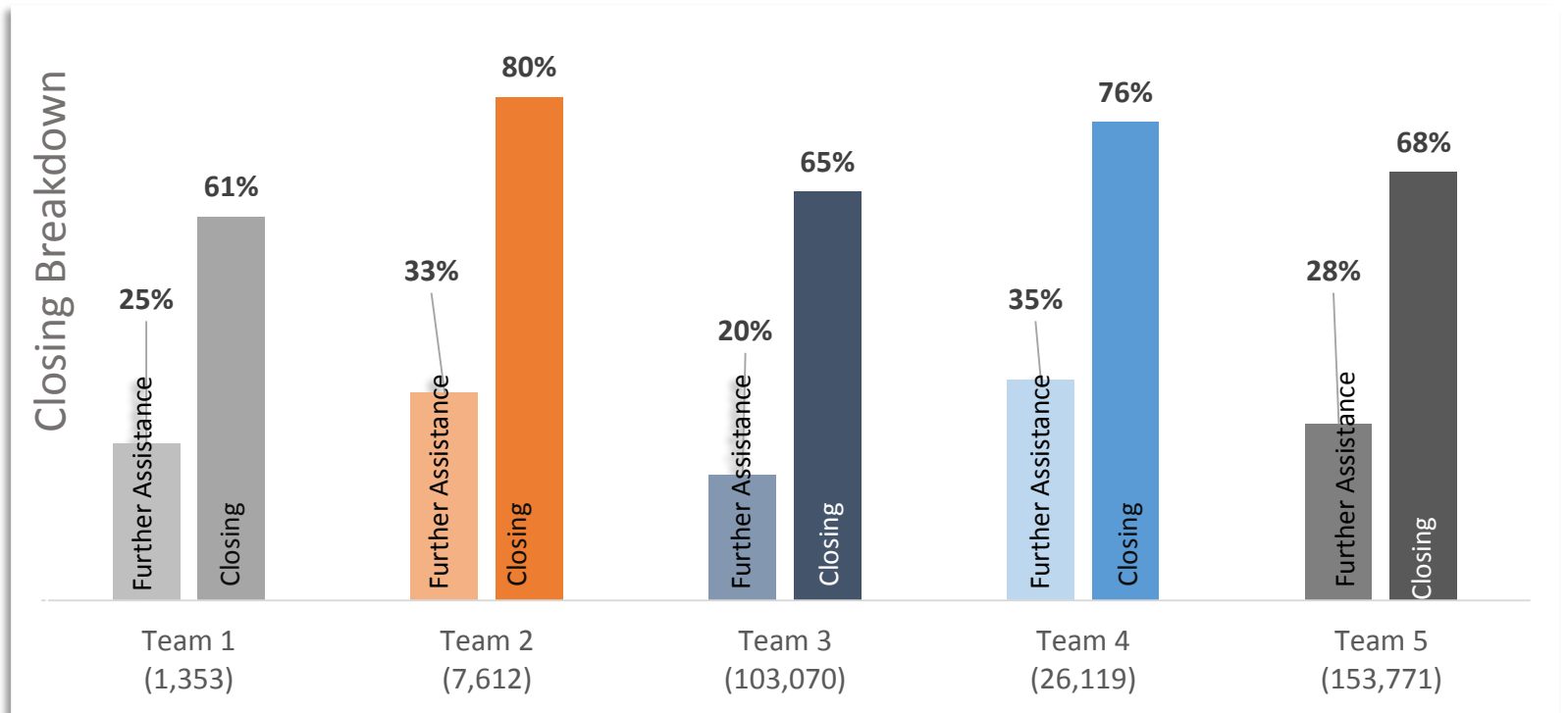


Conditions used:

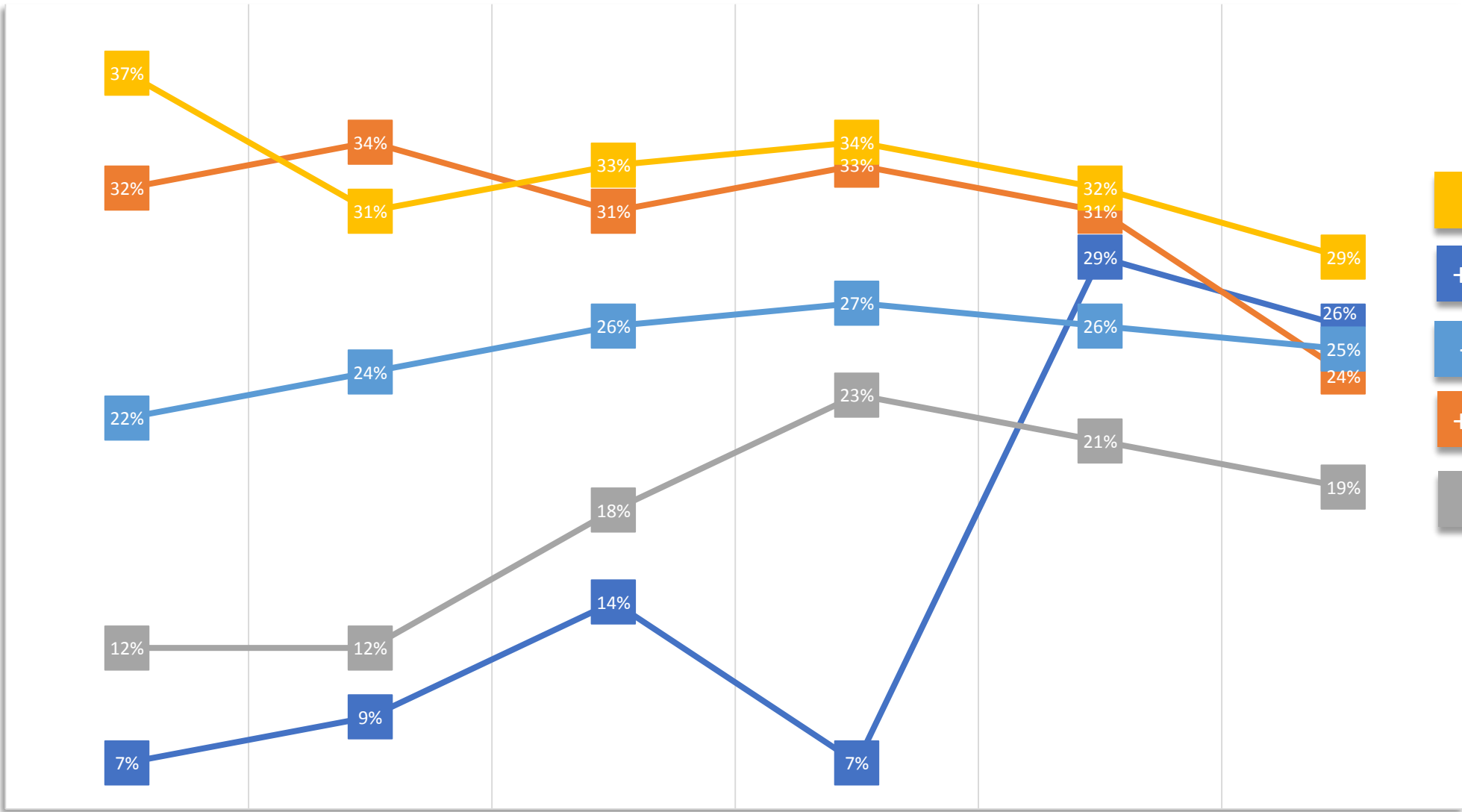
Overall closing: Further assistance (last 90 sec) + Closing (last 45 sec) = 1 else 0

Closing breakdown: Further assistance = 1 (last 90 sec) | Closing (last 45 sec) = 1

Overall
23%



Trending for Closing



- 8%
- +19%
- +3%
- +10%
- +7%

■ Team 1
 ■ Team 2
 ■ Team 3
 ■ Team 4
 ■ Team 5



Top Performers

Greeting

Agent's Name	Organization	Total Calls	Greeting - Overall	Agent Name	Organization	Time of the day
Safavi	Team 2	2993	99%	100%	100%	100%
Smith	Team 2	2452	98%	99%	99%	100%
Morris	Team 2	715	98%	100%	98%	100%
Taliaferro	Team 2	2272	98%	99%	99%	100%
Newton	Team 3	2785	98%	98%	100%	100%
Driver	Team 2	2273	97%	99%	99%	99%
Gray	Team 2	2038	97%	99%	99%	100%
White	Team 2	1666	97%	99%	99%	99%
Howard	Team 2	2162	97%	99%	99%	99%
Monday	Team 2	2235	97%	99%	99%	99%

Verification

Agent's name	Organization	Total calls	Verification	Customer name	VIN	Contact number	Address	Email address	Mileage
Jordan	Team 3	573	10%	53%	43%	70%	52%	40%	49%
Carhart	Team 2	1848	7%	55%	37%	52%	23%	24%	46%
Whaley	Team 2	2181	4%	33%	42%	65%	29%	23%	45%
Athias	Team 2	2048	4%	38%	43%	43%	22%	21%	26%
Standi	Team 2	2010	3%	63%	41%	46%	54%	27%	32%
Phillips	Team 2	1682	3%	42%	46%	53%	29%	15%	37%
Williams	Team 3	1235	3%	68%	43%	71%	29%	21%	21%
Nevola	Team 2	2367	2%	58%	39%	75%	16%	16%	35%
Williams	Team 2	1653	2%	45%	43%	50%	26%	11%	14%
Costa	Team 3	1852	2%	59%	34%	71%	34%	13%	32%

Closing

Agent's name	Organization	Total Calls	Closing - Overall	Further Assistance	Closing
Armstrong	Team 3	1227	79%	95%	80%
Morgan	Team 3	3557	61%	82%	67%
Elizabeth	Team 3	1514	60%	91%	62%
Saimpre	Team 4	529	59%	88%	61%
Williams	Team 3	1235	59%	92%	61%
Susan	Team 3	2312	58%	80%	60%
Donald	Team 3	2523	57%	82%	60%
Stefan	Team 3	1852	56%	80%	60%
Smith	Team 5	555	54%	92%	54%
Thomas	Team 3	1454	53%	80%	55%

Note - Considering total calls greater than 500



Bottom Performers

Greeting

Agent's Name	Organization	Total Calls	Greeting - Overall	Agent Name	Organization	Time of the day
Wescott	Team 5	1676	3%	93%	3%	98%
Ptaszynski	Team 3	810	12%	95%	15%	96%
George	Team 4	725	12%	65%	16%	100%
Patrick	Team 5	650	12%	97%	13%	100%
Gary	Team 3	1141	18%	39%	60%	72%
Aviles	Team 3	2312	21%	70%	26%	60%
Allen	Team 3	1588	28%	75%	30%	95%
Baldwin	Team 5	870	32%	91%	37%	100%
Hasan	Team 5	826	43%	46%	96%	97%
Sheikh	Team 3	1973	44%	93%	47%	96%

Verification

Agent's name	Organization	Total calls	Verification	Customer name	VIN	Contact number	Address	Email address	Mileage
Antoine	Team 4	1077	0%	22%	9%	35%	14%	5%	1%
Dolly	Team 4	863	0%	39%	12%	26%	10%	6%	0%
Alexandra	Team 4	773	0%	36%	7%	26%	20%	28%	1%
Keith	Team 4	725	0%	46%	54%	20%	3%	28%	0%
Woodler	Team 4	715	0%	49%	23%	19%	19%	3%	1%
Henry	Team 4	557	0%	58%	26%	36%	17%	1%	0%
Fred	Team 4	529	0%	34%	13%	30%	14%	3%	0%
Corizzi	Team 2	2069	0%	49%	38%	35%	15%	3%	10%
Gray	Team 2	2038	0%	29%	56%	54%	15%	8%	6%
Milidantri	Team 2	1816	0%	17%	12%	17%	4%	2%	4%

Closing

Agent's name	Organization	Total Calls	Closing - Overall	Further Assistance	Closing
Schmidt	Team 3	1466	0%	40%	0%
Ptaszynski	Team 3	810	0%	30%	1%
Mciver	Team 3	1329	1%	54%	1%
Steele	Team 3	1448	1%	71%	1%
Esposito	Team 3	1258	1%	49%	1%
Peters	Team 3	825	1%	22%	1%
Laura	Team 3	2354	1%	58%	1%
Denise	Team 3	2469	1%	51%	1%
Newton	Team 3	2785	1%	74%	1%
Grayson	Team 3	556	1%	29%	2%

Note - Considering total calls greater than 500



Unprofessionalism & Jargons



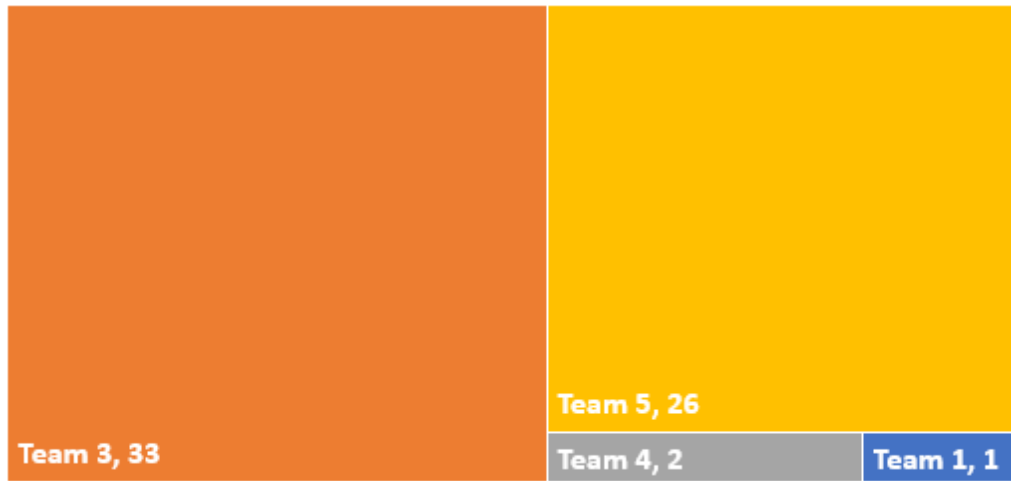
62

Interactions where Agents are rude and argued with customers

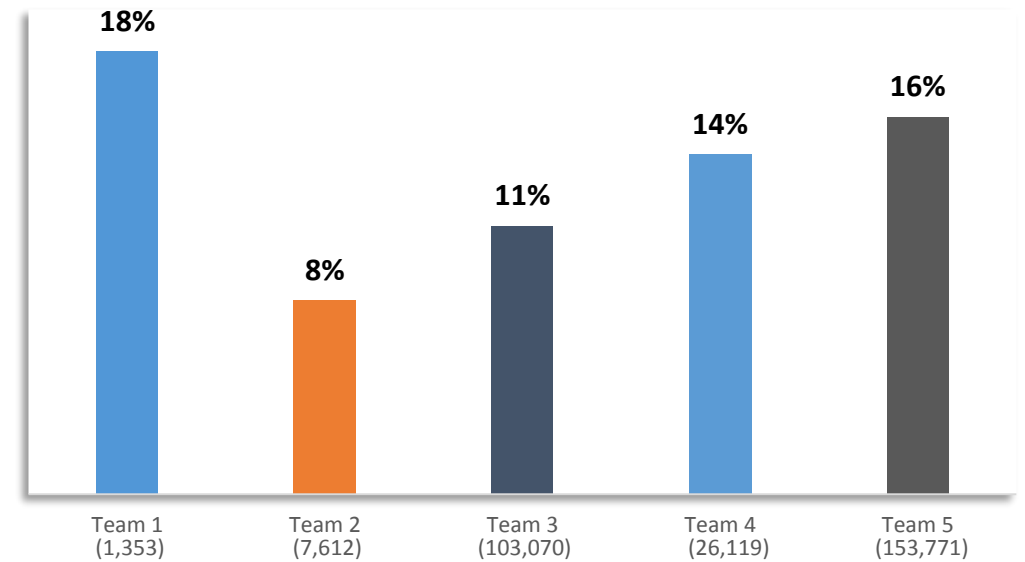
14%

39,873 of 291,925 Interactions where agents are using Jargons

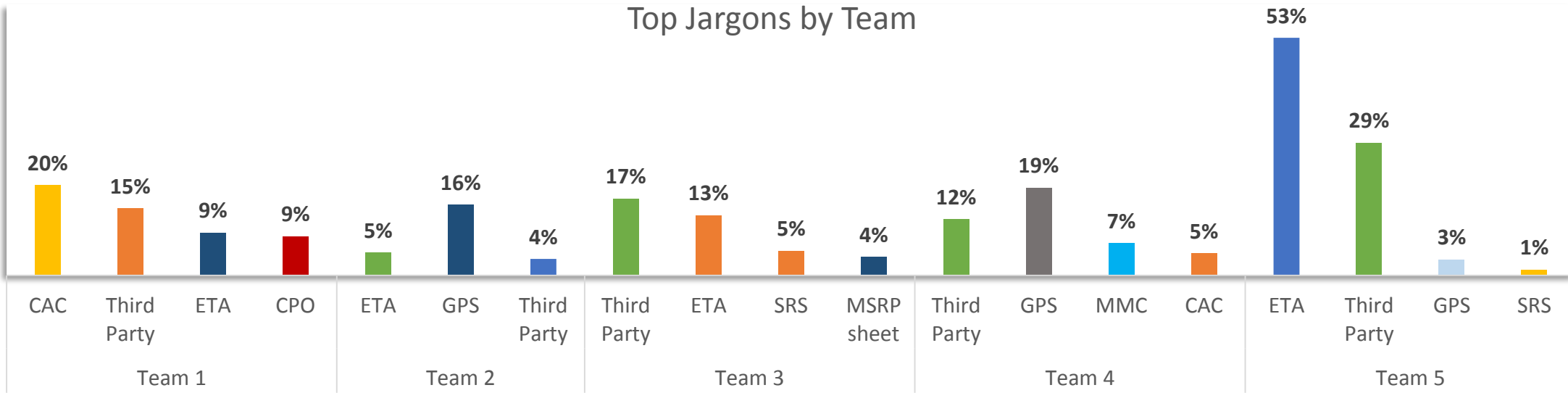
Unprofessionalism by Teams



Jargons by Teams



Top Jargons by Team



Agent Name	Team	Jargon	Total Calls	Jargon %
Crawford	Team 3	581	6391	9%
Morgan	Team 3	751	6166	12%
Kahraman	Team 2	570	4201	14%
Hollingsworth	Team 3	540	4140	13%
Schumacher	Team 3	845	3806	22%
Boyd	Team 3	540	3486	15%
Farley	Team 3	878	3224	27%
May	Team 3	542	2949	18%
Mushatt	Team 3	1483	2796	53%
Dorner	Team 3	751	2629	29%
Simpson	Team 3	745	2599	29%
Thomas	Team 3	797	2430	33%
Frails	Team 3	848	2101	40%
Smoak	Team 3	580	2007	29%

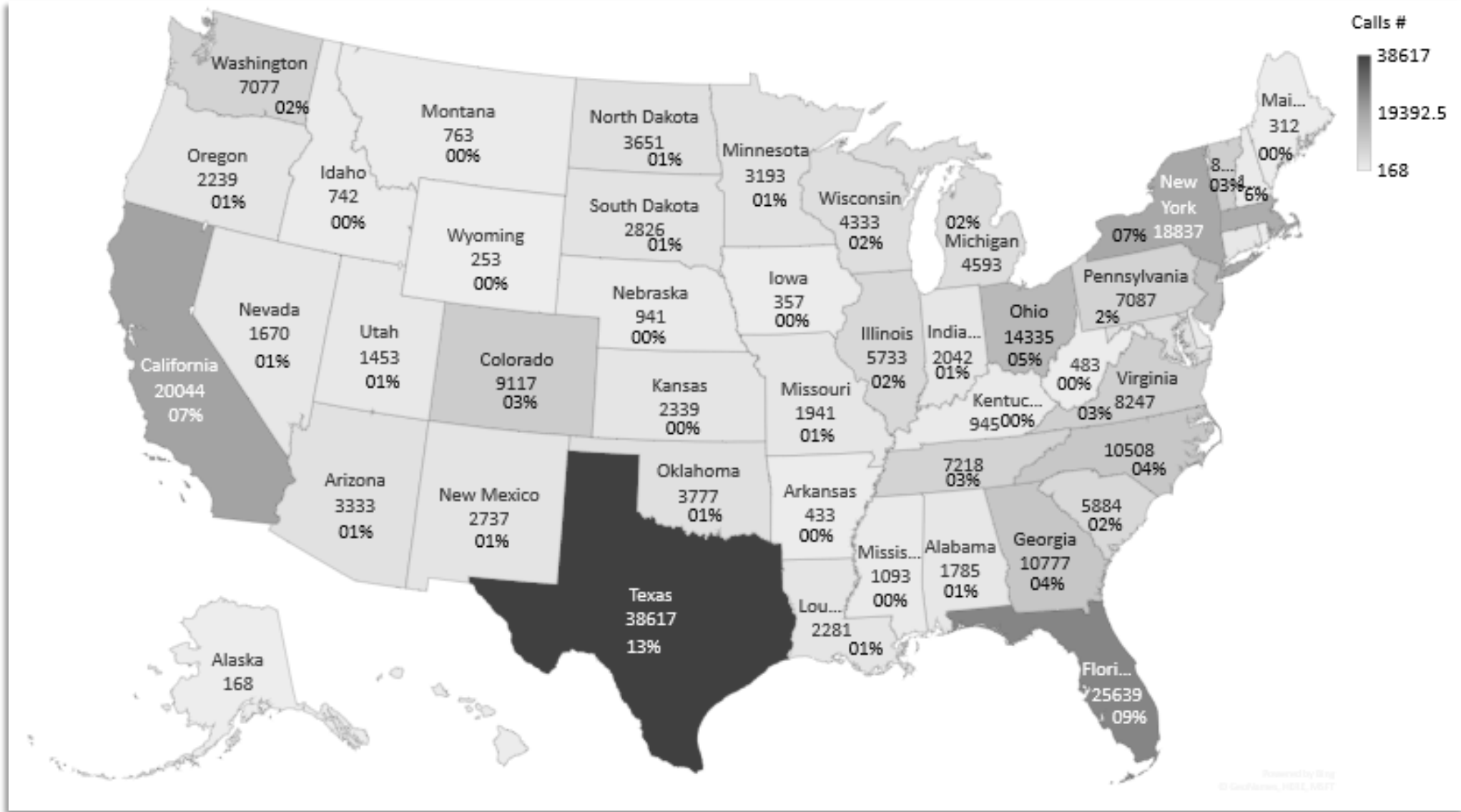
Note - Considering total calls greater than 500



Business Insights

Total Population Represented = 576,572

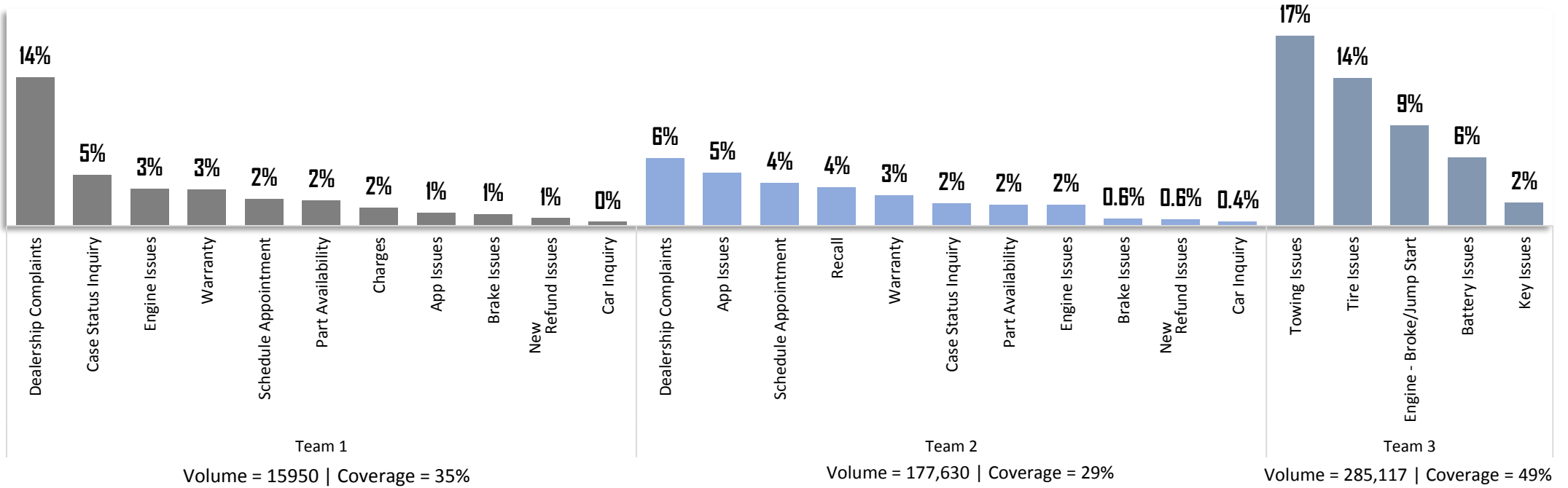
Call Volume - Geographic



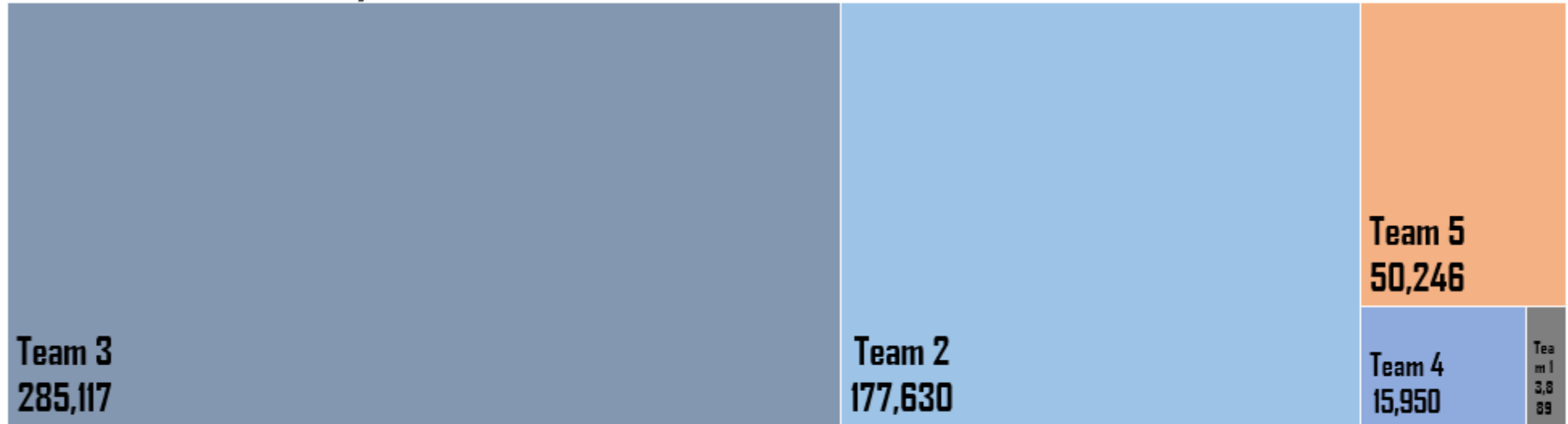
Coverage: 50%.
 States were captured on 50% (286,822) of the overall (576,572) calls



Reason for Contact



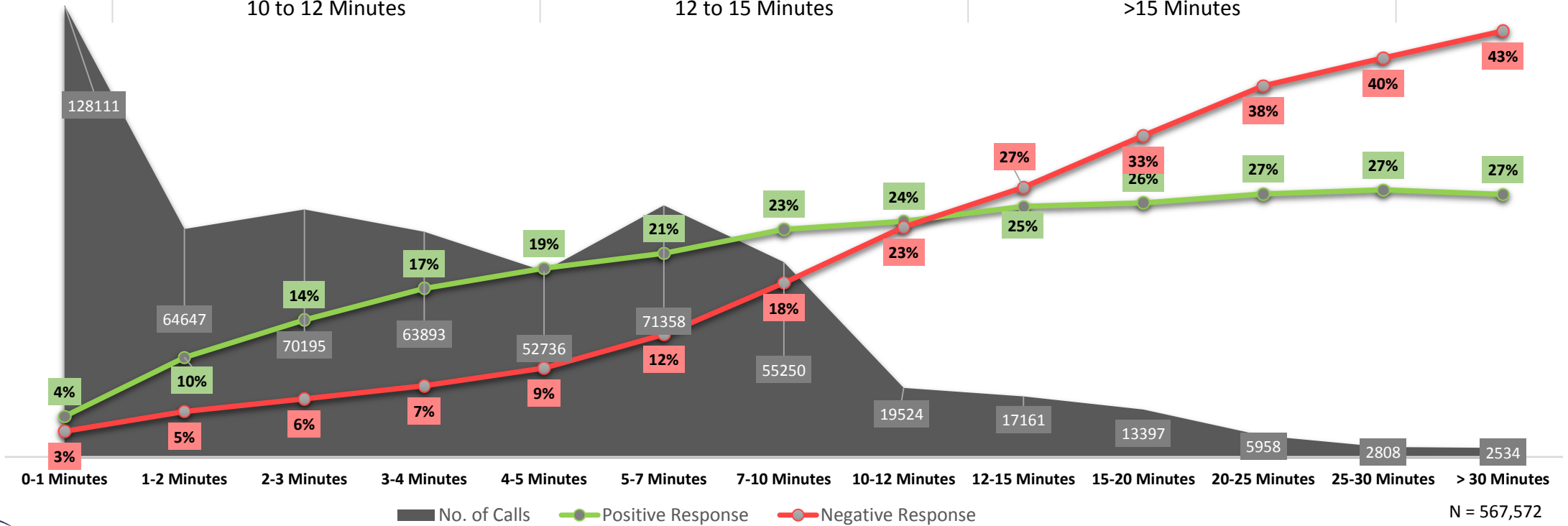
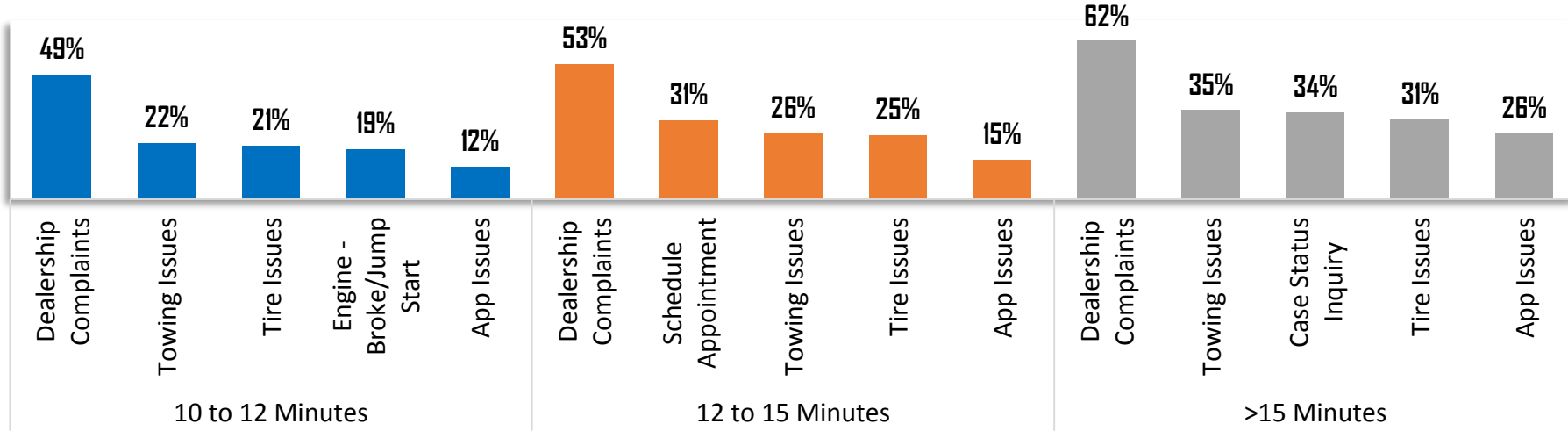
Volume Breakdown by Teams



N = 532,832



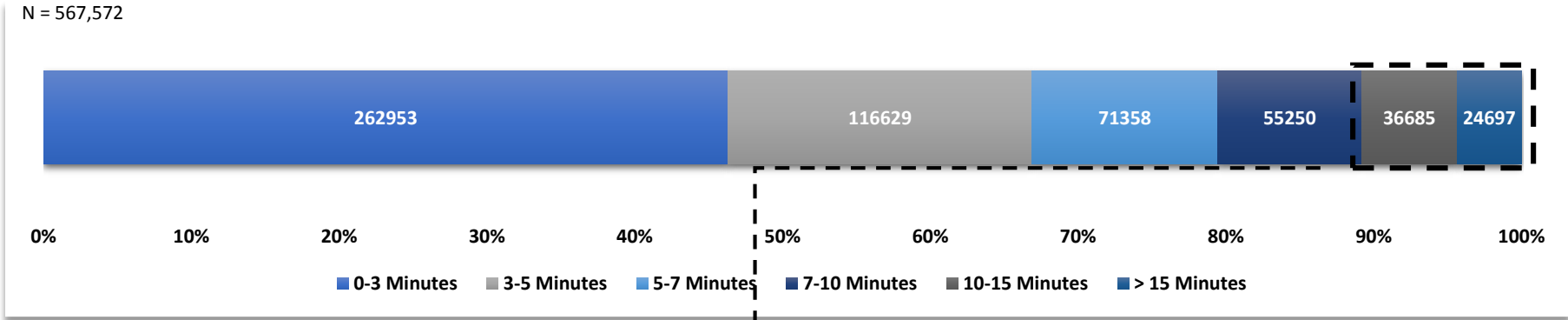
Negative responses call reasons (Top 5)



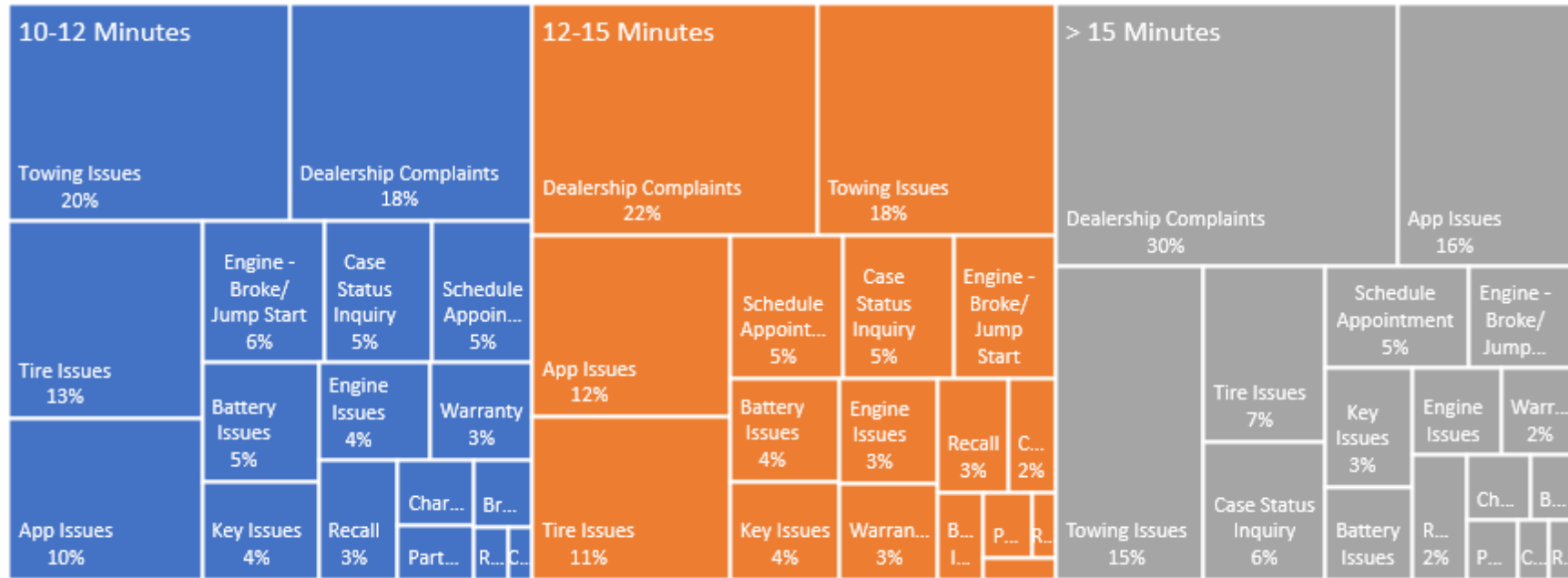
N = 567,572



Overall AHT

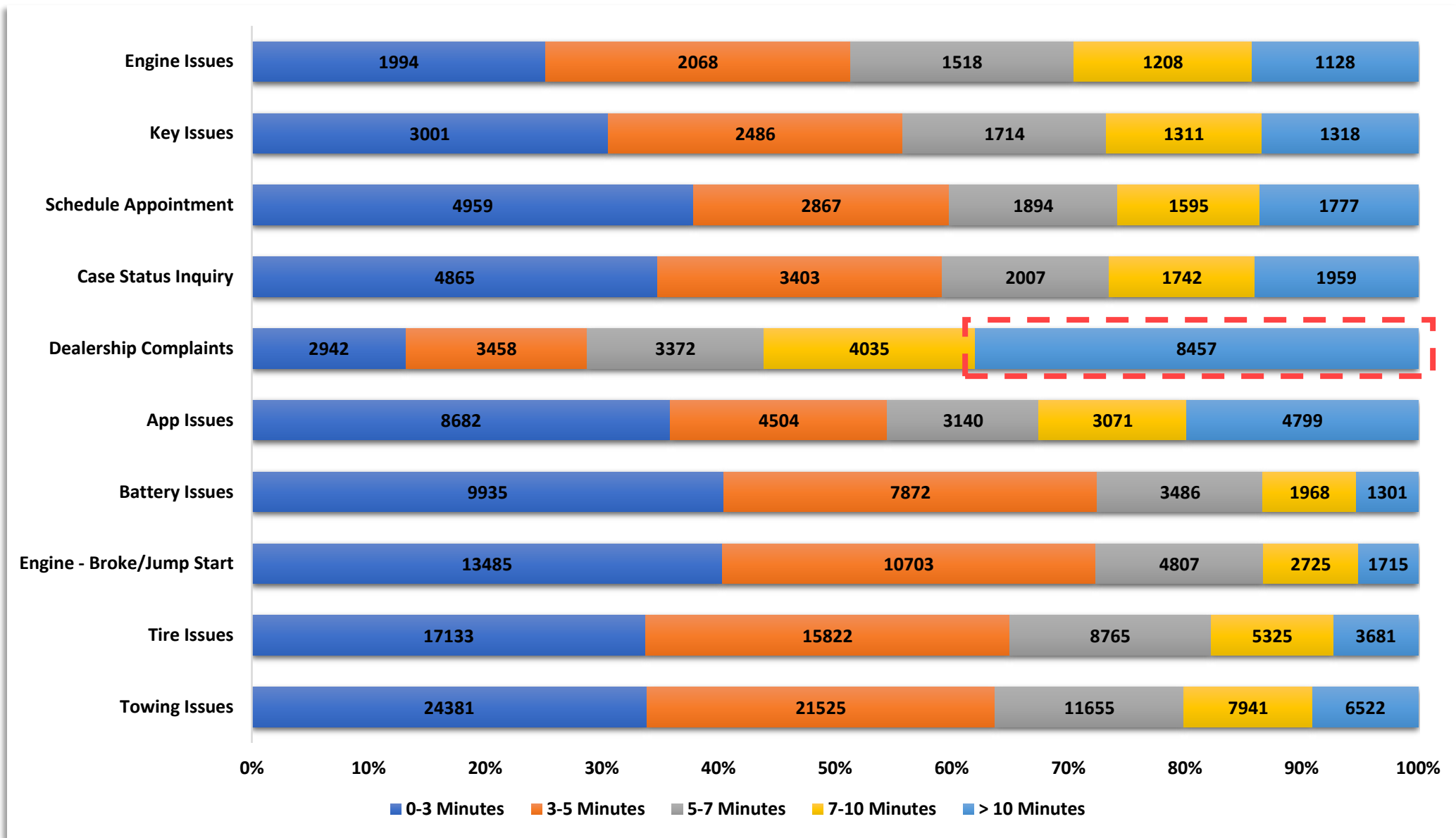


High AHT Vs Reason for Contact



N = 34,396

AHT Analysis (Overall) — Top 10 Call Reasons



N = 223,440

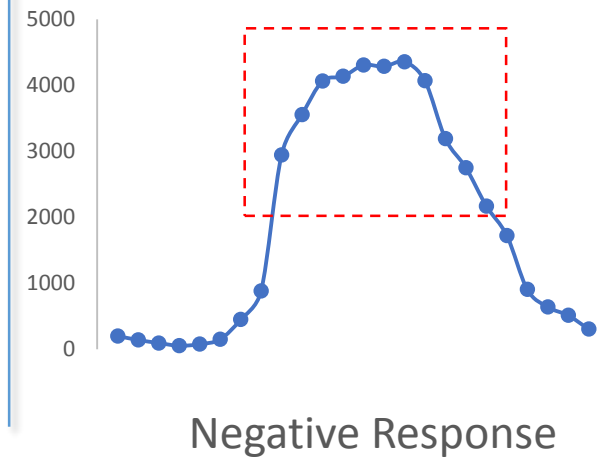


Call volume vs AHT Heat Map

Time	Weekday						
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12 AM	650	525	385	433	437	484	575
1 AM	501	331	270	288	309	324	470
2 AM	364	229	201	194	236	239	319
3 AM	285	200	174	163	197	205	256
4 AM	228	296	298	300	337	297	280
5 AM	271	773	634	667	590	622	444
6 AM	546	1875	1537	1414	1348	1325	882
7 AM	971	3406	2652	2575	2390	2626	1665
8 AM	1604	7739	6323	6111	5829	5892	2870
9 AM	2072	8845	7284	7121	6564	6937	3648
10 AM	2613	9508	8112	7686	7364	7955	4314
11 AM	2960	8673	8260	7755	7635	7435	4558
12 PM	3109	9185	8589	8284	7763	8127	4601
1 PM	3214	8702	8426	8742	7618	7896	4559
2 PM	3004	7735	8301	8492	7606	8038	4339
3 PM	2845	7422	8300	8162	7104	7783	3673
4 PM	2788	5542	6339	7091	5723	6102	3193
5 PM	2614	5209	5920	6488	5560	5619	2861
6 PM	2400	3863	4826	5047	4579	4701	2269
7 PM	2074	3410	4135	4267	3899	4009	2281
8 PM	1736	1797	2134	2206	2208	2267	1679
9 PM	1431	1417	1600	1705	1680	1621	1470
10 PM	1162	999	1176	1185	1218	1403	1230
11 PM	771	585	760	809	814	960	961

Negative Response

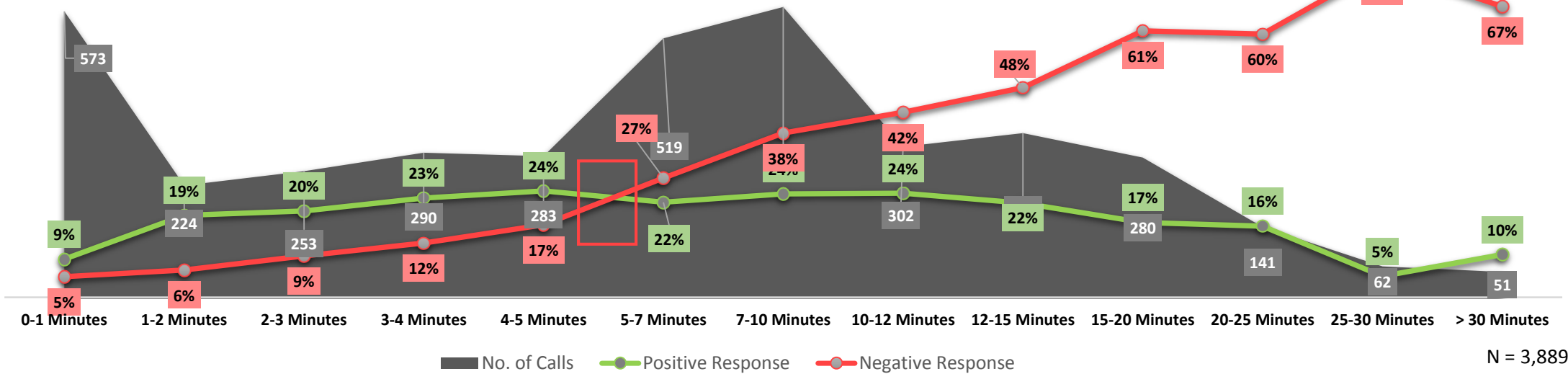
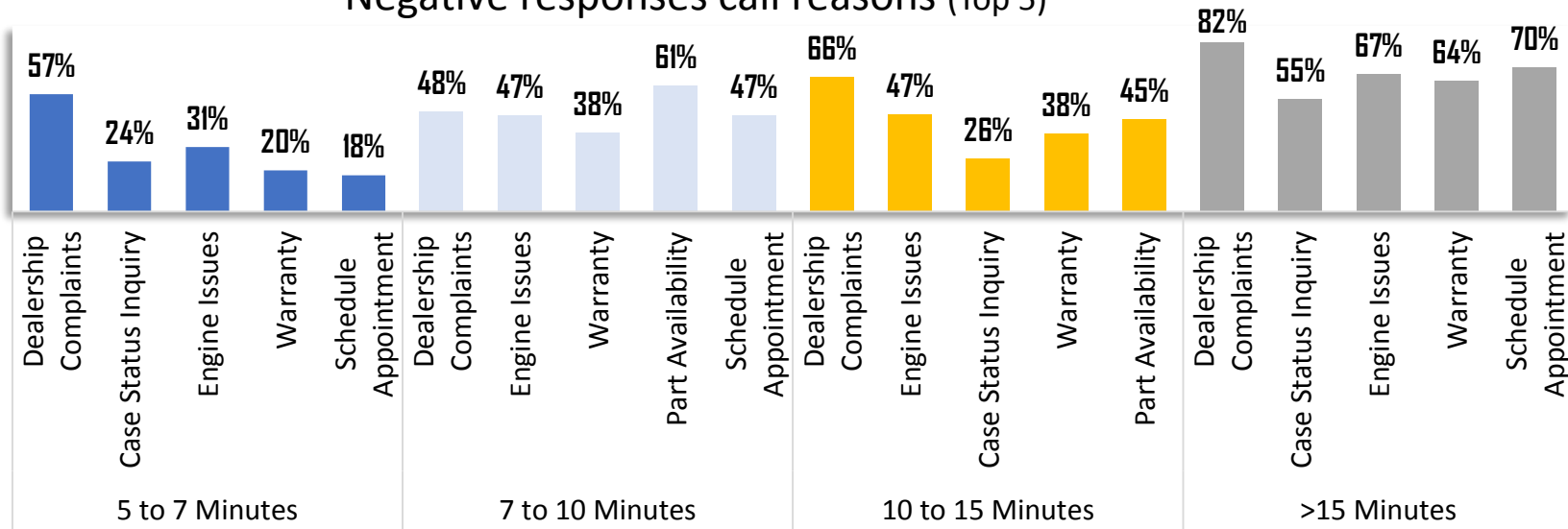
AHT starts going up as well as the volume rises from 8am-6pm on weekdays. This correlates Negative Response during this time frame also increases drastically



AHT Scale	0:01:00	0:02:00	0:03:00	0:04:00	0:04:30	0:05:00	0:05:30
Numeric	Call Volume						

*Call volume is represented in numbers & AHT in Color Scale

Negative responses call reasons (Top 5)



N = 3,889

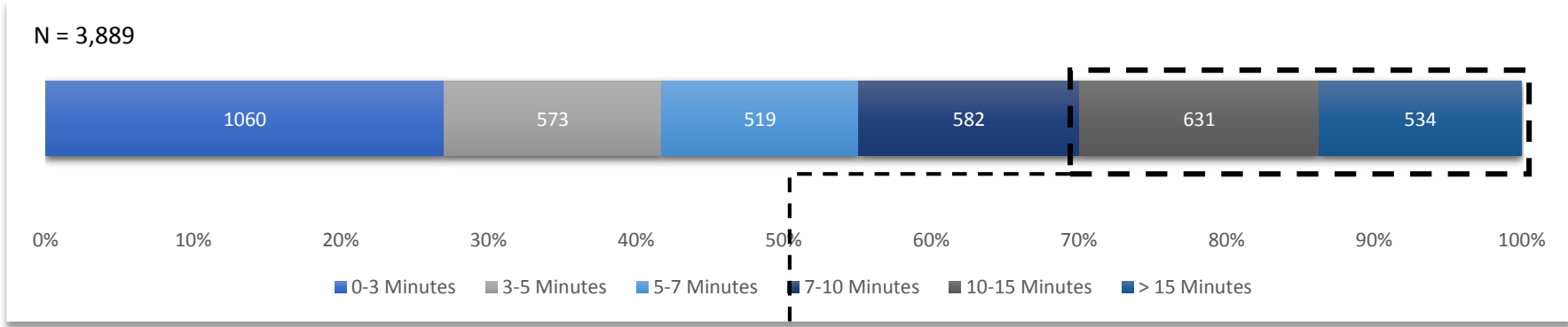
Recommendation

IVR should update the customers on their case status the moment their phone number is verified.

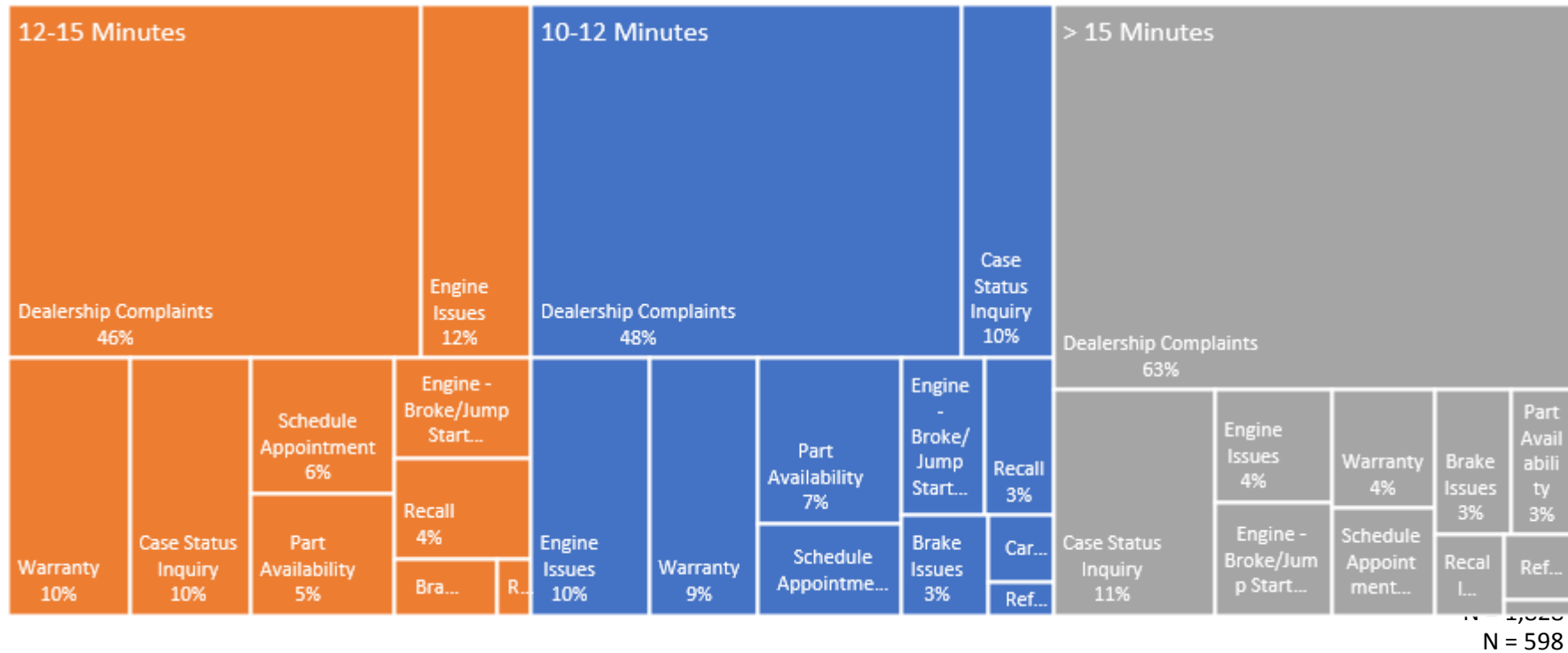


AHT Dashboard- Team 1

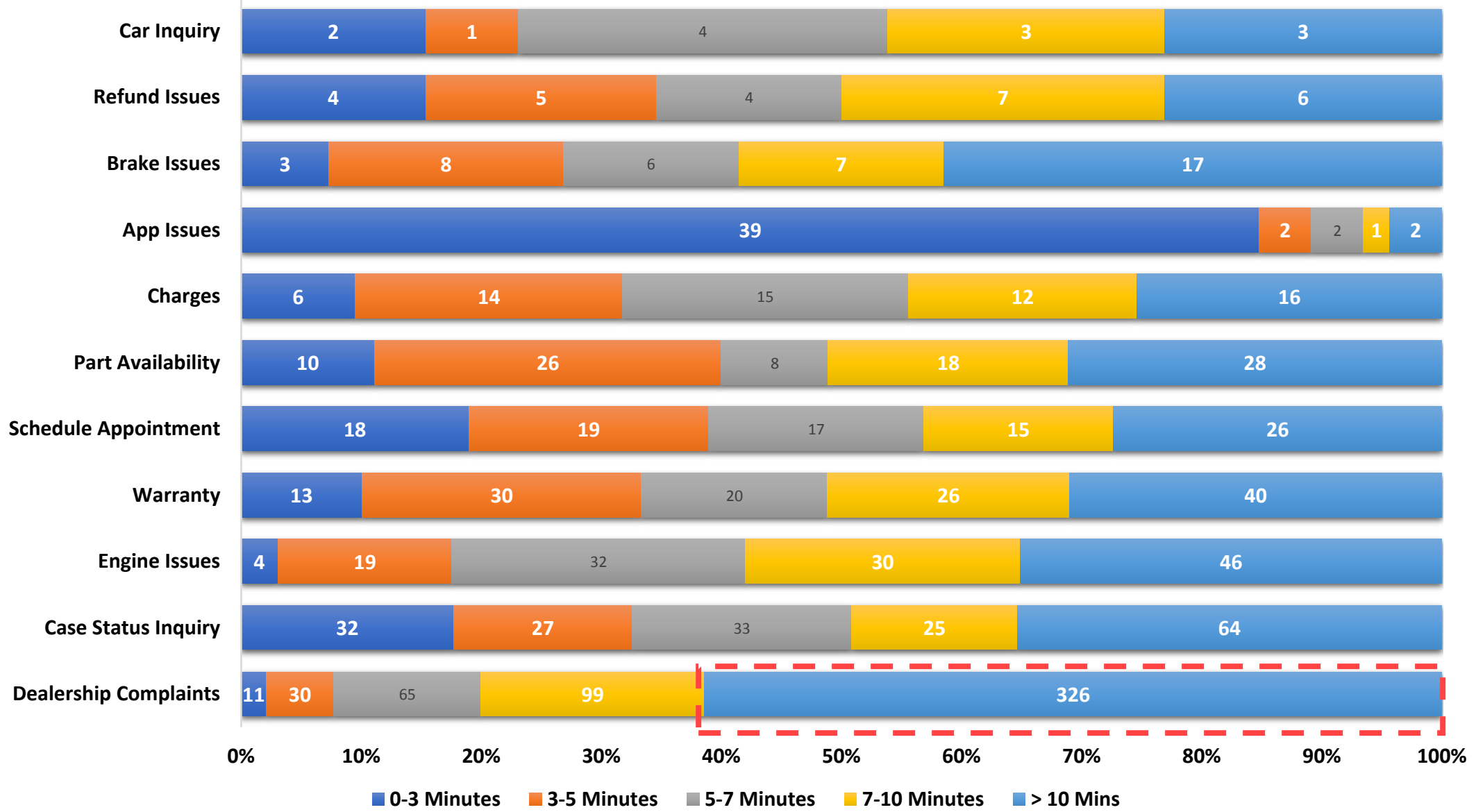
Overall AHT



High AHT Vs Reason for Contact



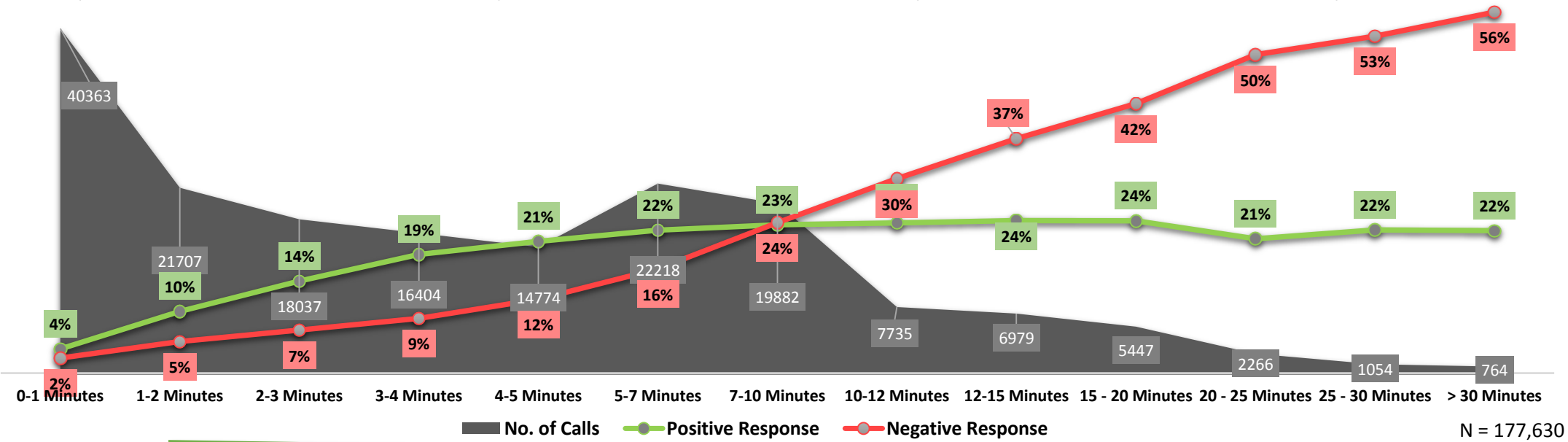
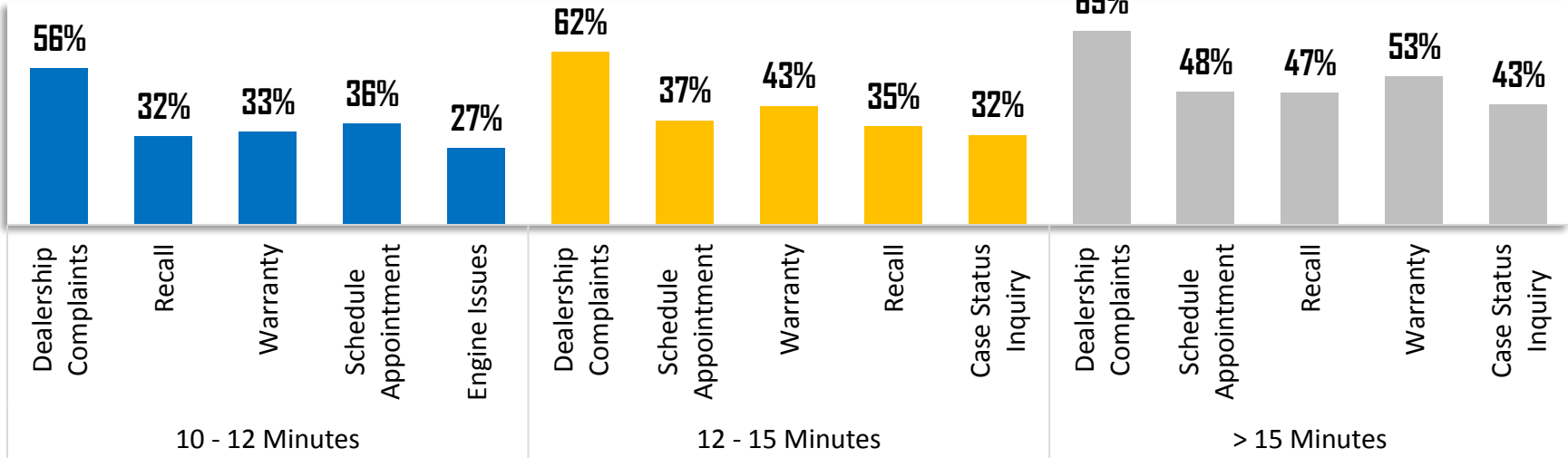
AHT Analysis (Team 1) - Call Reasons



N = 1,365



Negative responses call reasons (Top 5)



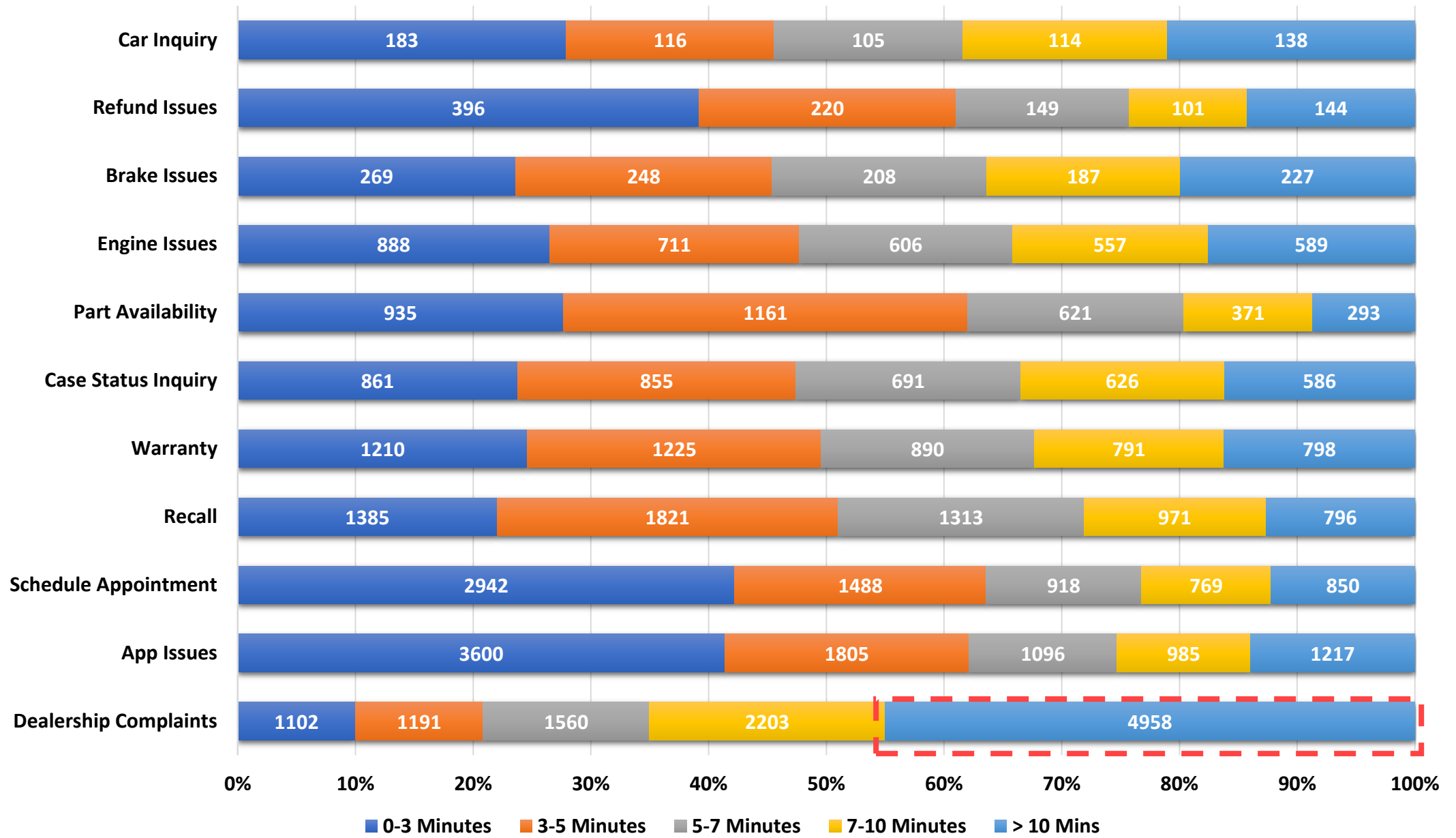
N = 177,630

Recommendation

Instead of advising customer to visit dealership; Agents needs to take the ownership to resolve the issue by warm transferring or scheduling a call to preferred dealership.



AHT Analysis (Team 2) - Call Reasons



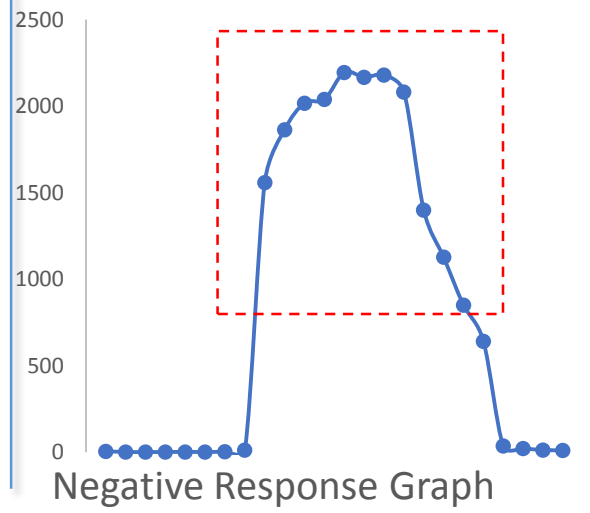
N = 51,040



Call volume vs AHT Heat Map (Team 2)

Time	Weekday						
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12 AM	97	13				15	57
1 AM	34					6	48
2 AM	25					4	41
3 AM						9	14
4 AM						9	8
5 AM	6	29	3	3	22	19	5
6 AM	11	32	18	23	26	25	1
7 AM	22	59	24	35	41	36	20
8 AM	50	3405	2718	2598	2556	2501	28
9 AM	74	3486	3062	2971	2800	2785	41
10 AM	91	3700	3328	3285	3096	3206	69
11 AM	79	3510	3356	3226	3126	3050	125
12 PM	46	3917	3876	3599	3490	3653	124
1 PM	90	3844	3824	3699	3425	3579	113
2 PM	58	3532	3999	3601	3583	3561	113
3 PM	65	3624	4169	3444	3371	3728	132
4 PM	95	2060	2681	2607	2218	2455	121
5 PM	80	1769	2247	2194	1817	2018	91
6 PM	107	1361	1900	1804	1642	1703	81
7 PM	66	1316	1541	1510	1339	1457	104
8 PM	73	61	121	87	76	147	67
9 PM	67	41	85	101	46	113	94
10 PM	18	37	14	46	22	101	78
11 PM	24		5	12	41	116	132

Negative Response
 As the volume increases from 8am-7pm on weekdays, the AHT starts going up as well. Sudden increase in Negative Response observed during this period

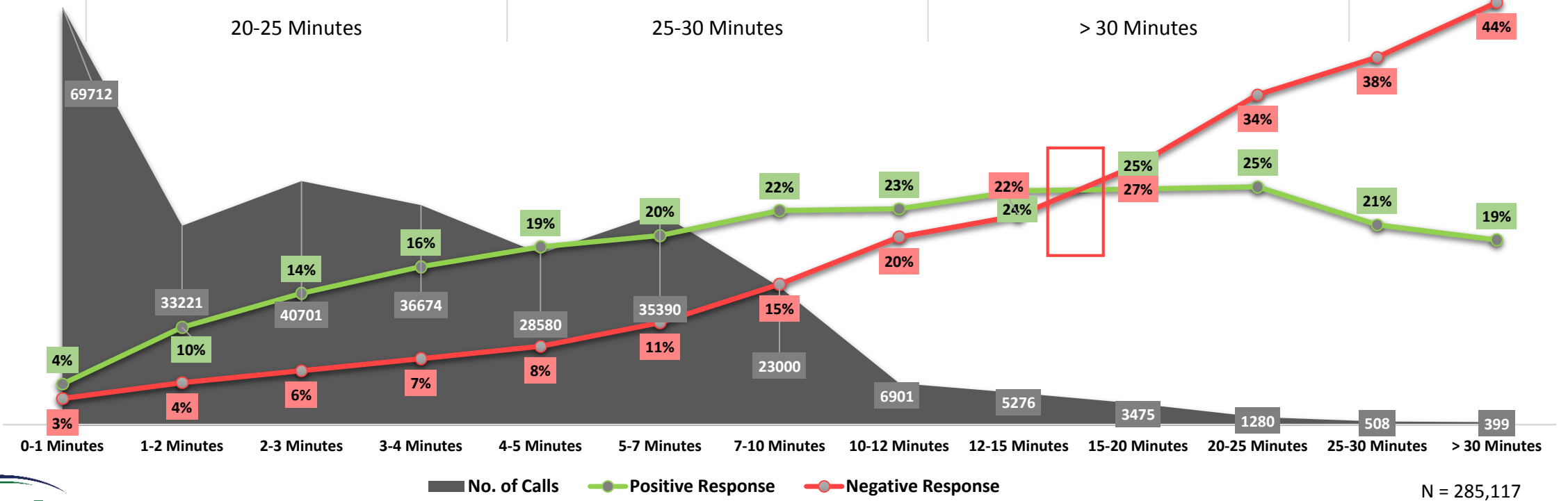
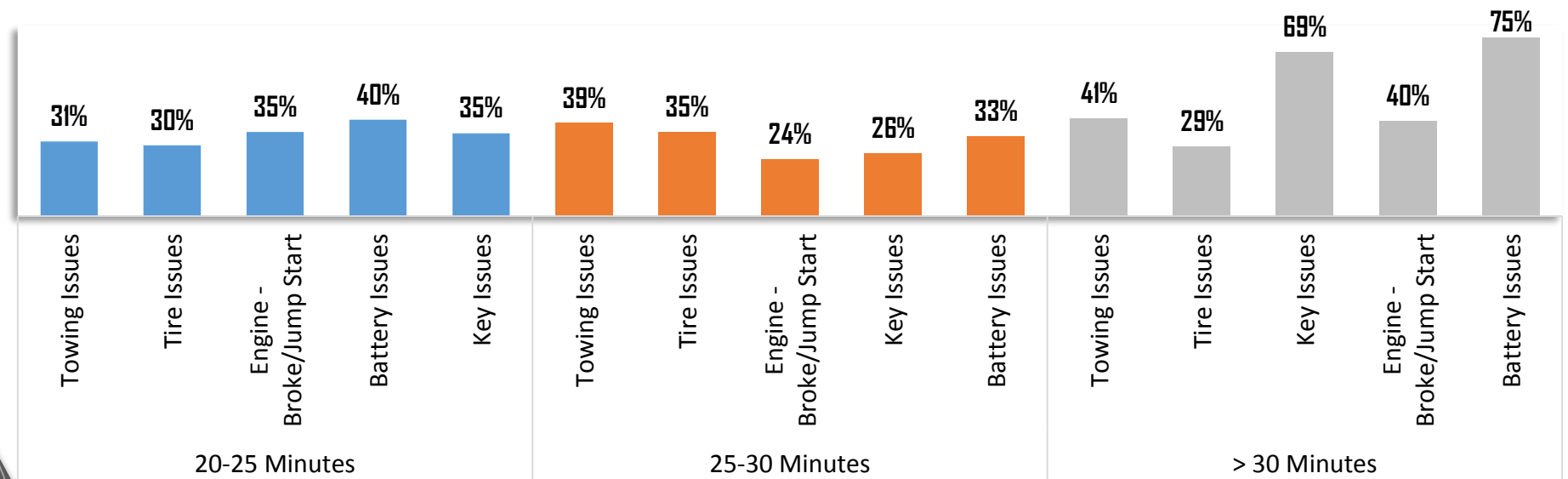


AHT Scale	0:00:30	0:01:30	0:02:30	0:03:30	0:04:30	0:05:30	0:06:30
Numeric	Call Volume						

*Call volume is represented in numbers & AHT in Color Scale



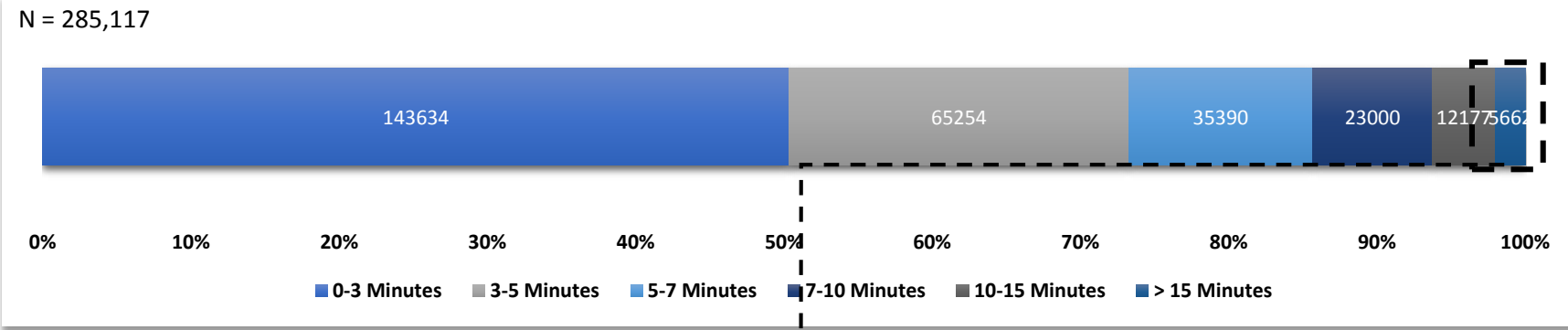
Negative responses call reasons (Top 5)



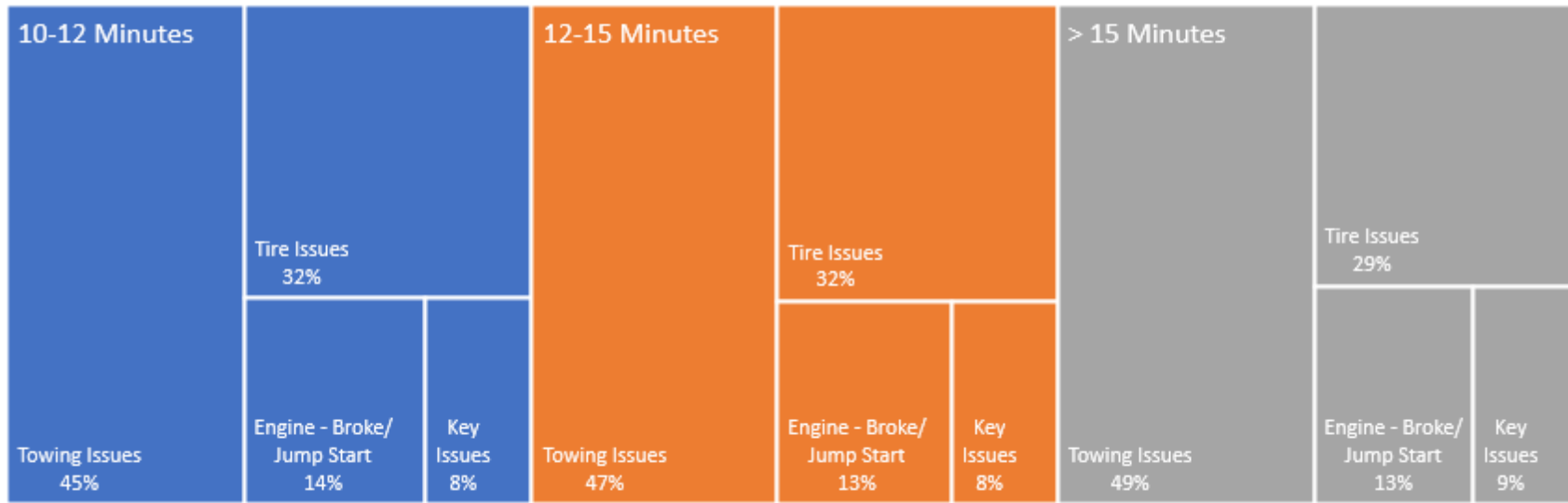
N = 285,117



Overall AHT

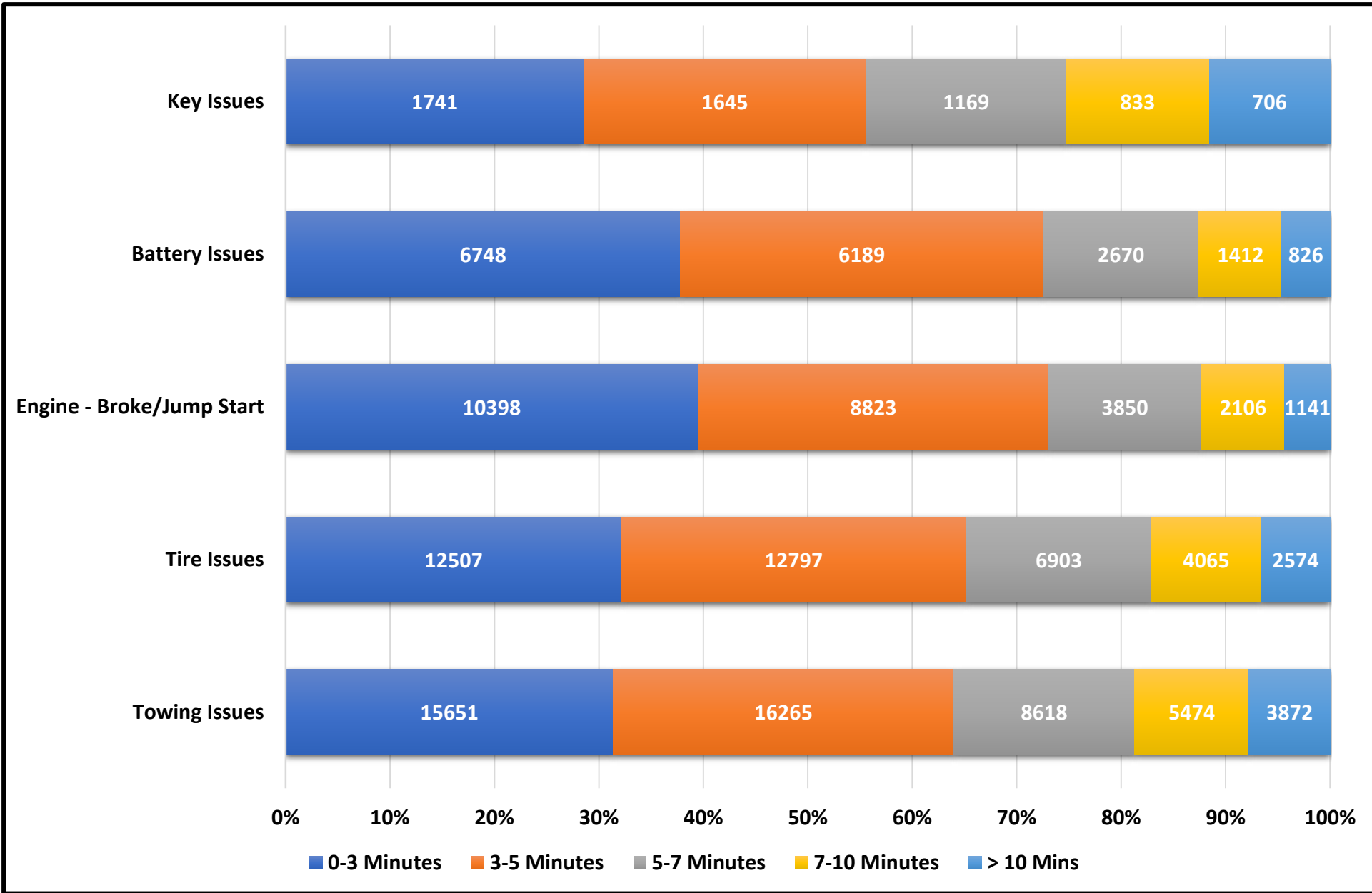


High AHT Vs Reason for Contact



N = 8,293

AHT Analysis (Team 3) - Call Reasons



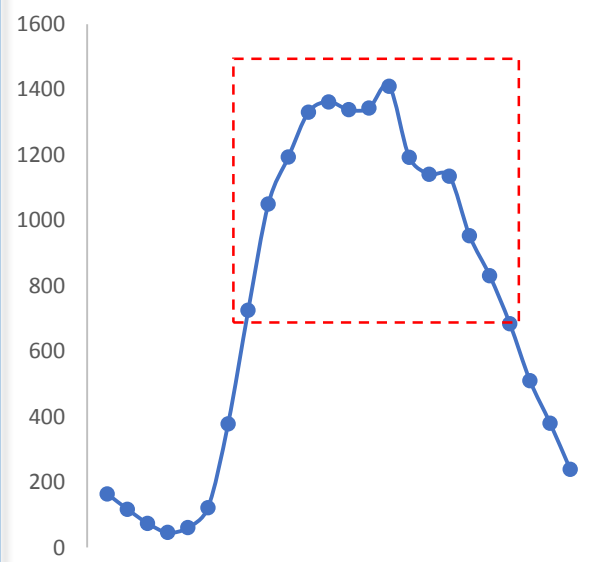
N = 138,983



Call volume vs AHT Heat Map – Team 3

Time	Weekday						
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12 AM	406	420	306	317	346	332	381
1 AM	343	279	226	237	266	257	335
2 AM	266	199	171	158	192	185	238
3 AM	213	169	155	137	165	160	201
4 AM	173	262	257	249	284	232	224
5 AM	215	665	541	586	484	500	351
6 AM	423	1615	1256	1203	1147	1110	722
7 AM	742	2810	2144	2084	1939	2111	1336
8 AM	1160	3509	2792	2710	2516	2593	2193
9 AM	1519	4228	3211	3160	2836	3093	2798
10 AM	1861	4372	3567	3265	3030	3439	3240
11 AM	2068	3687	3497	3300	3206	3075	3468
12 PM	2277	3789	3291	3378	2950	3073	3388
1 PM	2412	3428	3089	3511	2763	2849	3327
2 PM	2252	2804	2782	3343	2729	3037	3079
3 PM	2037	2478	2699	3252	2584	2604	2442
4 PM	2032	2310	2358	3158	2451	2314	2091
5 PM	1947	2388	2588	3092	2766	2423	1930
6 PM	1745	1729	2149	2368	2146	1978	1426
7 PM	1475	1548	2005	2037	2017	1841	1480
8 PM	1242	1315	1534	1629	1582	1391	1079
9 PM	1037	1051	1133	1242	1222	1015	903
10 PM	856	766	880	880	909	970	810
11 PM	611	472	590	624	568	645	604

Negative Response
 As the call volume increase, A steep increase under Negative response is observed from 8 AM – 6 PM

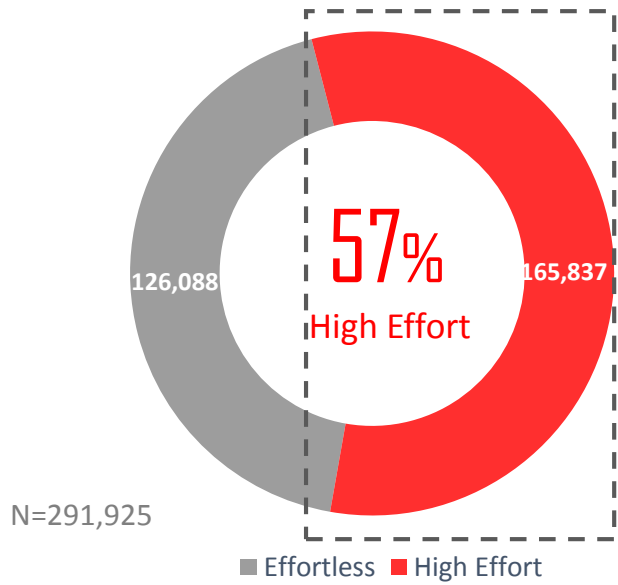


AHT Scale	0:01:00	0:02:00	0:02:30	0:03:00	0:03:30	0:04:30
Numeric	Call Volume					

Call volume is represented in numbers & AHT in Color Scale



Customer Effort Analysis

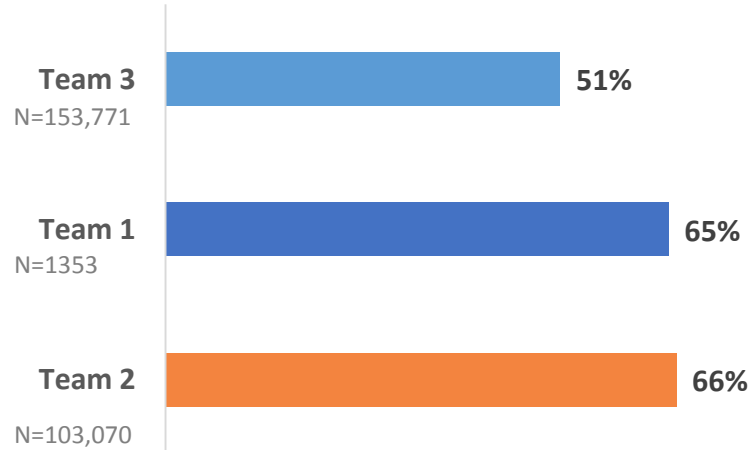


TRANSFER, 26%

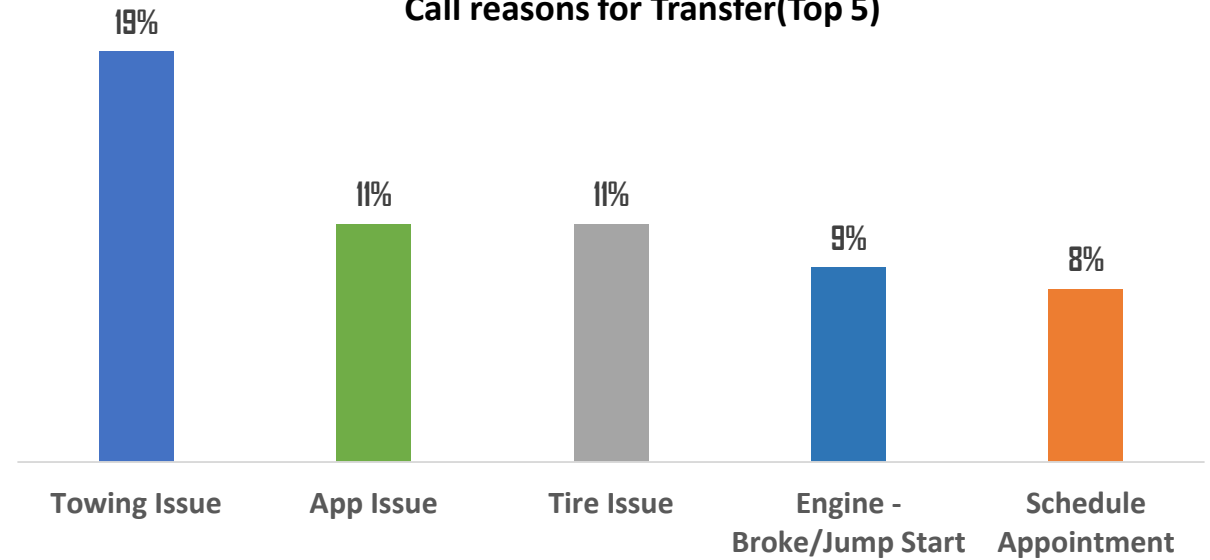
CONFUSION, 83%

FRUSTRATION, 19%

High Effort Calls By Organizations



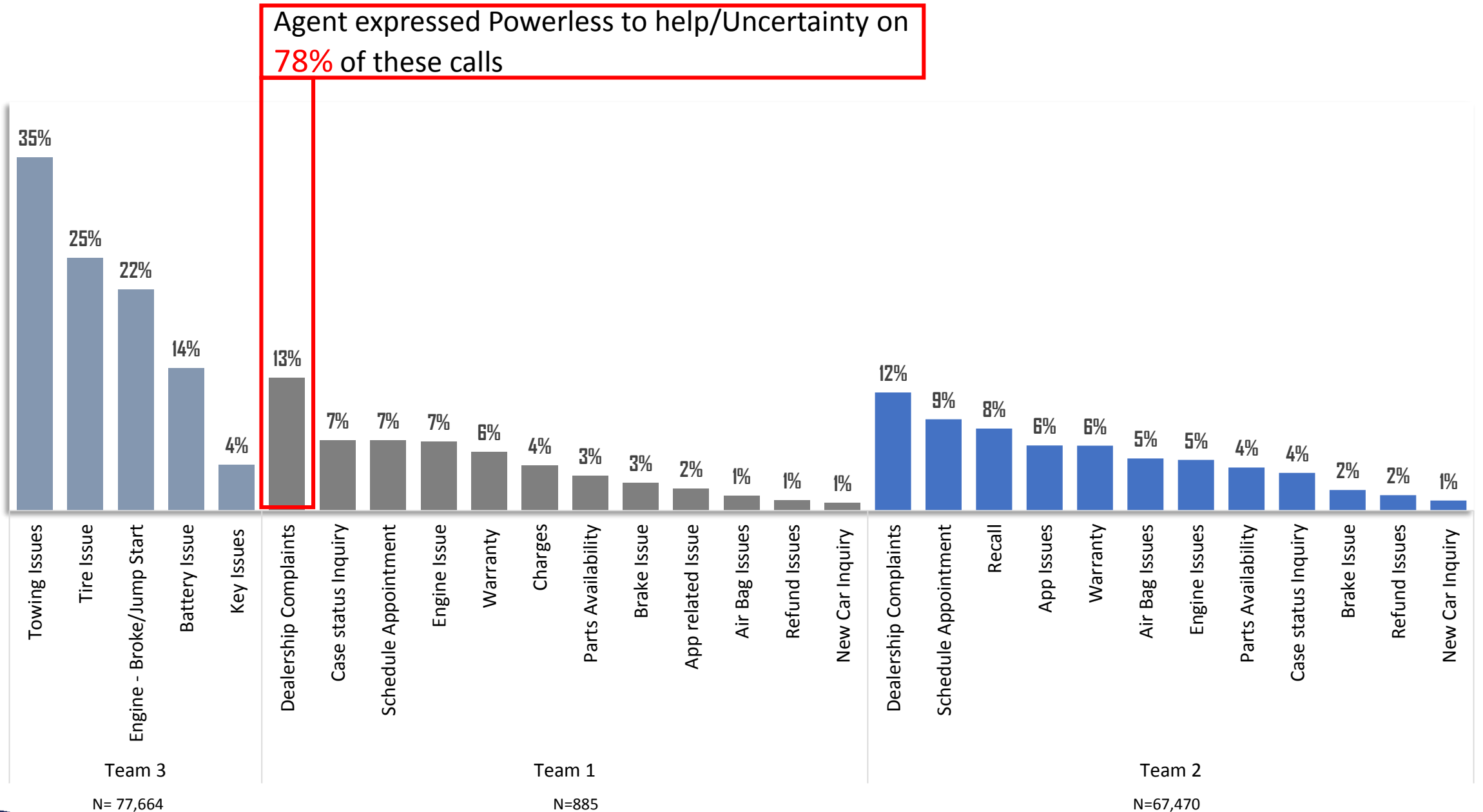
Call reasons for Transfer (Top 5)



N=43,387



Customer Effort Analysis – Call Reasons

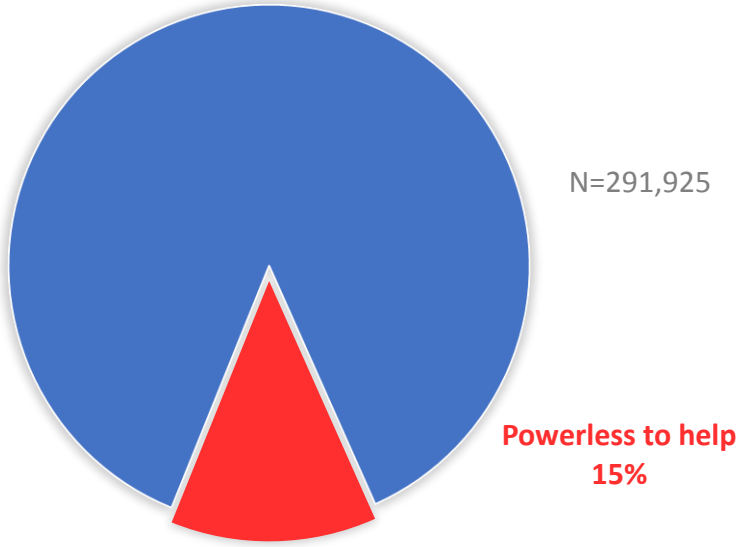


Agent expressed Powerless to help/Uncertainty on 78% of these calls

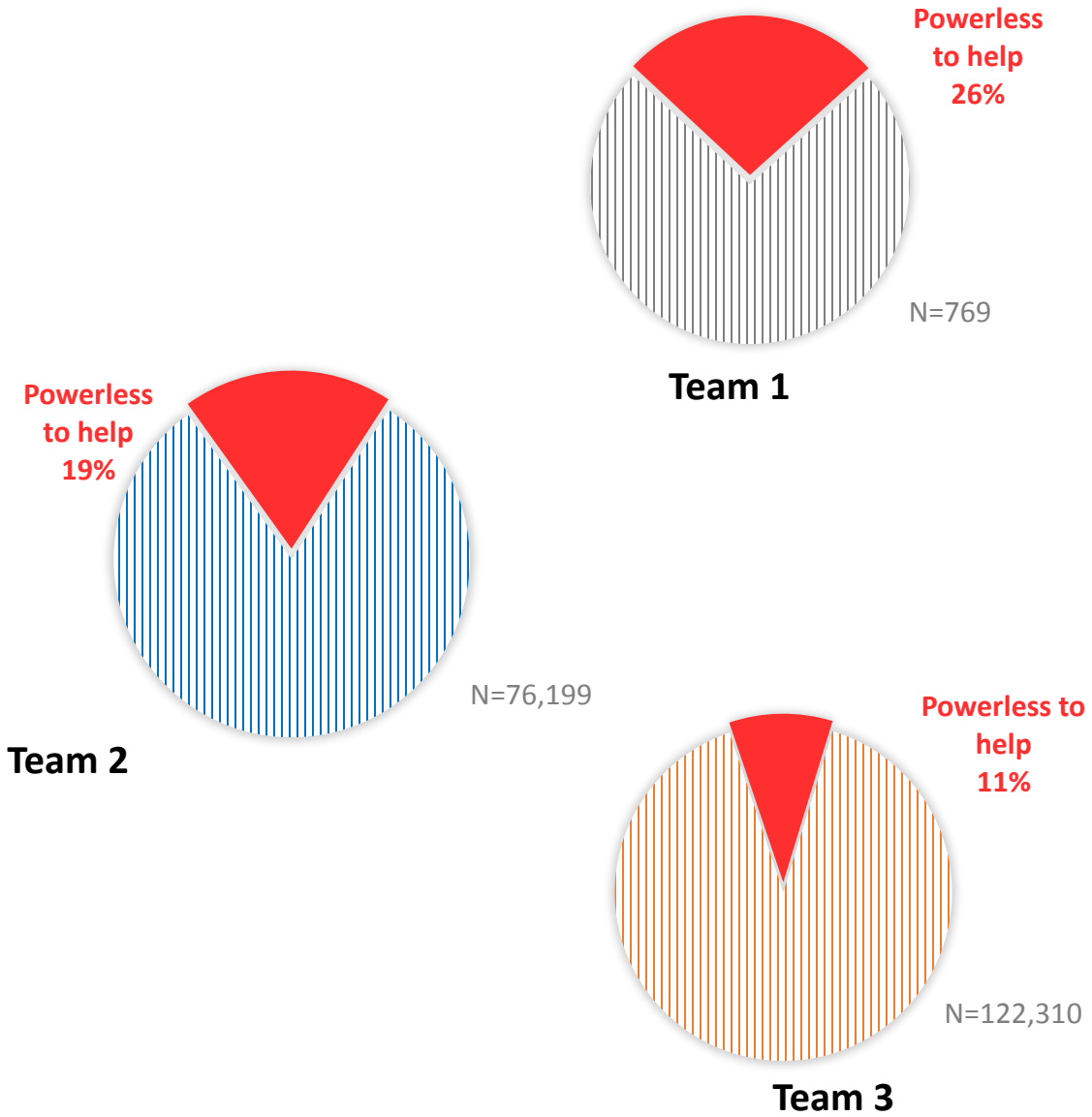


Powerless to Help

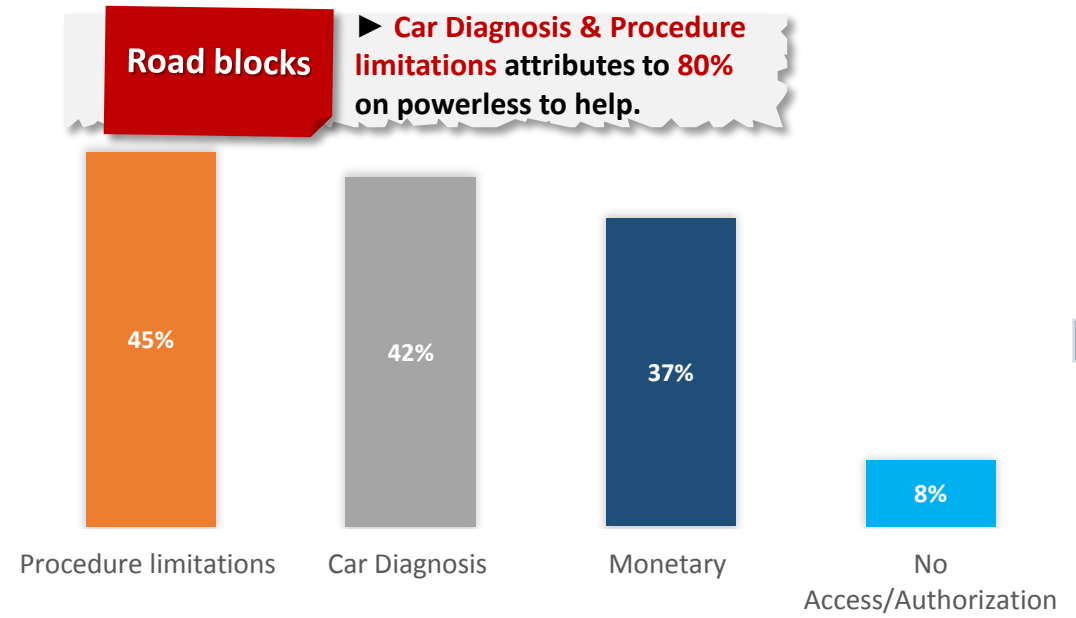
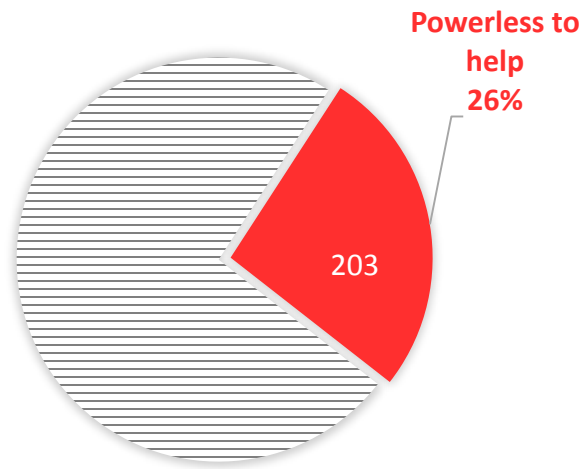
Overall Powerless to help



Powerless to help by Team

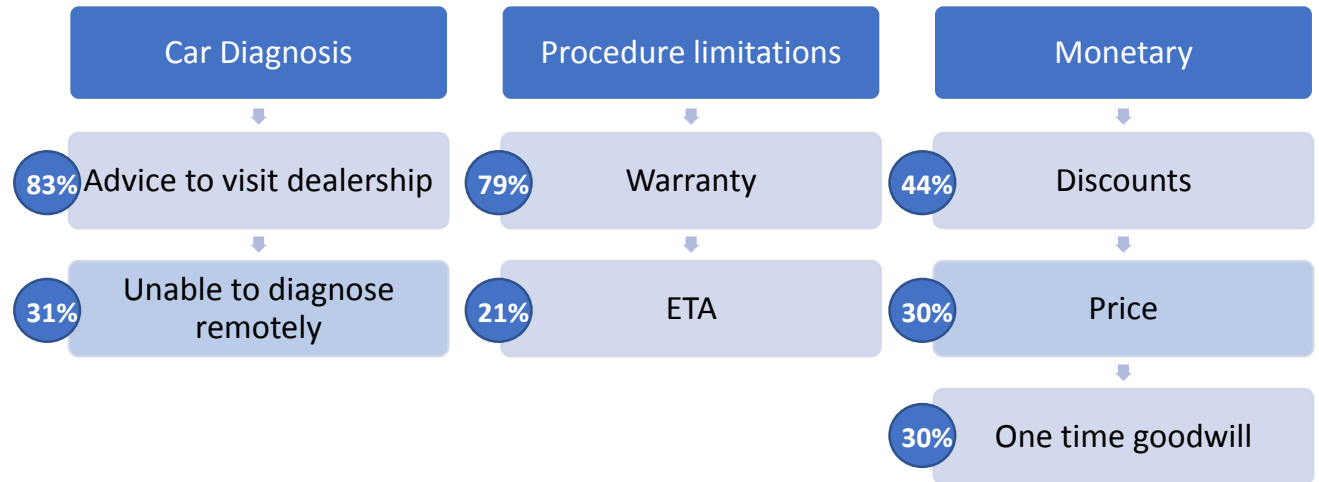


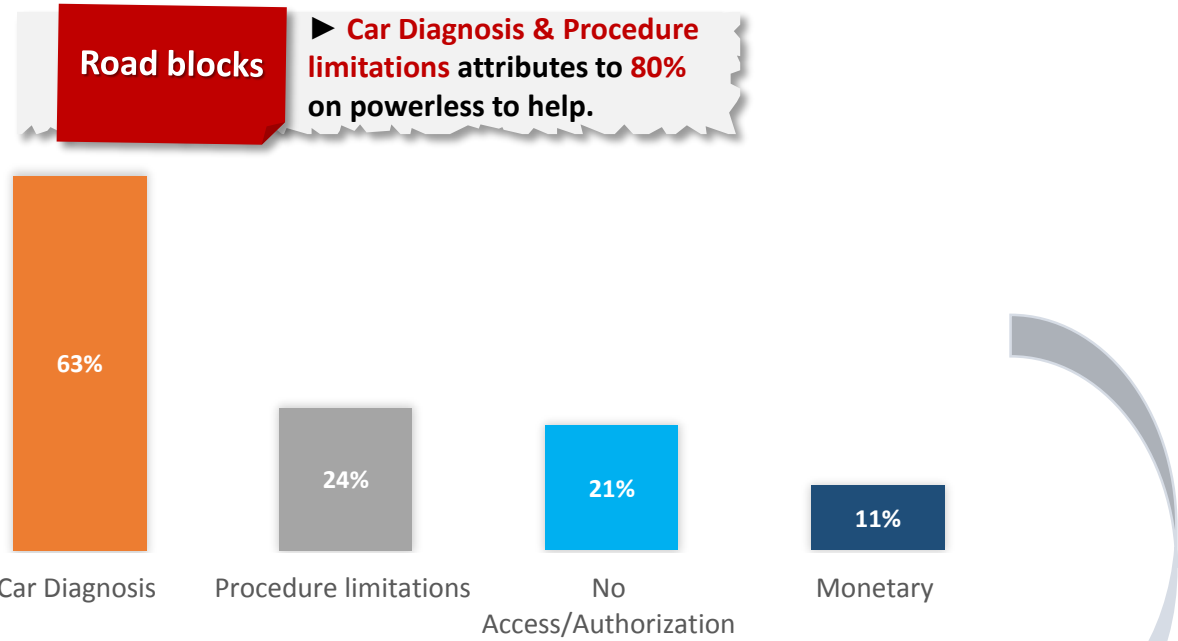
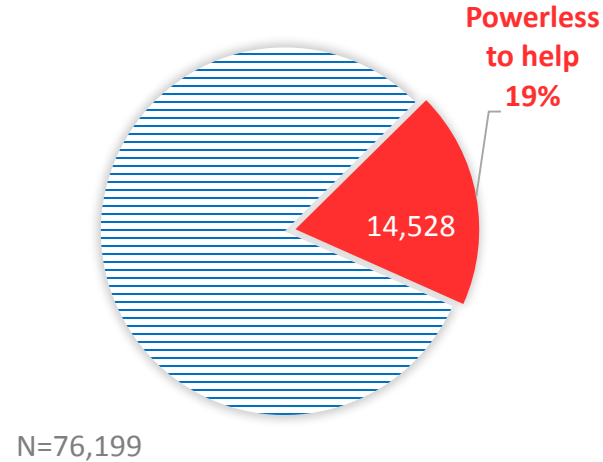
N=769



Impact Level	Recommendations
Process	During initial case registration phase agent needs to provide details such as Supervisor name and Time slot to customer who is supposed to receive a call on case inquiry

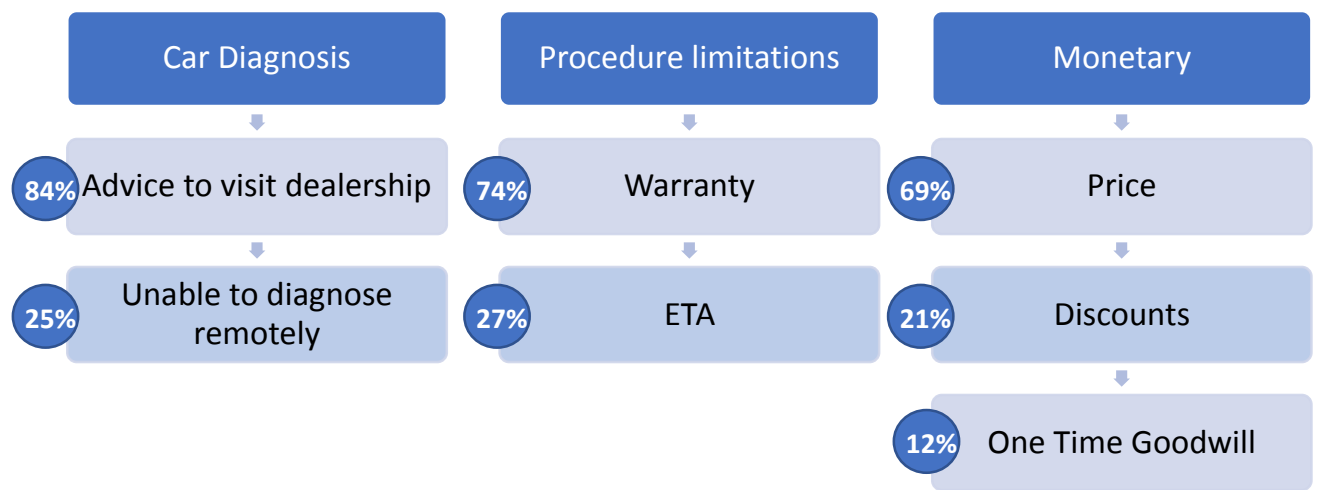
Why – Powerless to help

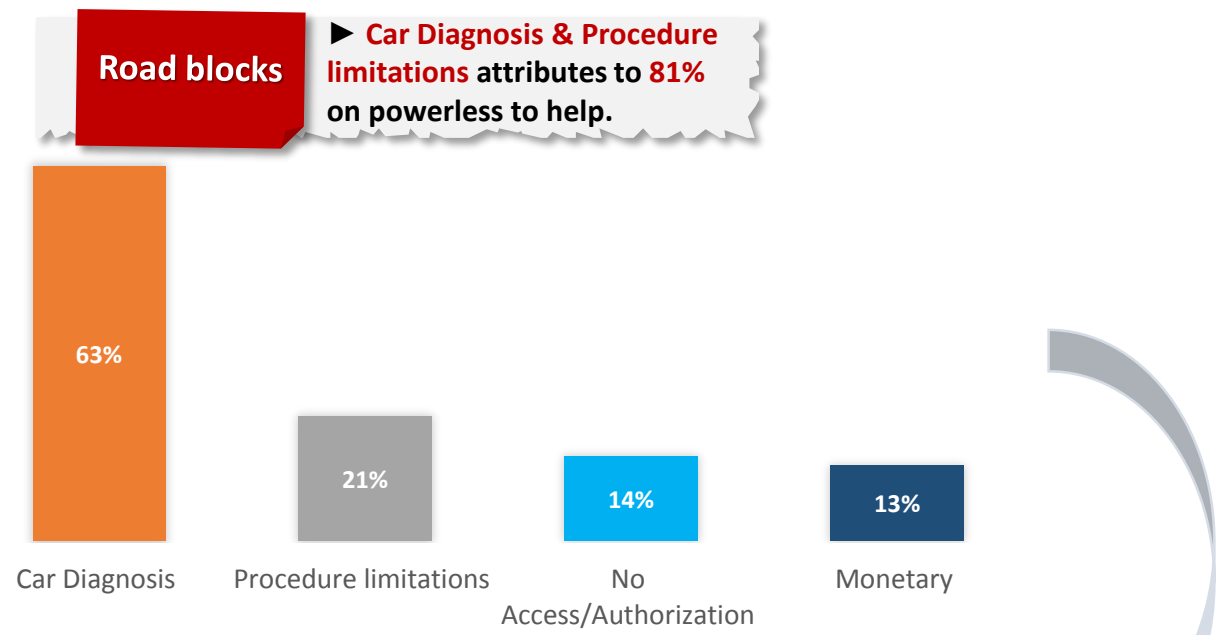
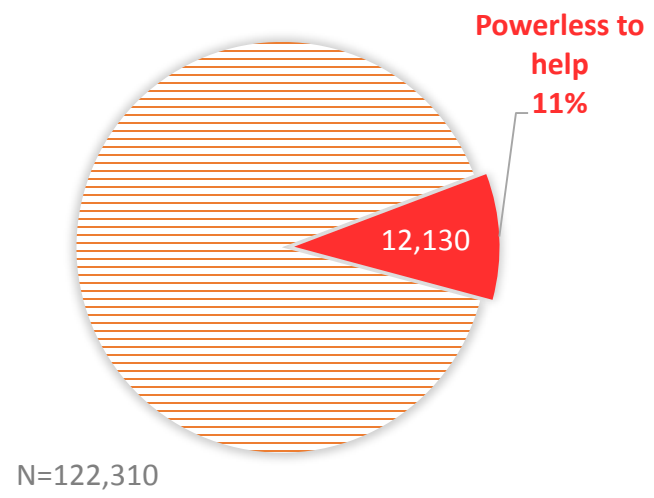




Impact Level	Recommendations
Process	<ul style="list-style-type: none"> IVR Notification – Assign a dedicated IVR to refer customers to dealers to answer questions related to extended warranty.

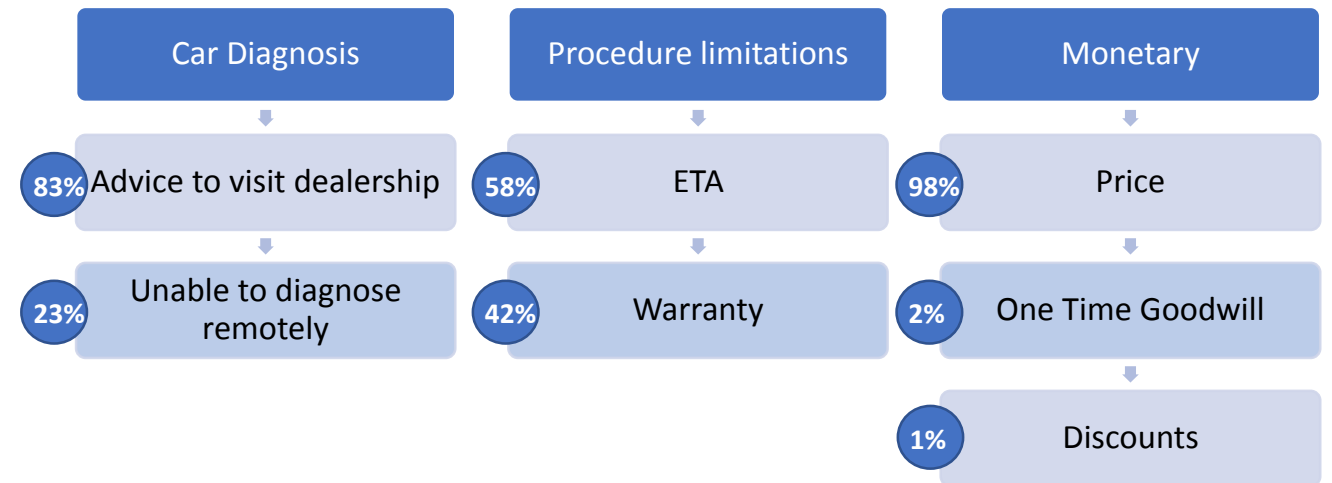
Why – Powerless to help



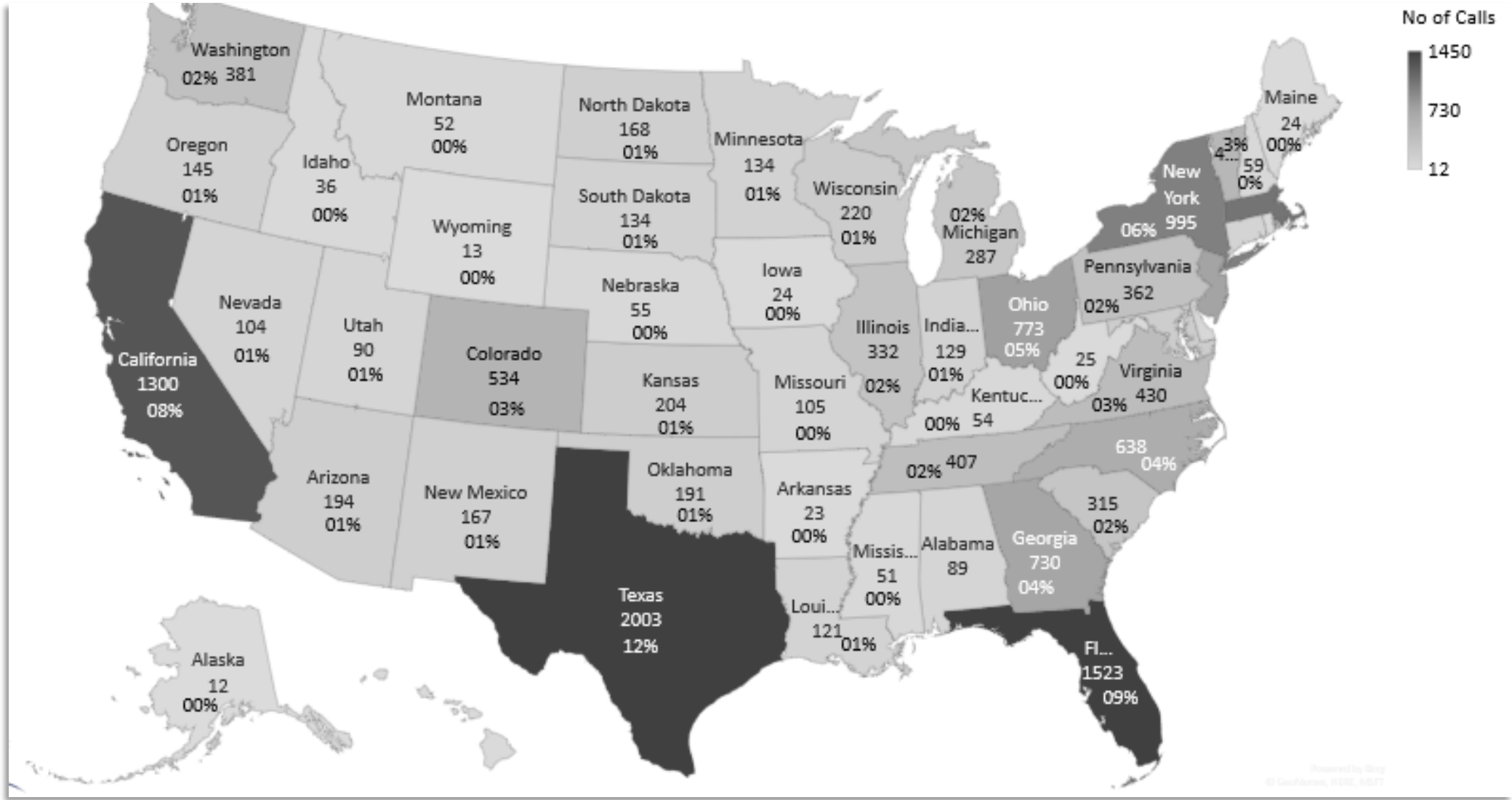


Impact Level	Recommendations
Technology	<ul style="list-style-type: none"> Live Notification – Setting up a process where the customers as well as team get notified on ETA/Location as soon as Dealer/3rd Party personal are on way to assist customer (To avoid delays) Warm Transfer/Schedule – Instead of advising customer to visit dealership; Agents could warm transfer/ schedule the call to dealership and close the call

Why – Powerless to help



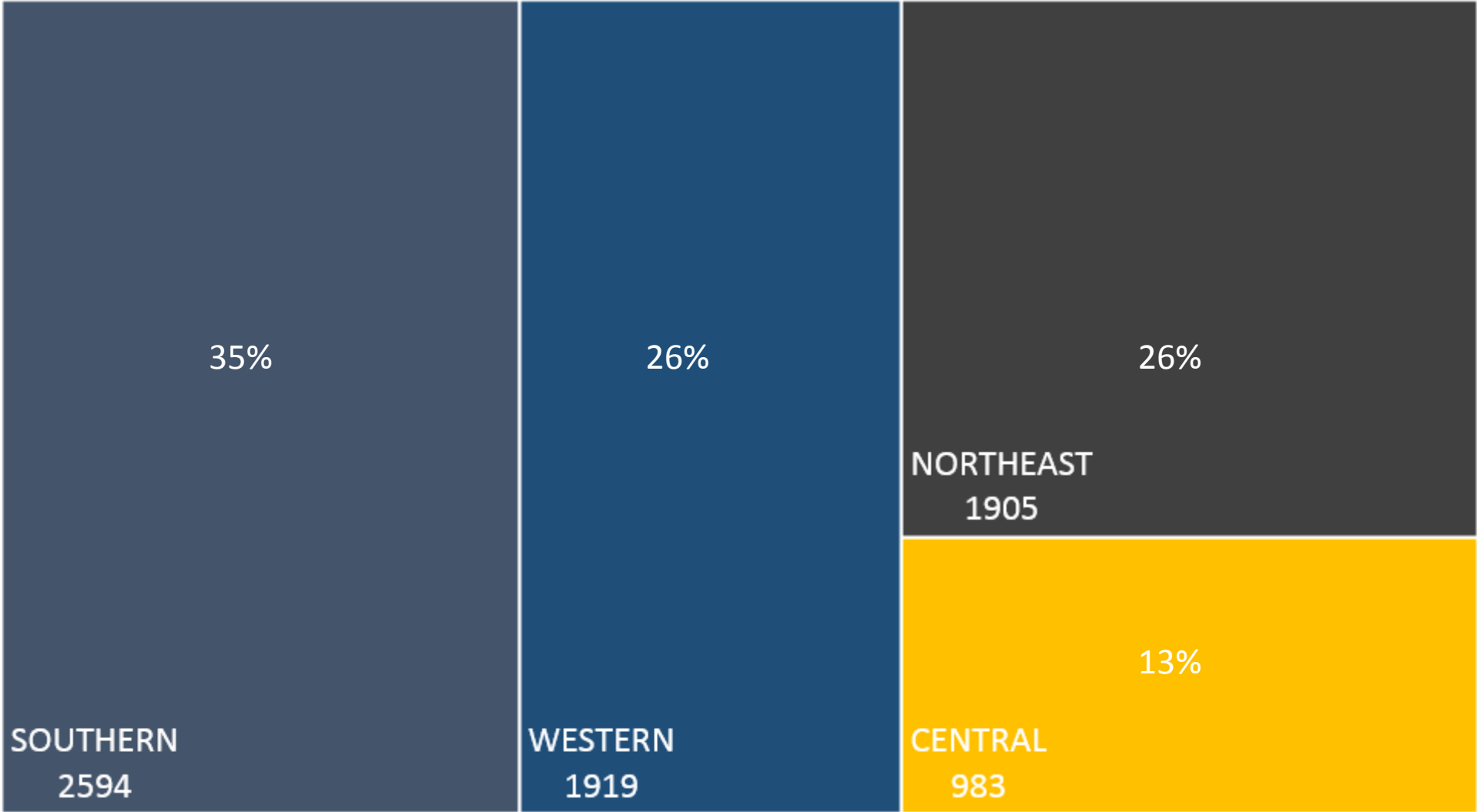
Dealers Complaint - Geographic



State Category Coverage: 74%.

States were captured 74% (16,412) of the overall 22,264 dealership complaint calls.

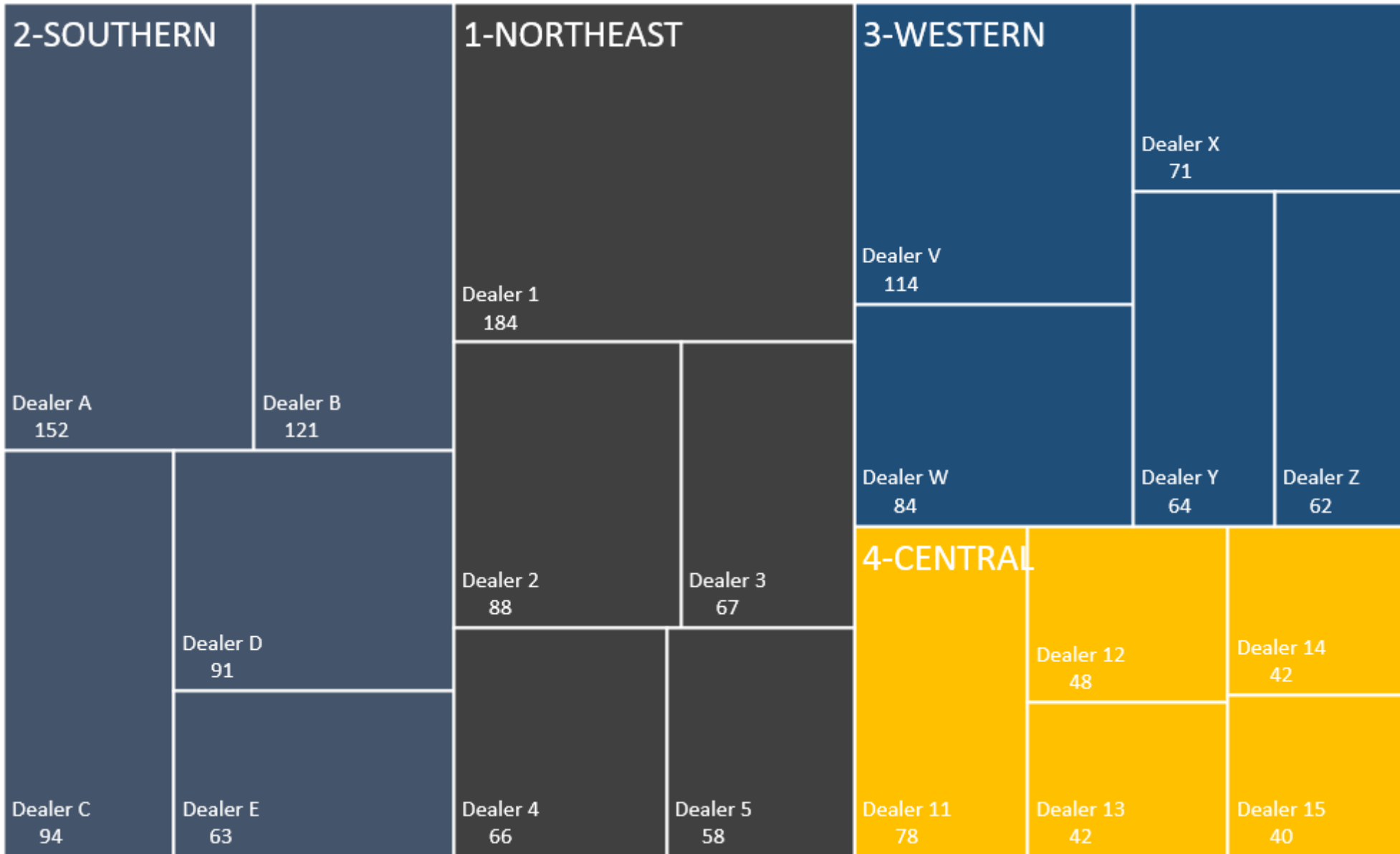
Dealers Complaint by Region



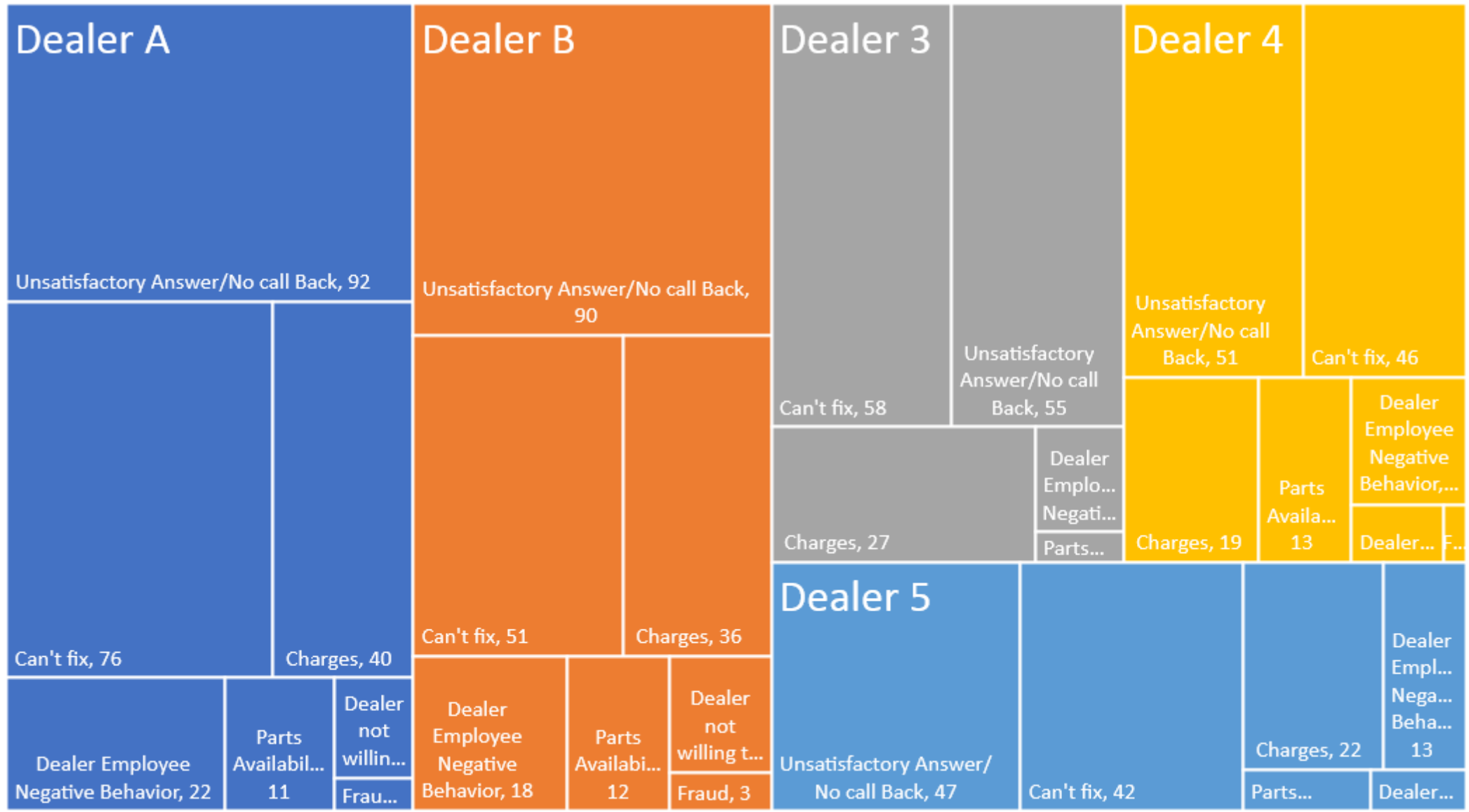
N = 7,401



Dealers Complaint Breakdown



Dealership Complaints Reasons





Jim Iyooob
Chief Customer Officer



Thank You!

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

