



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



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

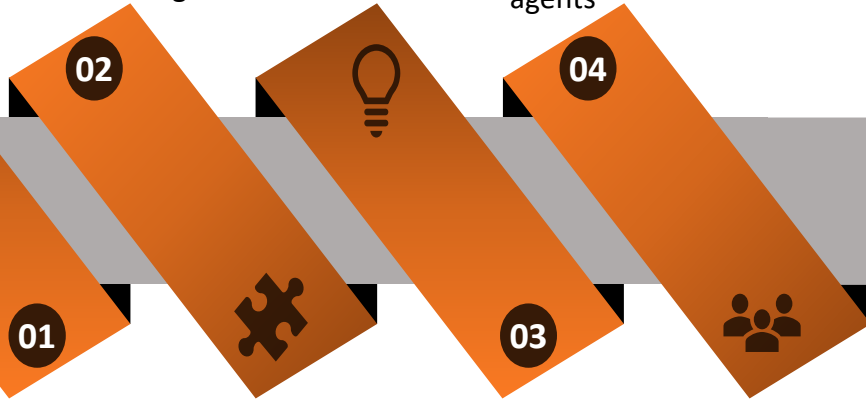


Mapping

EI Data Scientists identified relevant behaviors & added business insight rules

Deeper Insights

Performed studies for deeper insights into the business and agents

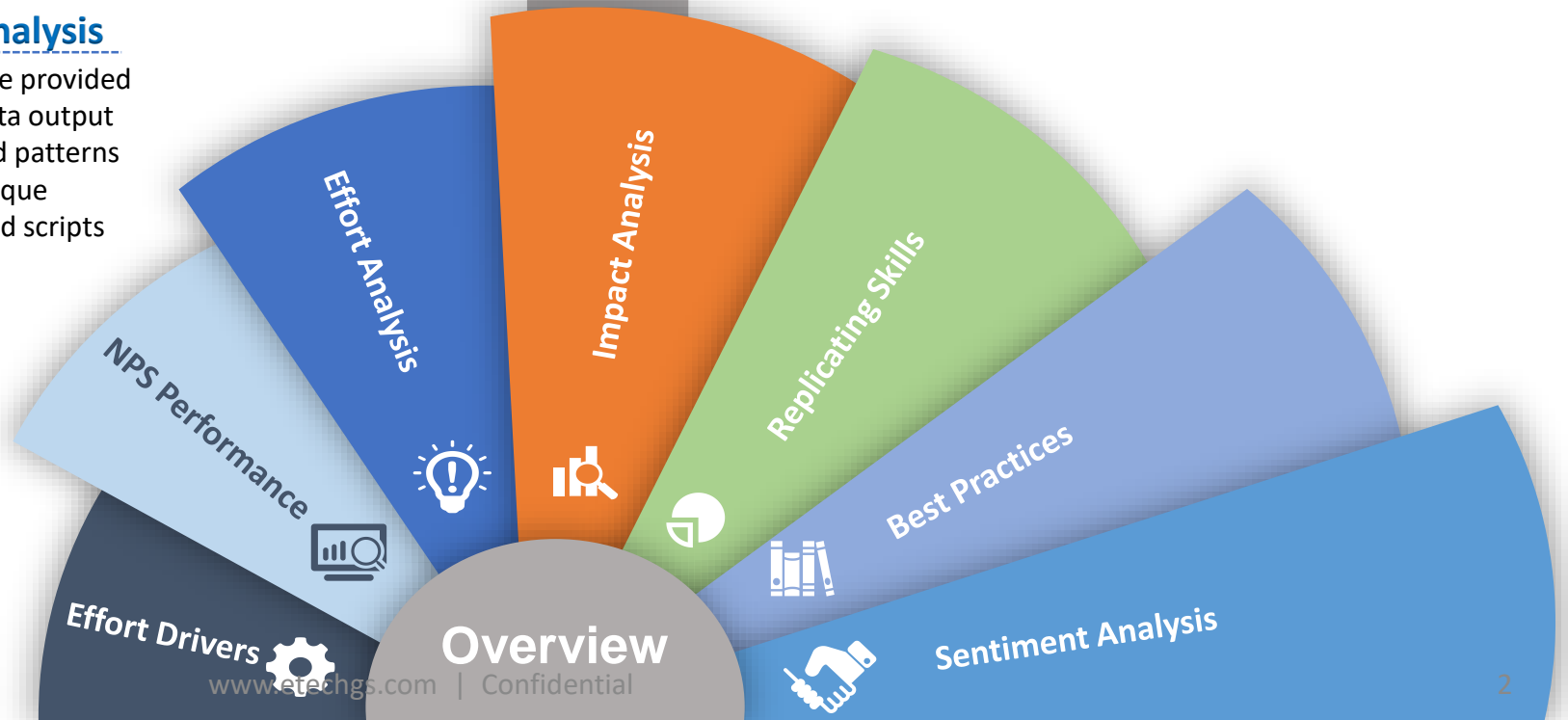


Data Ingestion

Calls were ingested into to the A.I platform
Total Calls processed by A.I: 4001

Impact Analysis

Our A.I engine provided intelligent data output on trends and patterns using 50+ unique categories and scripts

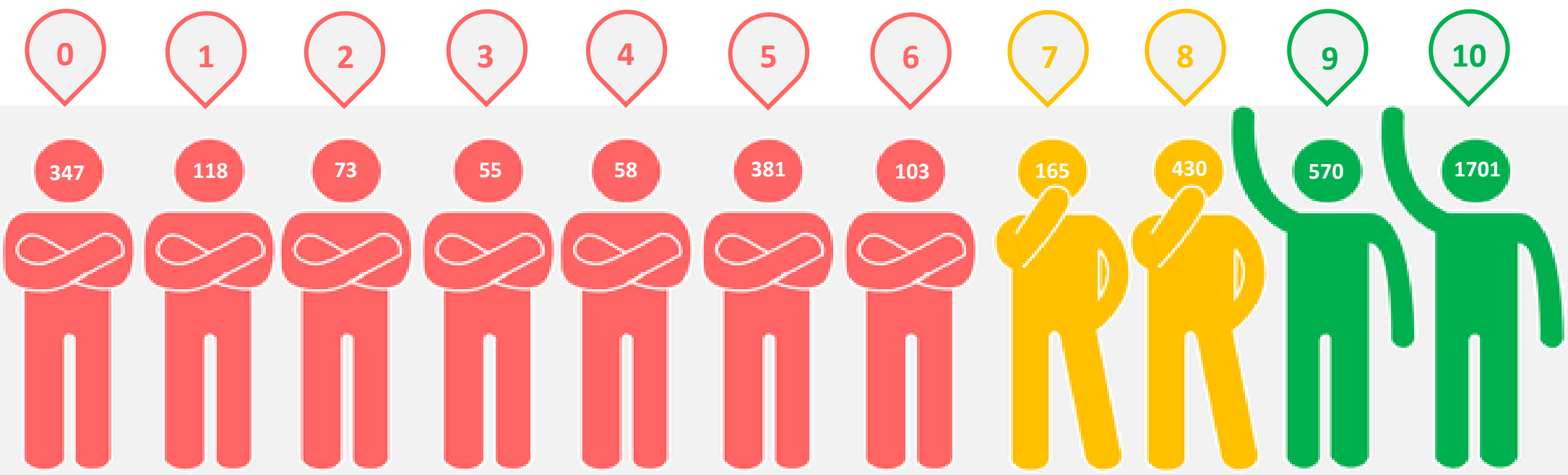


NET PROMOTER SCORE = +28

DETRACTORS

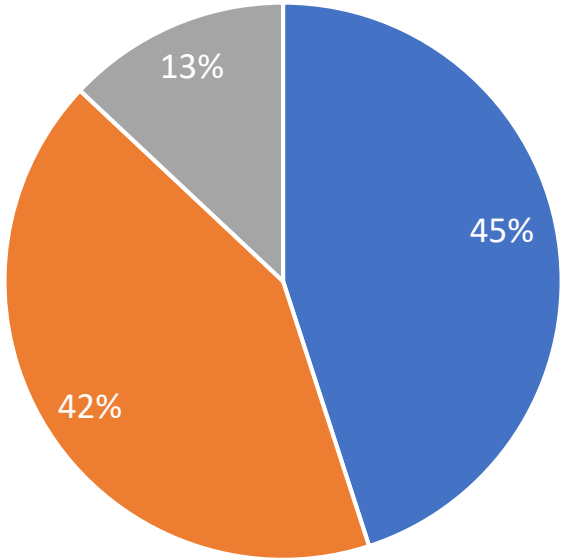
PASSIVES

PROMOTERS



Brand NPS Performance

Brand- Call Volume



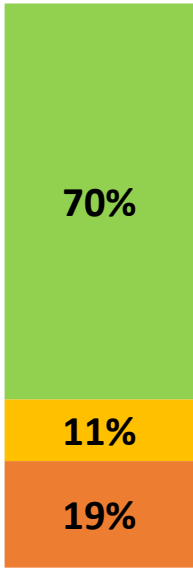
■ Energy Alpha ■ Energy Gamma ■ Energy Beta



Brand- NPS

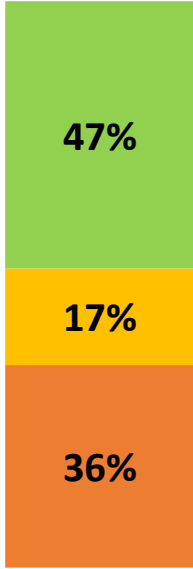
N=4001

+51



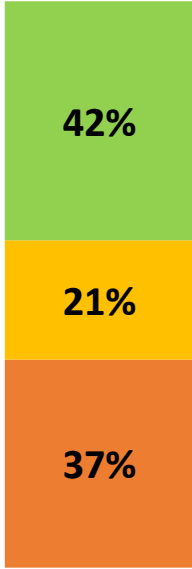
Energy Alpha
N=1,785

+11



Energy Gamma
N=1,699

+5

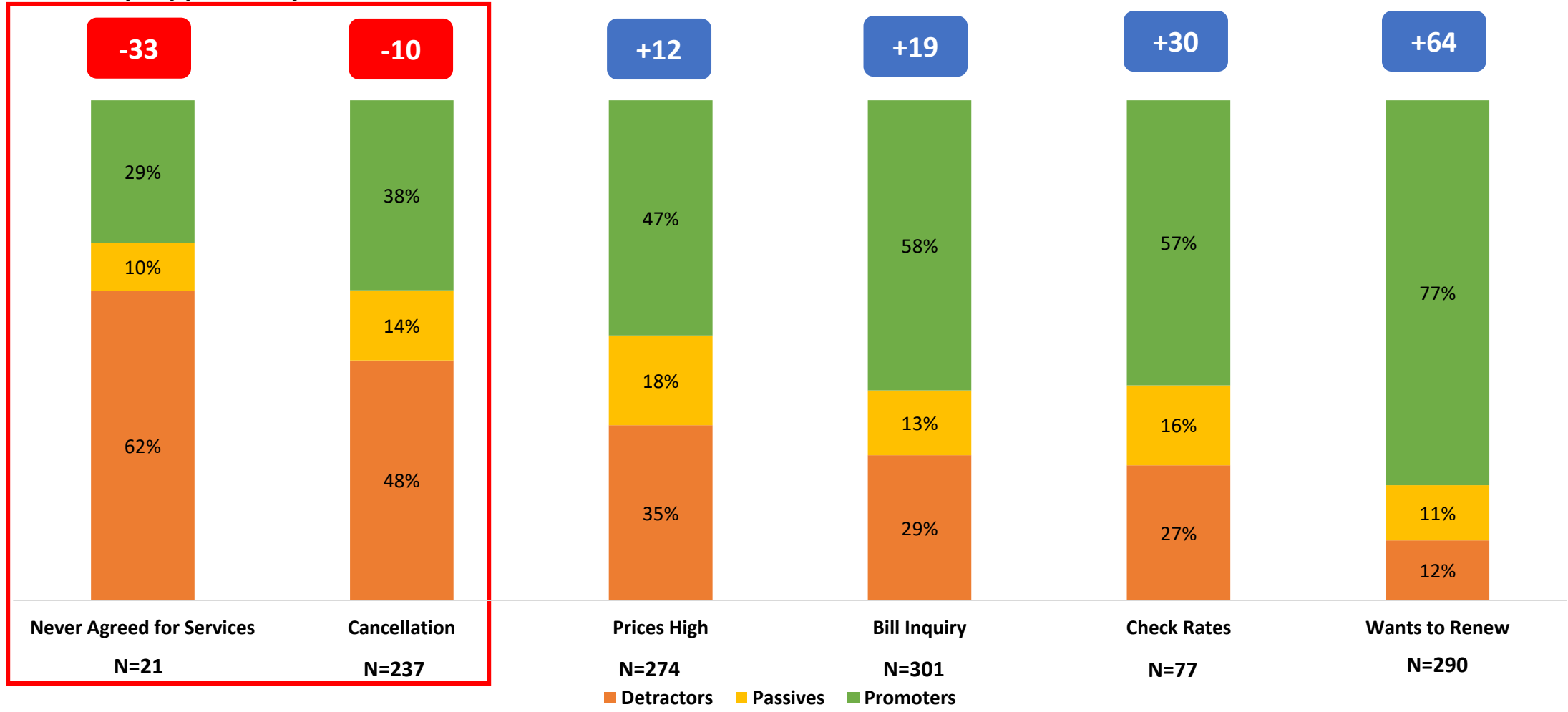


Energy Beta
N=517

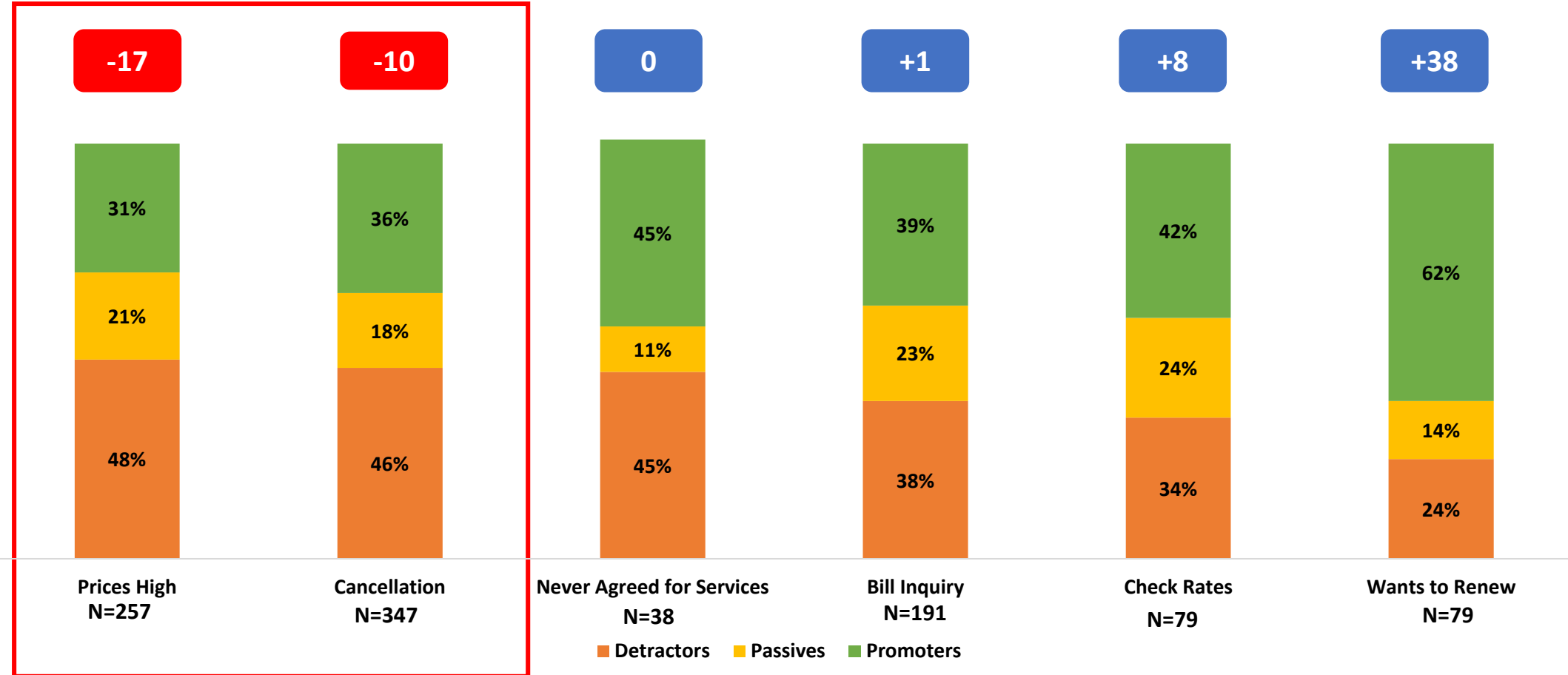
■ Detractors ■ Passives ■ Promoters

N=1785

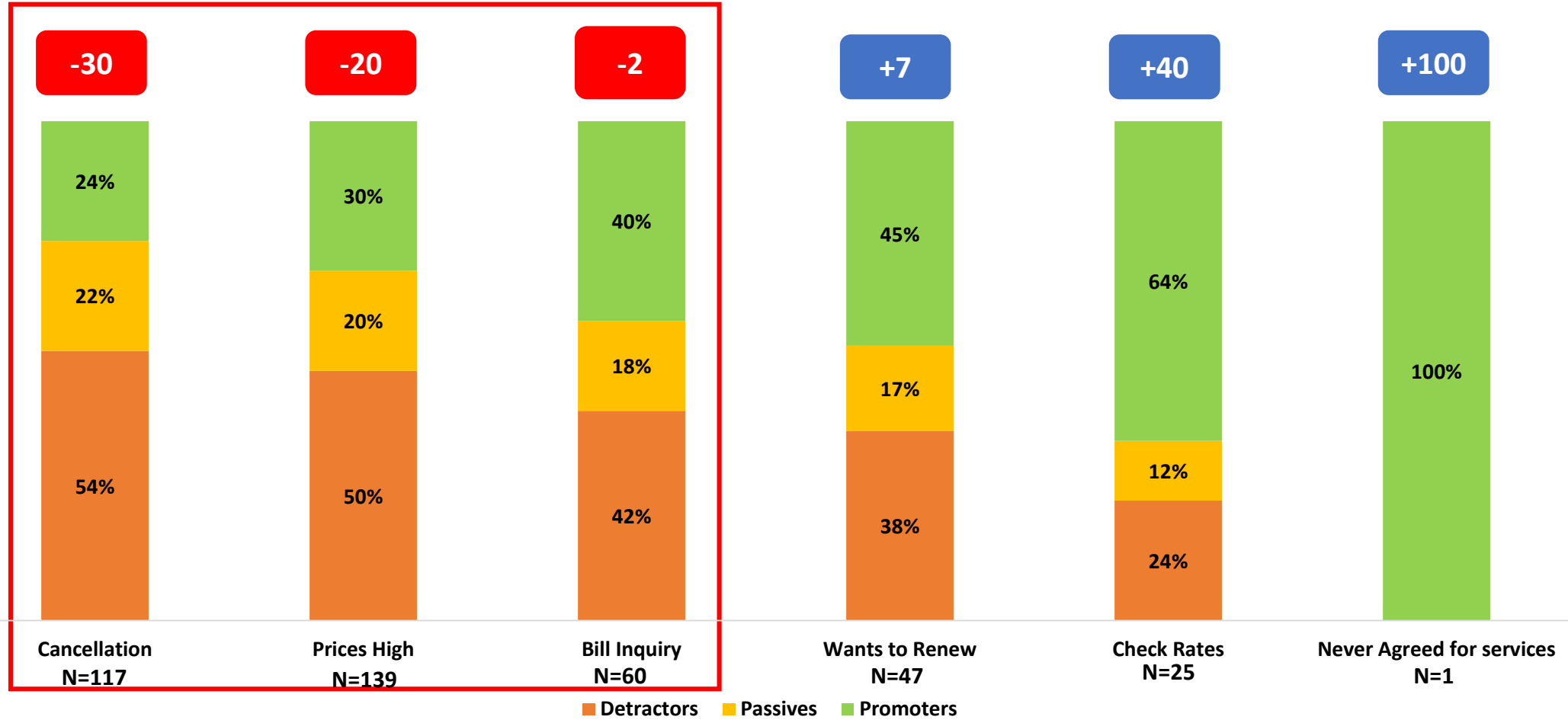
Top Opportunity Drivers



Top Opportunity Drivers

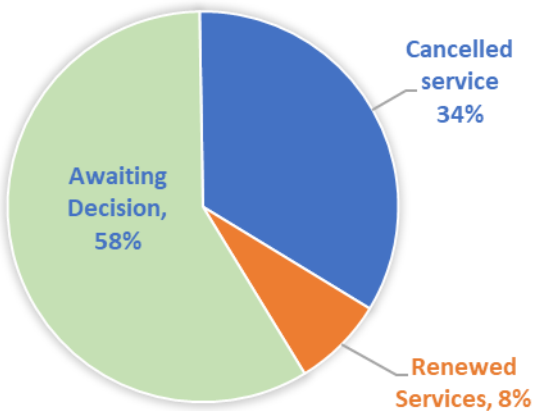


Top Opportunity Drivers



Cancellation Analysis

Calls for Cancellation : 700



Save Attempts

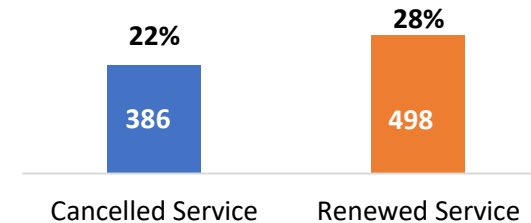
► **No Save Attempts** were provided on **68%** of calls when customer **cancelled** the services

Easy Save

► **26%** Calls found to have **No Save Attempts** provided however customer **renewed** the services

Energy Alpha

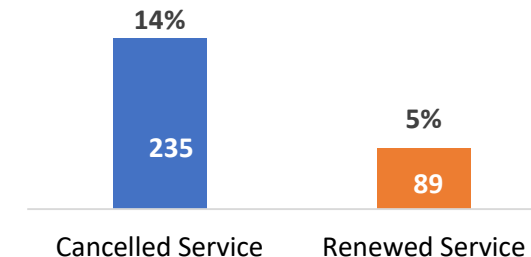
N=1,785



► **No Save Attempts** on **49%** of calls when customer **cancelled** the services

Energy Gamma

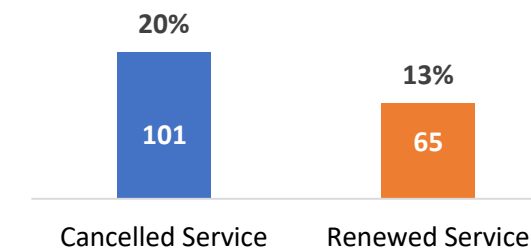
N=1,699



► **No Save Attempts** on **77%** of calls when customer **cancelled** the services

Energy Beta

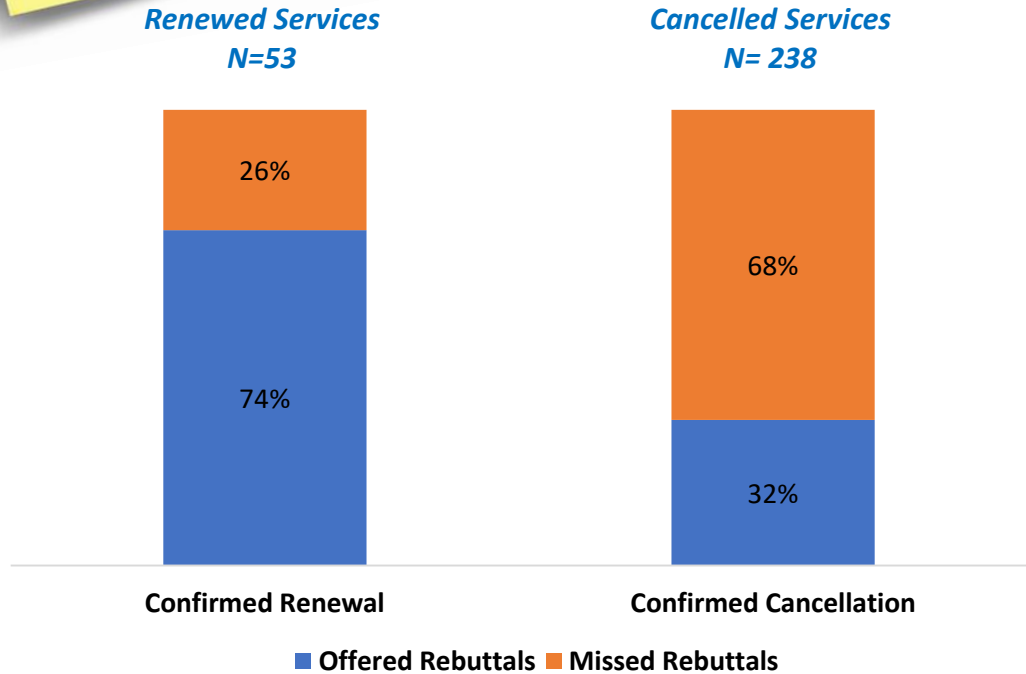
N=517



► **No Save Attempts** on **74%** of calls when customer **cancelled** the services

Impact- Offering Rebuttals

In Renewed Services, **74%** of agents offered rebuttals and retained the customers, however, in Cancellation Services, **68%** agents missed to offer rebuttals which lead to higher cancellation rate

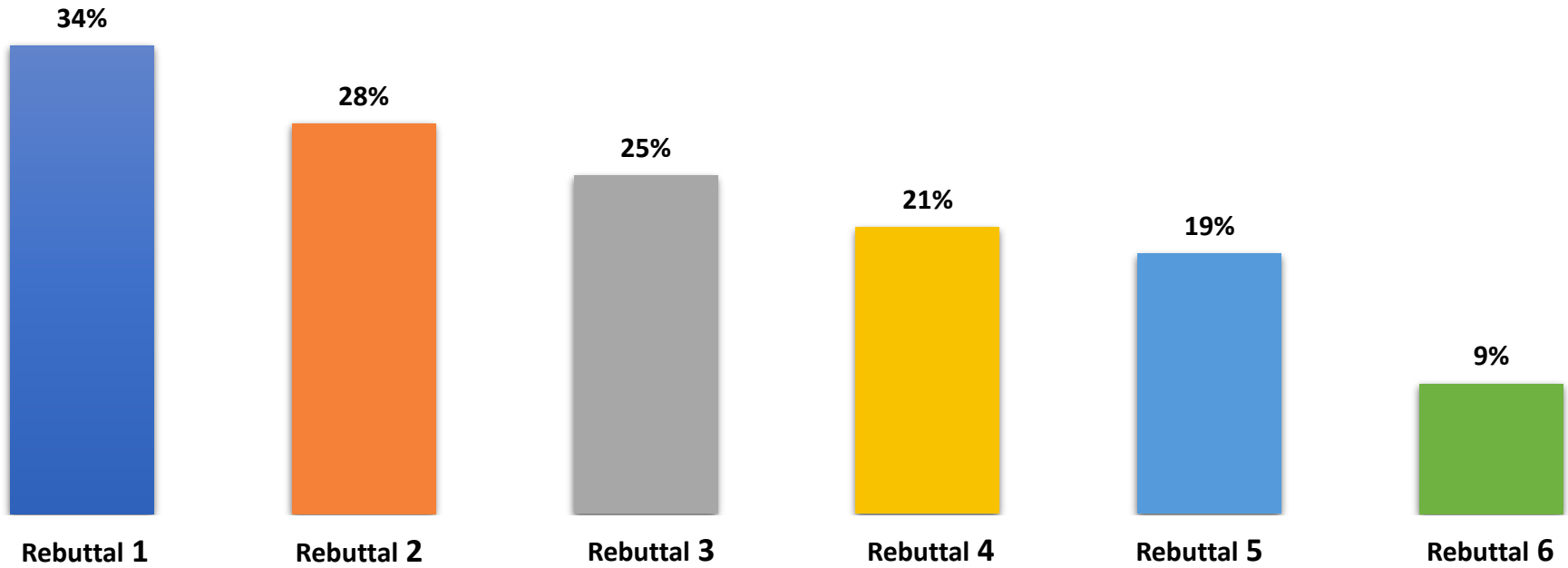


Financial Impact

- Potential Calls which had cancelled services: 238 (34%)
- Assuming successful conversion of 10%: 24 Renewed service calls
- Additional Revenue from Successful Rebuttal: $\$400 \times 24 = \$9,600$
- Additional Monthly Revenue from 10,000 calls: **\$24k**
- Additional Annual Revenue: **\$288K**

Save Attempts on Renewed Service Calls

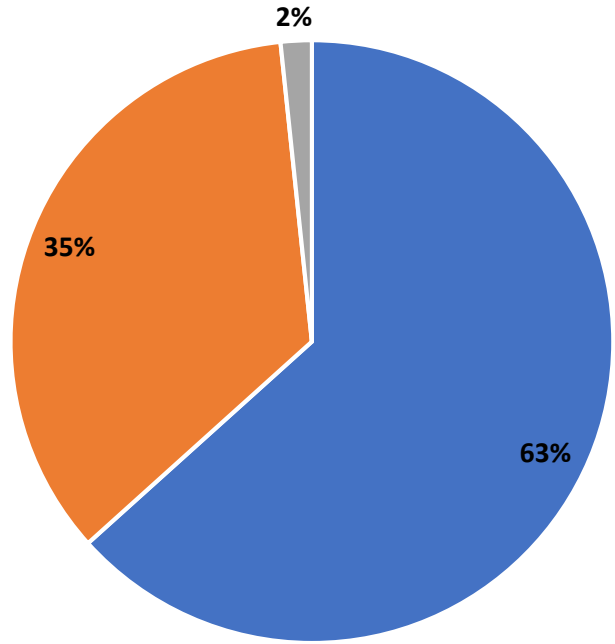
N= 53



Never Agreed for Services- Analysis

Call Volume- Brand Wise

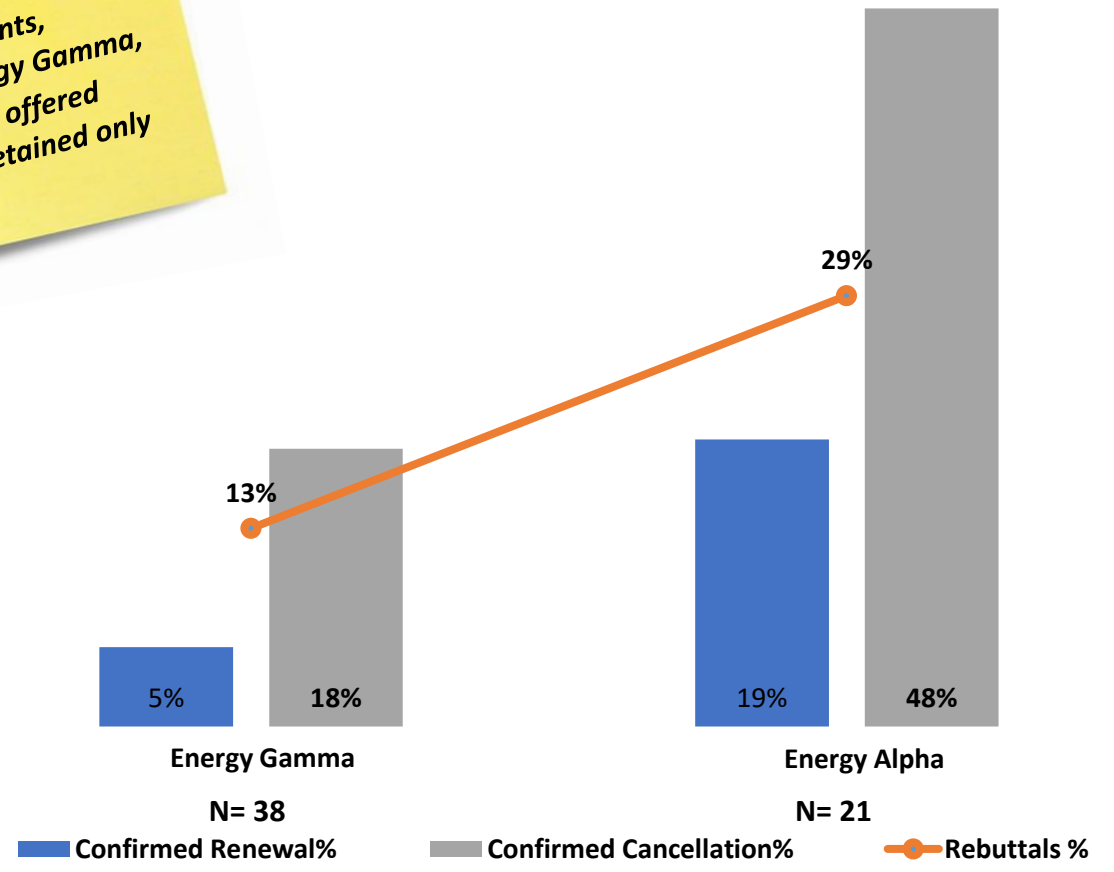
N= 60

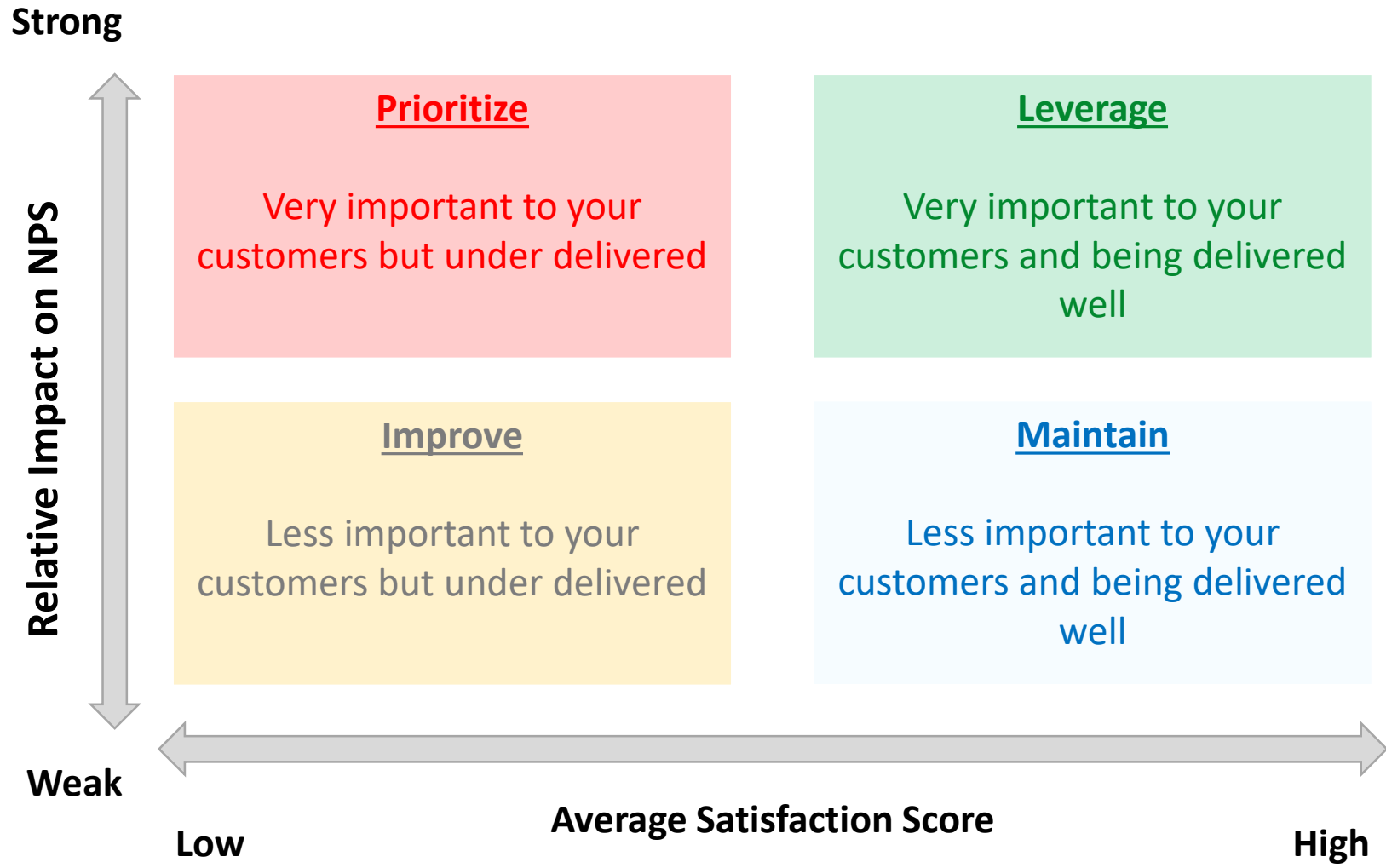


■ Energy Alpha ■ Energy Gamma ■ Energy Beta

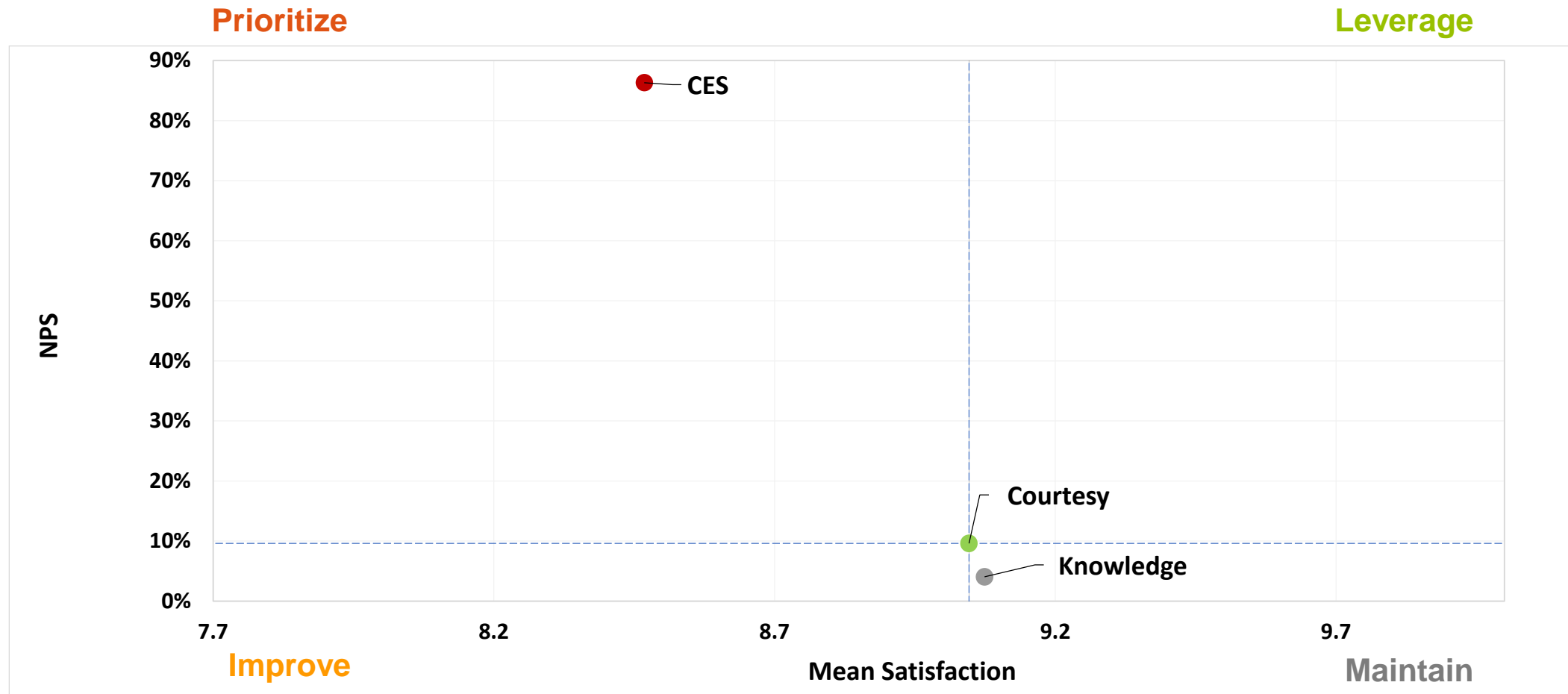
Energy Alpha agents offered rebuttals on 29% calls and saved 19% accounts, however, in Energy Gamma, only 13% agent offered rebuttals and retained only 5% customers

Impact- Offering Rebuttals





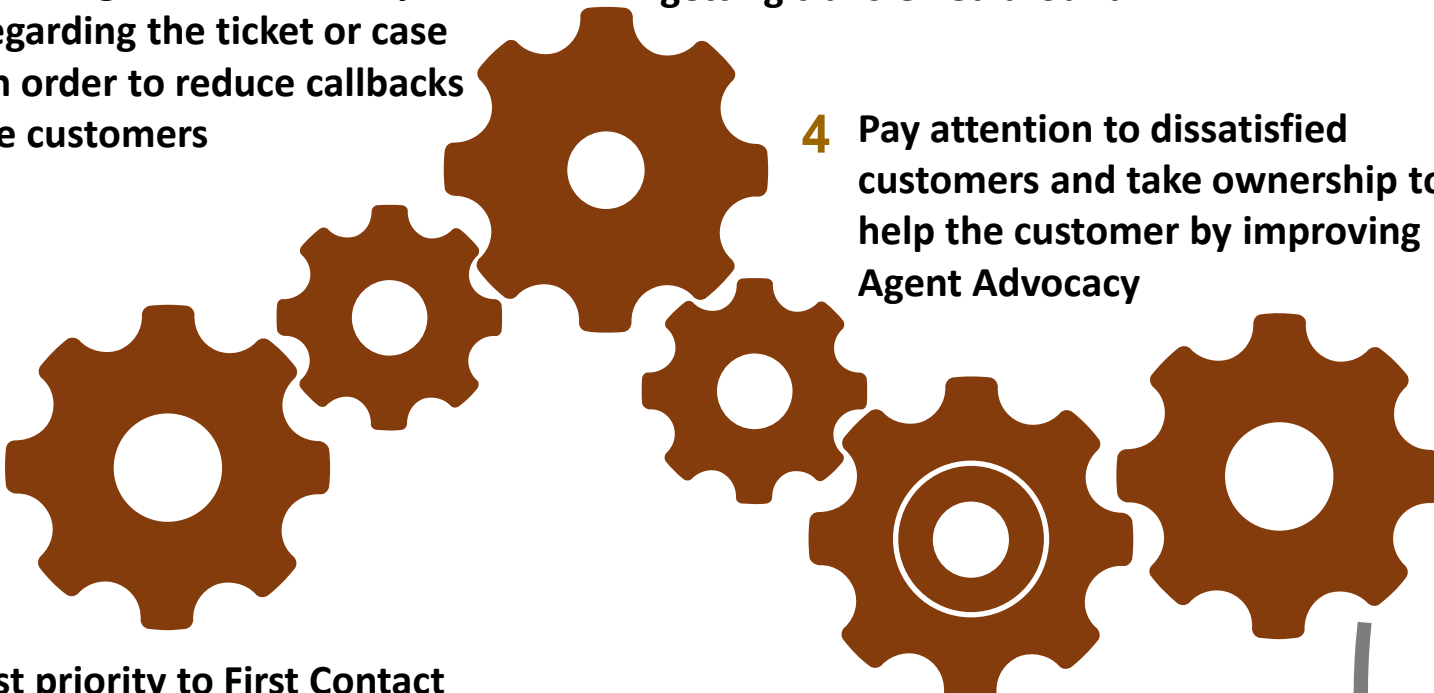
Regression Model- Impact Analysis



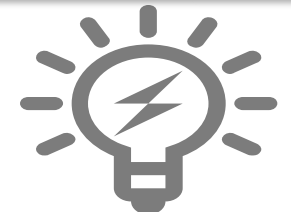
Based on 4,001 observations; Model R²=46%

- CES has the most impact on NPS, and satisfaction is very low, so it needs to be Prioritized. Customers are putting high effort in order to get the resolution and this results to low NPS Score
- Courtesy has high Impact on NPS with higher customer satisfaction so it should be Leveraged; however, Knowledge has higher satisfaction with low Impact on NPS so it can be maintained

Best Practices- Reduce Customer Effort

- 
- 1** Give first priority to First Contact Resolution. Overall, **26%** of customers called back
 - 2** Keep updating the customer by email regarding the ticket or case status in order to reduce callbacks from the customers
 - 3** Use multi-skilled agents, so customers get everything done with one person, rather than getting transferred around
 - 4** Pay attention to dissatisfied customers and take ownership to help the customer by improving Agent Advocacy
 - 5** Establish a set of key performance indicators for agents like First Contact Resolution, Call Back Rate and Number of transfers

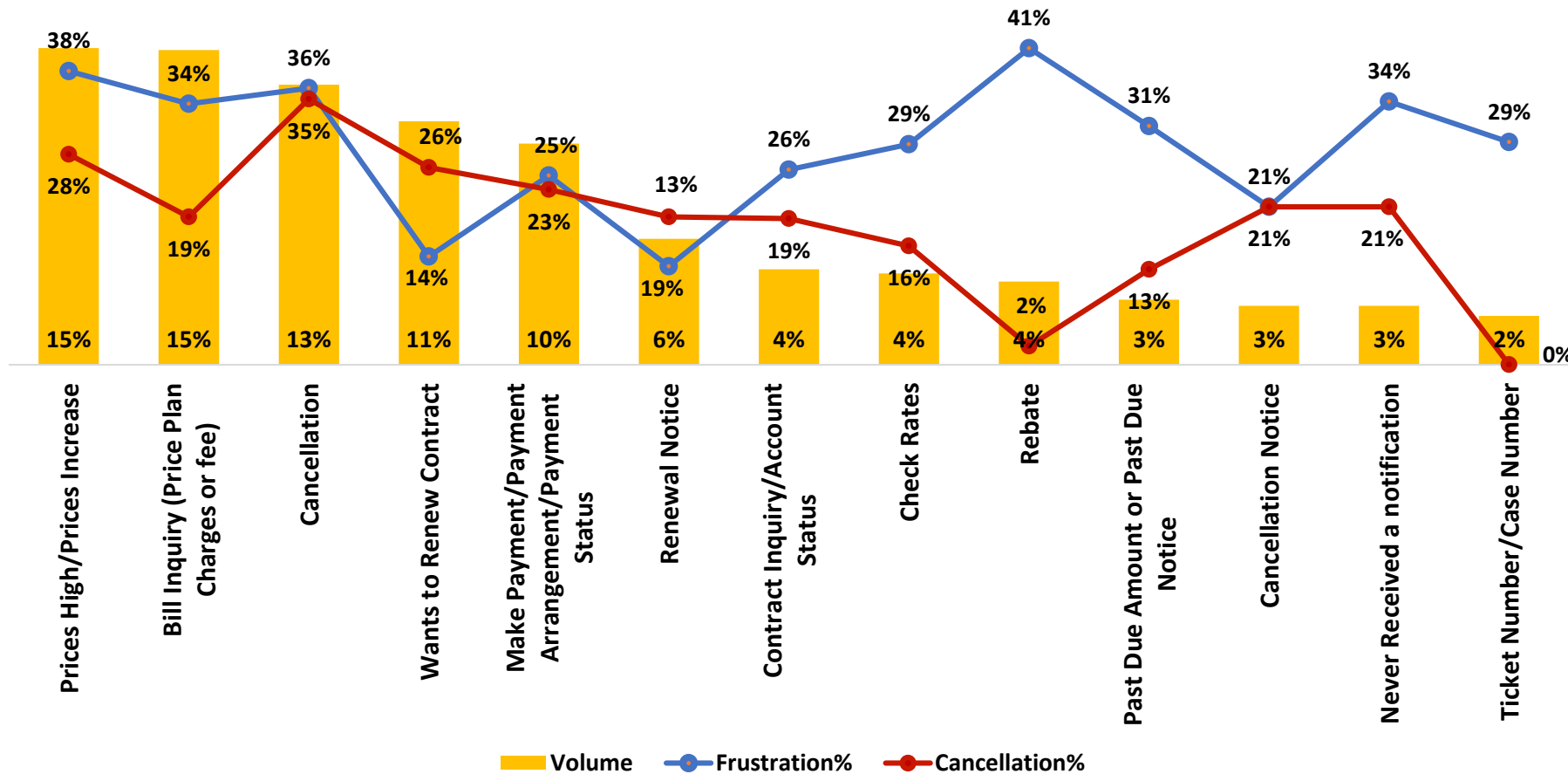
Results to Low Customer Effort



N=1,058

Why are people calling?

Call Drivers VS Customers Frustration VS Cancellation



- Out of 1058 calls, **15%** customers called regarding Price and Bill Issue and on Rebate, maximum number of customers showed frustration on the calls which is **41%**
- Etech Insights** recommends, introducing self-help options like IVR to check the account status or any bill related issues which help in reducing the repeat callers
- Overall, 26% customers are repeat callers, a 50% reduction in these calls can generate an ROI of approx. **\$9K** monthly **\$109 K** annually. Assuming 10,000 calls monthly

*Note: Excluded n<=24

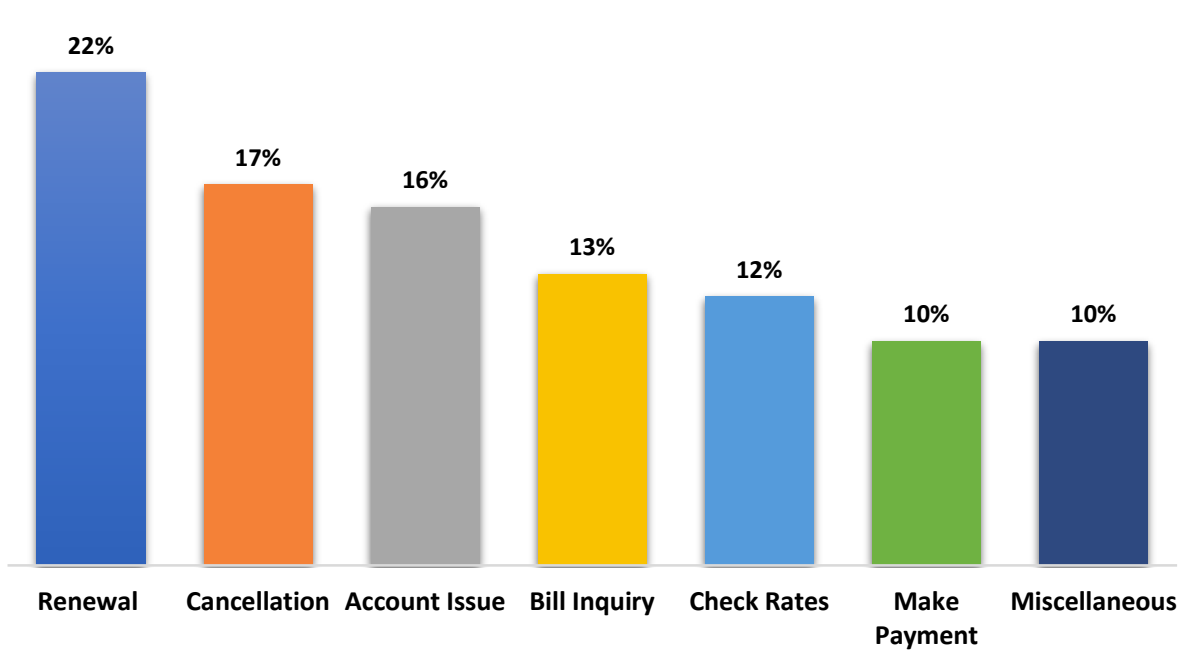


Powerless to Help- Analysis

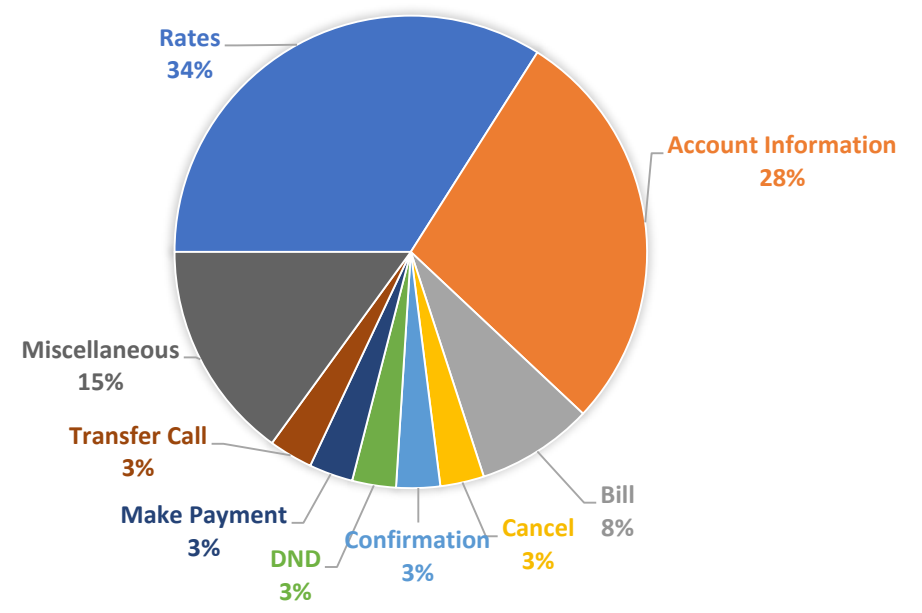
N=100

Total Volume: 4,008
Powerless to help Calls found: 349 (9%)
Sample Study Powerless to help Calls: 100

Powerless to Help- Call Drivers



Powerless to Help- Reasons

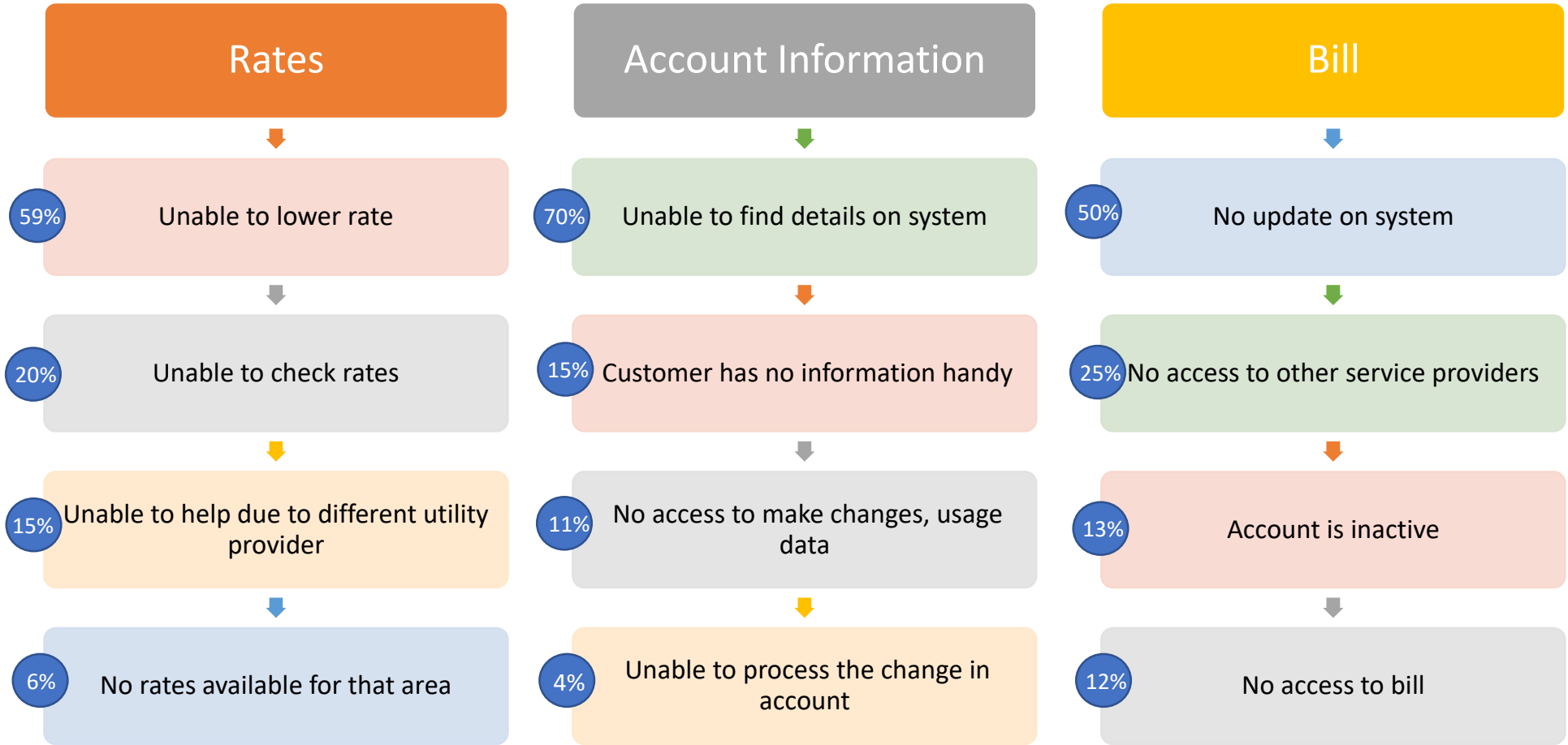


Road Blocks

► 70% calls are related to Rates, Bill and Account Information where agents were unable to help the customers and stated Powerless to Help Statements

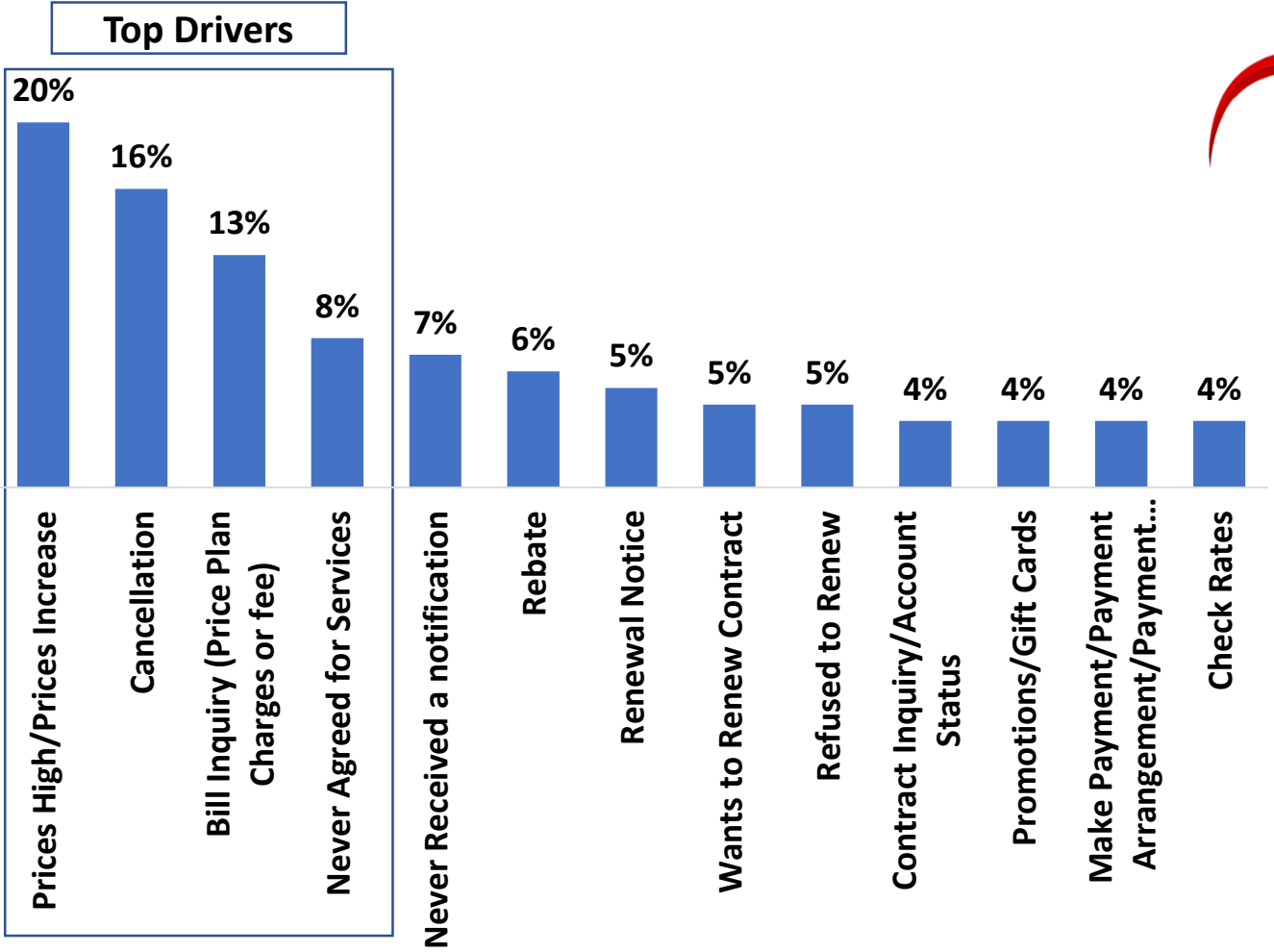


WHY- Powerless to Help



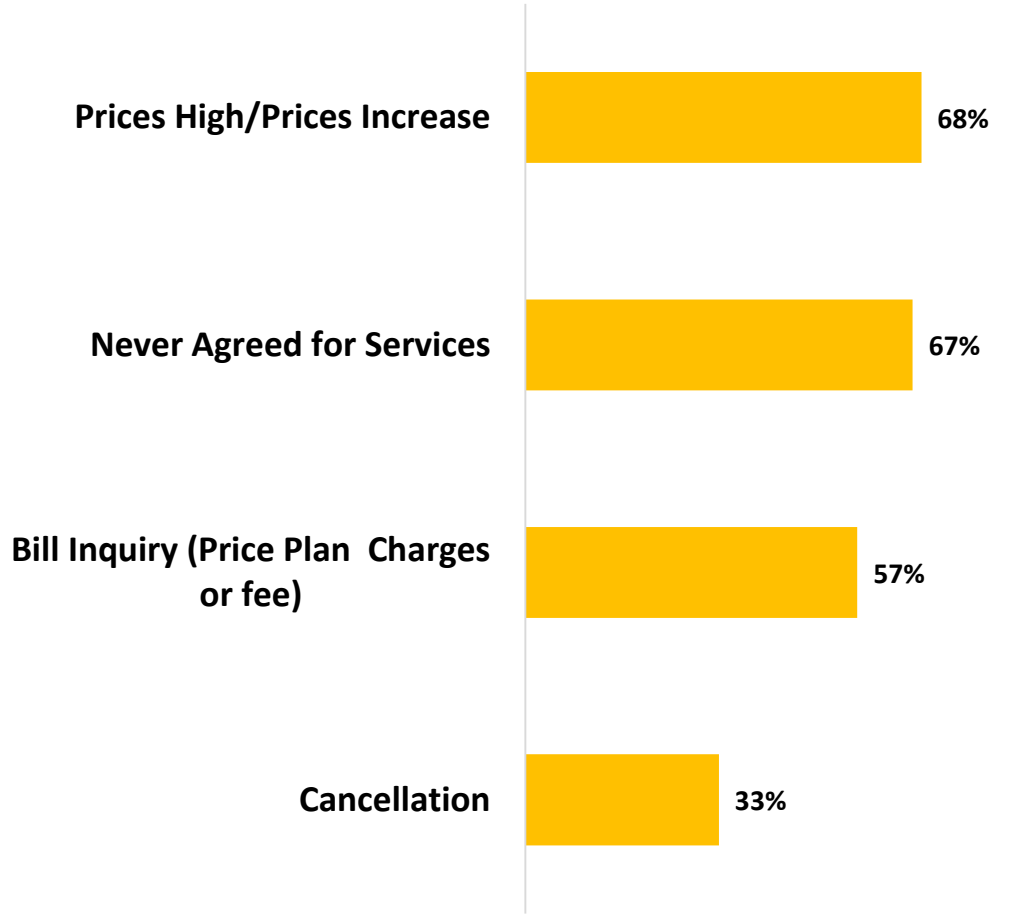
Escalation- Call Drivers

Escalation- Call Drivers



Customer Frustration- Top Drivers

N=58

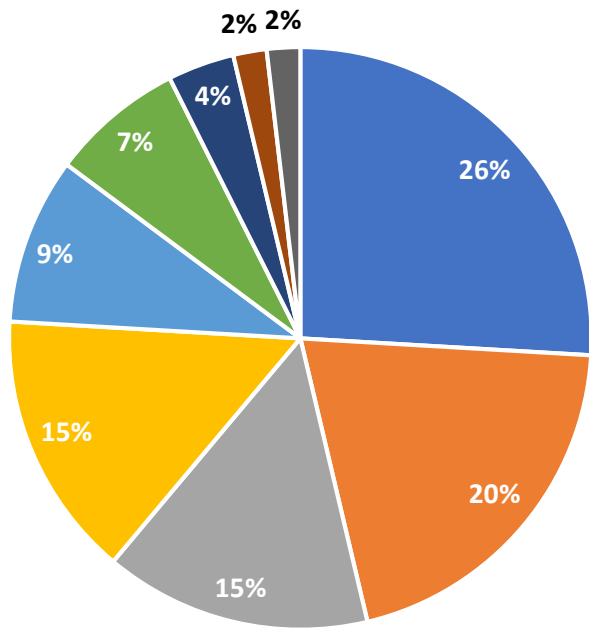


*Note: Excluded n<=3



Escalation- Top Opportunities

Customer Frustration- Reasons



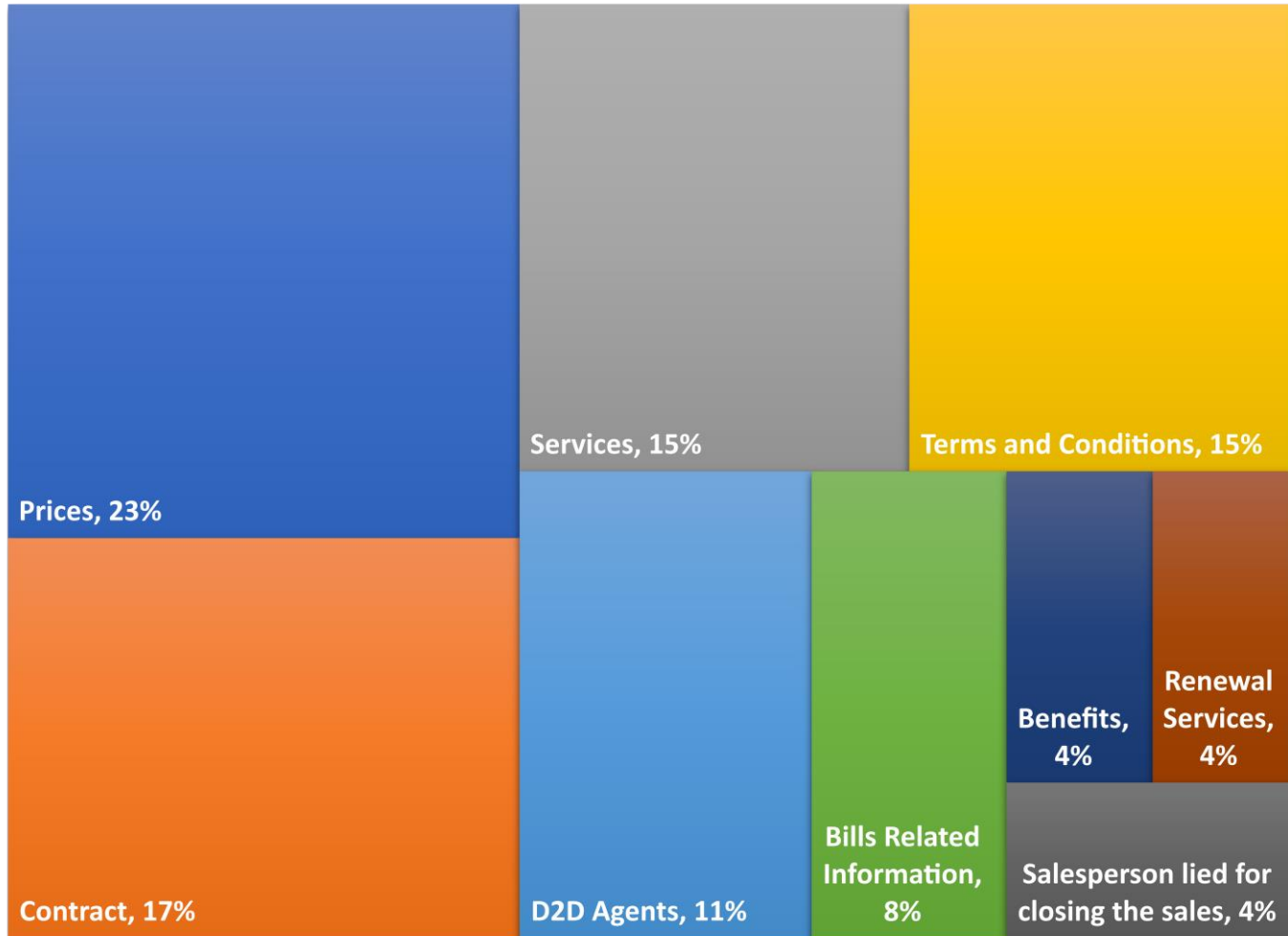
- Unhappy with high rates
- Powerless to help
- Poor Customer Service
- Uncertainty
- Misleading Information
- Problem with bills
- Provided unclear information
- Rude
- Scam Company

Top Opportunities- Agent Level

Agent's Name	Total Calls	Uncertainty/Powerless to Help	Misleading Information	Provided Unclear Information
Sunday One	1	1	NA	NA
Monday Two	1	1	NA	NA
Tuesday Three	1	1	NA	NA
Wednesday Four	1	1	NA	NA
Thursday Five	1	1	NA	NA
Friday Six	6	1	NA	1
Saturday Seven	1	1	NA	NA
January One	1	1	NA	NA
February Two	1	1	NA	NA
March Three	1	1	NA	NA
April Four	1	1	NA	NA
May Five	4	1	NA	NA
June Six	2	1	NA	NA
July Seven	1	1	NA	NA
August Eight	1	1	NA	NA
September Nine	2	1	1	NA
October Ten	5	NA	1	1
November Eleven	1	NA	1	NA
December Twelve	2	NA	NA	1
Year One	2	NA	1	NA

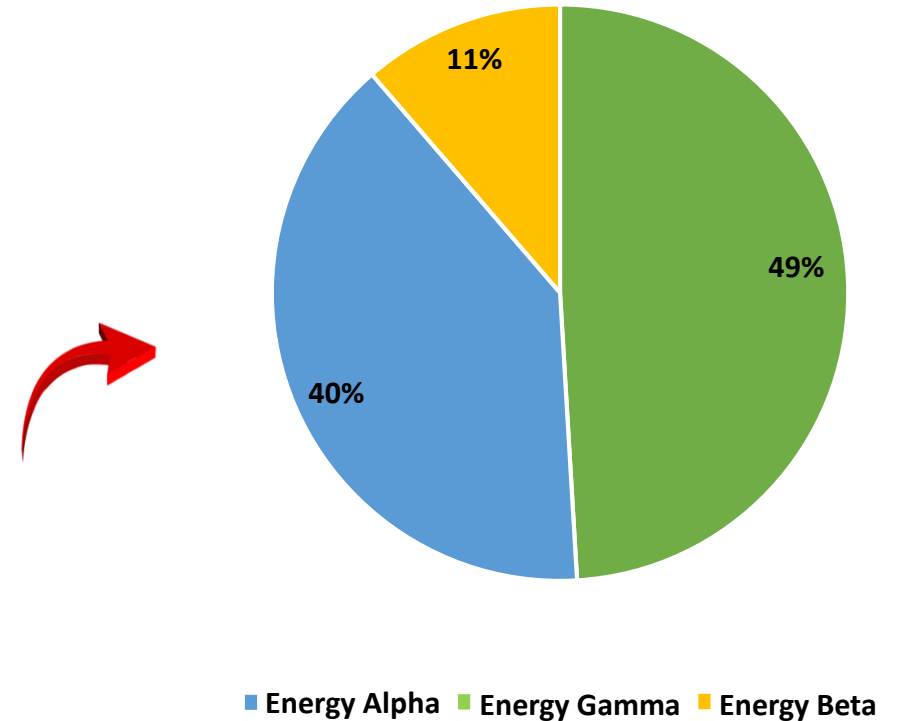


Misleading Information- Categories



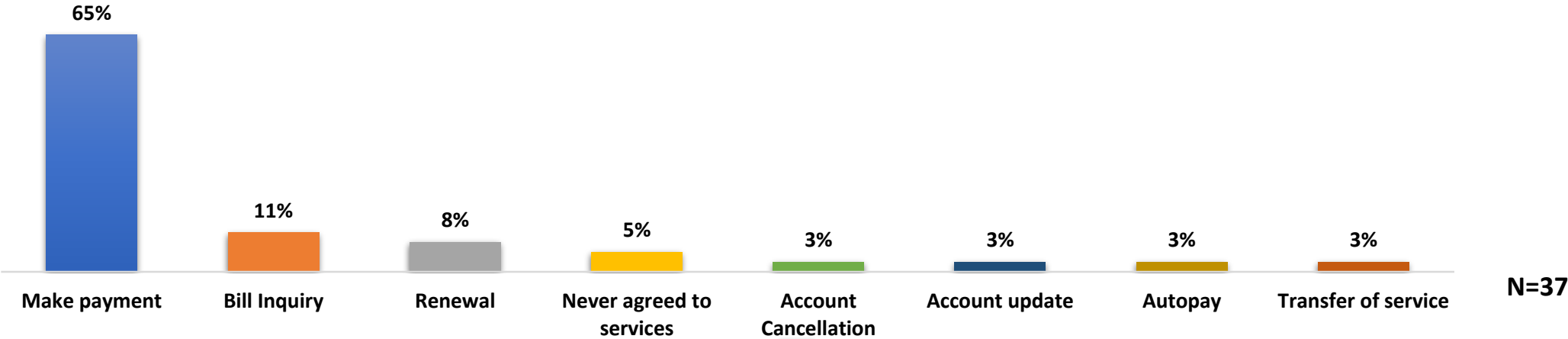
N=53

Misleading Information- Brand Wise

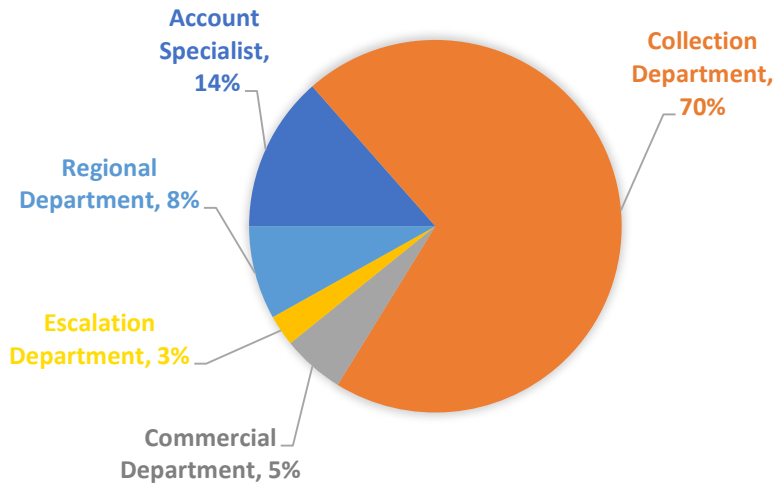


Transfers- Call Drivers

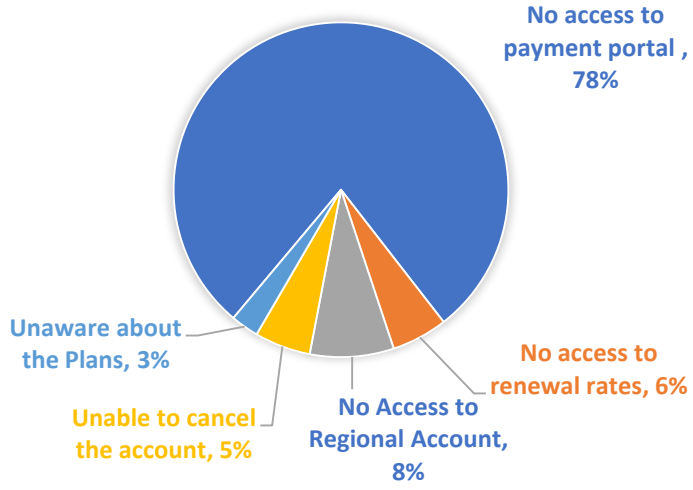
Total Volume: 4,001
 Transfer Calls found: 198 (5%)
 Sample Study for Transfer Calls: 37



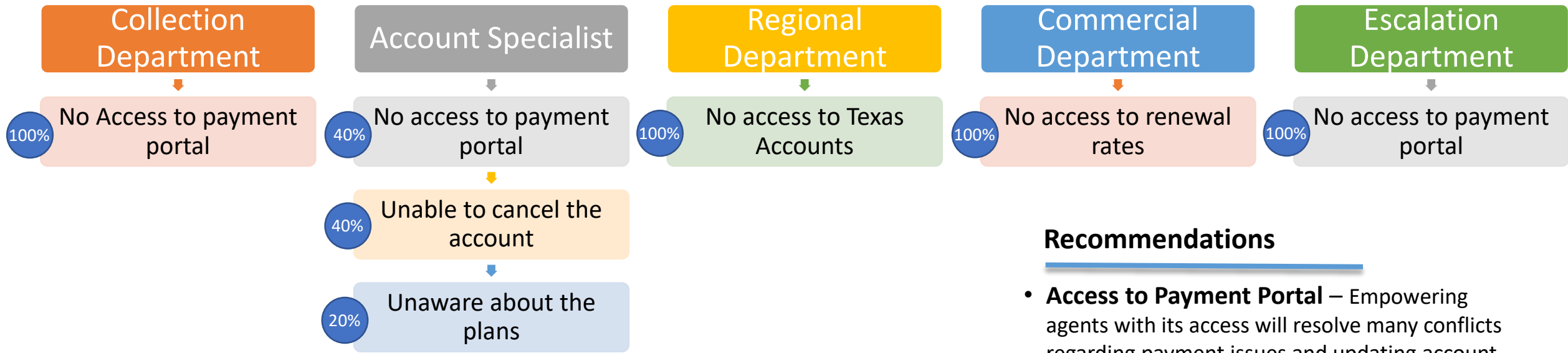
Transfers- Departments



Transfers- Reasons



WHY- TRANSFER

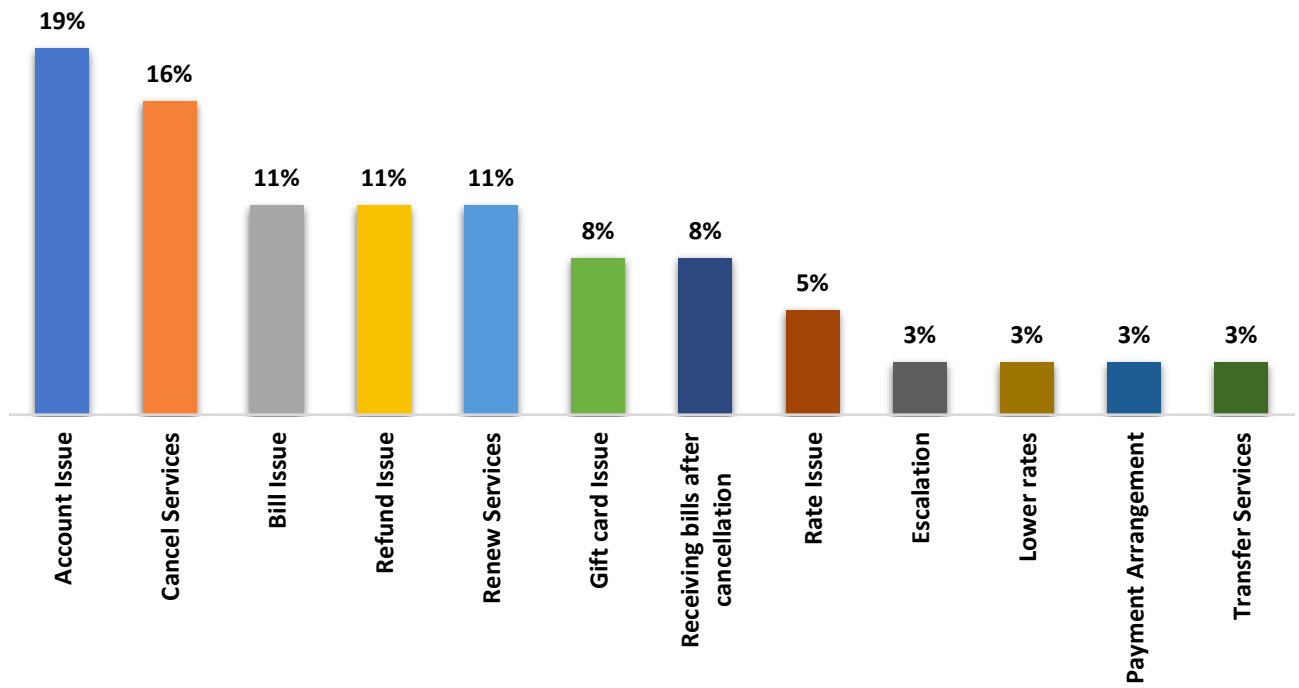


Recommendations

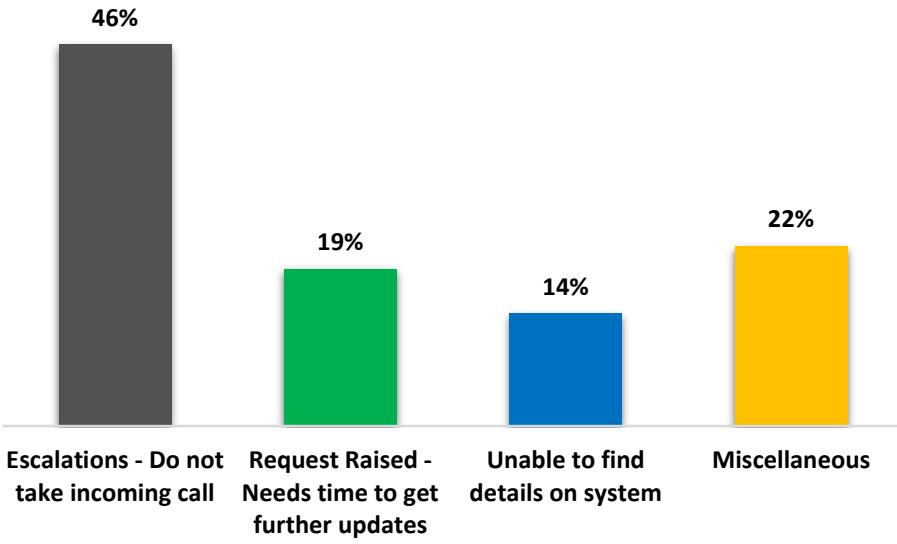
- **Access to Payment Portal** – Empowering agents with its access will resolve many conflicts regarding payment issues and updating account details.
- **IVR Notification** – Introduce an IVR so customer can select their issues for effective call routing.
 - For instance – Customer holding “Regional Account” will have hassle-free customer experience due to effective routing.

Total Volume: 4,001
Call back Calls found: 60 (1.5%)
Sample Study for Call back Calls: 37

Call Back - Call Drivers



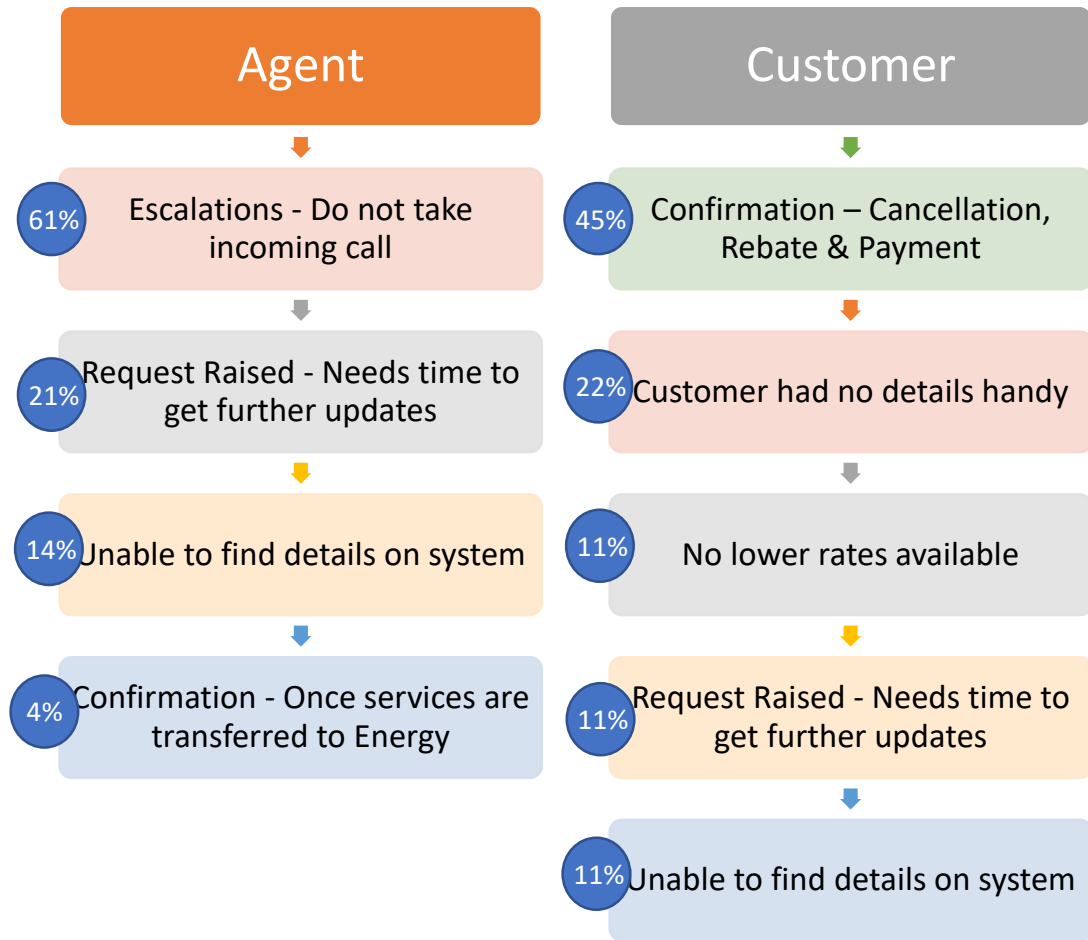
Call Back - Reasons



Requested Call Back

- ▶ 76% Agent promised to give a call back
- ▶ 24% Customers requested for call back

WHY- CALLBACK



Recommendations

- **Escalations** – Asking an immediate supervisor to assist the customer on a priority basis instead of requesting a call back within 24-72Hr would help in quick resolution and better customer experience

Heat Map- Agent's Performance (Overall)

Agent	Total calls	Cancelled Service	Renewed Service	Escalations
Sunday One	132	20%	2%	2%
Monday Two	121	13%	9%	1%
Tuesday Three	119	9%	6%	3%
Wednesday Four	116	3%	3%	2%
Thursday Five	112	8%	4%	1%
Friday Six	110	26%	15%	0%
Saturday Seven	103	17%	3%	6%
January One	103	17%	17%	2%
February Two	100	54%	16%	2%
March Three	99	56%	53%	1%
April Four	94	4%	5%	1%
May Five	92	15%	12%	1%
June Six	91	20%	20%	0%
July Seven	88	9%	1%	6%
August Eight	86	12%	2%	1%
September Nine	84	23%	2%	1%
October Ten	82	23%	28%	1%
November Eleven	82	5%	1%	2%
December Twelve	80	8%	6%	1%

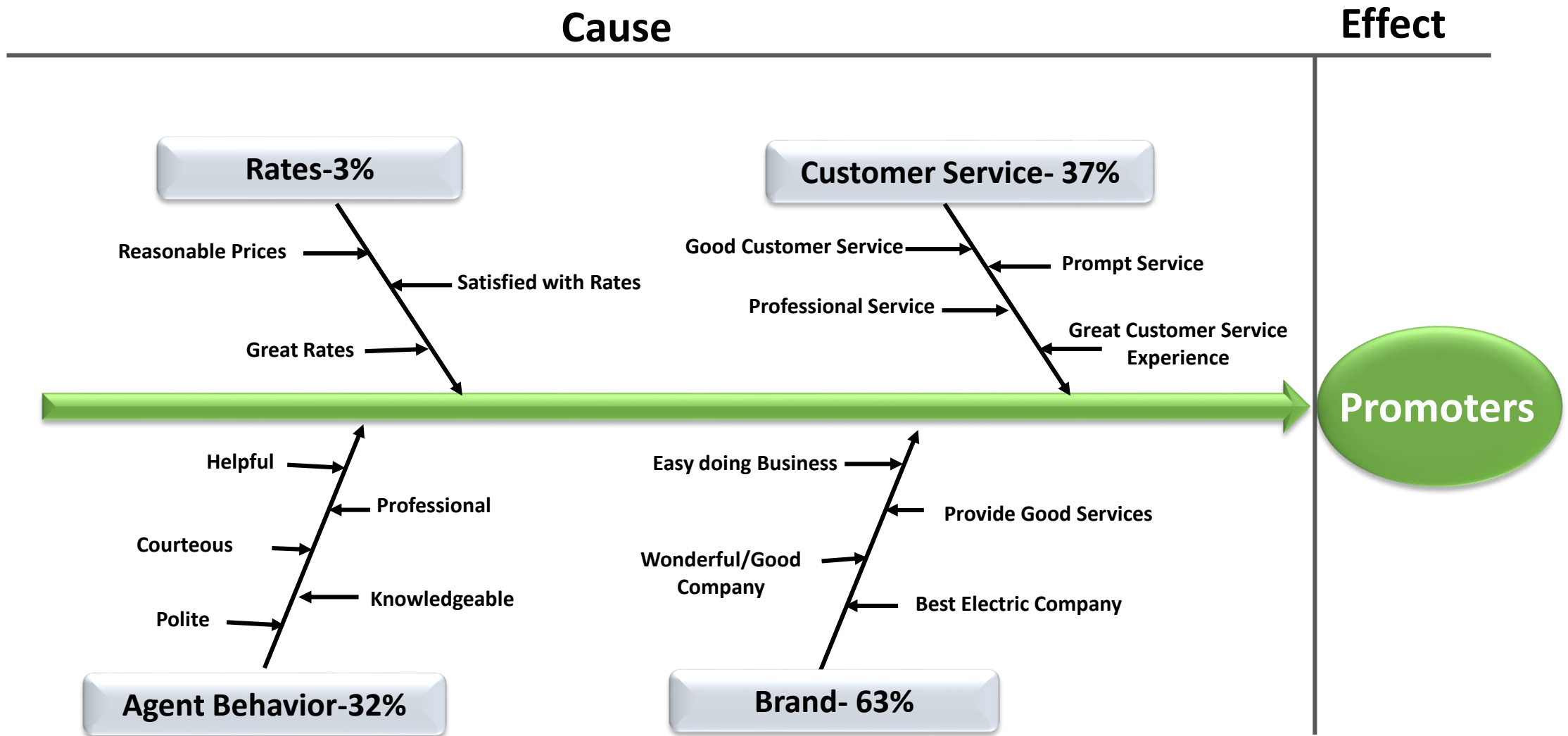


Agent Heat Map

Agent performance on Cancellation, Renewal and Escalation

Consider Total calls greater than equal to 80

Promoters- Satisfaction Reasons



N= 1,111



Heat Map- Positive Agent Behaviors

Agent's Name	Total Calls	Helpful/Polite
Sunday One	9	67%
Monday Two	4	50%
Tuesday Three	11	45%
Wednesday Four	80	35%
Thursday Five	6	33%
Friday Six	12	33%
Saturday Seven	6	33%
January One	9	33%
February Two	28	32%
March Three	82	32%
April Four	19	32%
May Five	14	29%
June Six	67	28%
July Seven	50	28%
August Eight	25	28%
September Nine	43	28%
October Ten	119	27%
November Eleven	15	27%
December Twelve	64	27%
Yellow	49	27%
Blue	38	26%
Red	25	24%
Green	67	24%
Black	80	24%
Brown	30	23%
Azure	116	23%
Ivory	103	22%
Teal	69	22%
Silver	23	22%

Agent's Name	Total Calls	Knowledgeable
Sunday One	6	33%
Monday Two	9	33%
Tuesday Three	10	30%
Wednesday Four	11	27%
Thursday Five	4	25%
Friday Six	9	22%
Saturday Seven	12	17%
January One	6	17%
February Two	6	17%
March Three	80	16%
April Four	82	16%
May Five	50	14%
June Six	64	13%
July Seven	49	12%
August Eight	26	12%
September Nine	9	11%
October Ten	82	11%
November Eleven	19	11%
December Twelve	76	11%
Yellow	67	10%
Blue	10	10%

Heat Map- Positive Agent Behaviors

Agent's Name	Total Calls	Professional
Sunday One	12	8%
Monday Two	30	3%
Tuesday Three	43	2%
Wednesday Four	45	2%
Thursday Five	49	2%
Friday Six	99	2%
Saturday Seven	60	2%
January One	121	2%
February Two	62	2%
March Three	67	1%
April Four	69	1%
May Five	76	1%
June Six	80	1%
July Seven	82	1%
August Eight	92	1%
September Nine	112	1%
October Ten	116	1%
November Eleven	119	1%

Agent's Name	Total Calls	Provided Good Customer Service
Sunday One	69	35%
Monday Two	6	33%
Tuesday Three	80	29%
Wednesday Four	25	28%
Thursday Five	11	27%
Friday Six	59	27%
Saturday Seven	23	26%
January One	50	26%
February Two	78	26%
March Three	43	26%
April Four	12	25%
May Five	4	25%
June Six	80	25%
July Seven	24	25%
August Eight	30	23%
September Nine	14	21%
October Ten	47	21%
November Eleven	99	21%
December Twelve	82	21%
Yellow	50	20%
Blue	25	20%
Red	5	20%
Green	11	18%
Black	110	18%
Brown	28	18%
Azure	84	18%
Ivory	40	18%



Rates

*“Very Reasonable prices”
“I was satisfied with the rate I was given”*

Customer Service

*“Prompt service friendly assistance thank you very much”
“I think you have good customer service and I appreciate that the rate is going down so I am excited about that and happy to do business with you”*

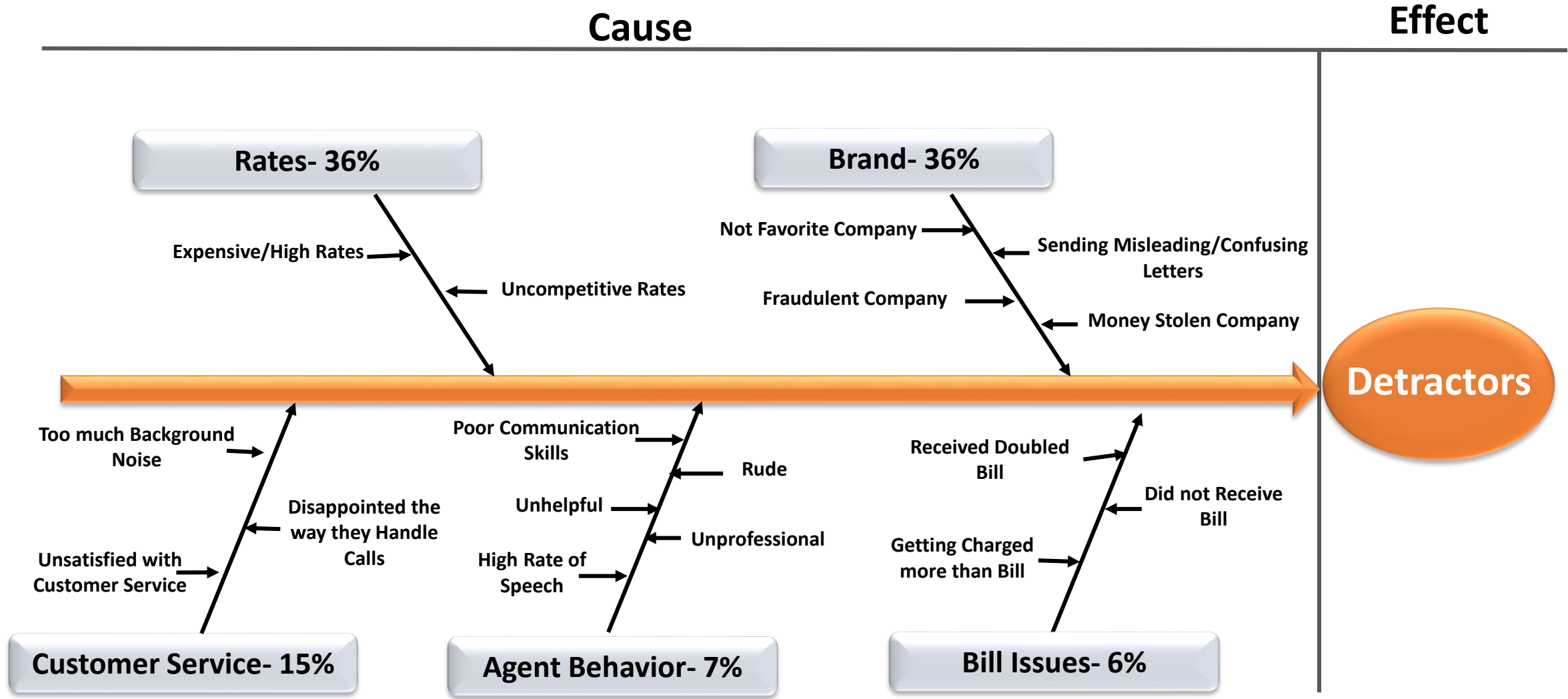
Agent Behavior

*“I would tell everyone that and your representative helped me and was very informative and very polite and courteous thank you”
“Customer service representative her number is one zero three one nine was a very very sweet and very helpful”*

Brand

*“Excellent company to deal with”
“Amazing company amazing customer service”*

Detractors- Dissatisfaction Reasons



N= 554

Heat Map- Negative Agent Behaviors

Agent	Total calls	Poor Communication Skills
Sunday One	22	14%
Monday Two	25	12%
Tuesday Three	9	11%
Wednesday Four	10	10%
Thursday Five	62	8%
Friday Six	38	8%
Saturday Seven	26	8%
January One	60	7%
February Two	57	5%
March Three	121	5%
April Four	82	5%
May Five	88	5%
June Six	67	4%
July Seven	45	4%
August Eight	69	4%
September Nine	116	4%
October Ten	47	4%
November Eleven	49	4%
December Twelve	50	4%
Yellow	75	4%
Blue	25	4%

Agent	Total calls	Poor Communication Skills
Kerry-Ann Dixon	112	4%
dfavela dfavela	91	3%
cmarshall cmarshall	33	3%
Sion Service	100	3%
ahurtado ahurtado	67	3%
Monique Williams	67	3%
brittany.williams brittany.williams	69	3%
jlee jlee	76	3%
Monique Scarlett	76	3%
tmiller tmiller	80	3%
igriffin igriffin	43	2%
Pauline McLeish	92	2%
Annette Green	94	2%
Francine Sangster	103	2%
Kacyan Graham	110	2%
Karlesa Crooks	59	2%
gynostroza gynostroza	64	2%
neckeshia nembhard-streete	132	2%
mamaya mamaya	78	1%
Ofabia Coates	82	1%
Natalie Brimo	86	1%
Rushawn Bell	103	1%

Heat Map- Negative Agent Behaviors

Agent	Total calls	Unhelpful
Sunday One	14	7%
Monday Two	110	2%
Tuesday Three	75	1%
Wednesday Four	80	1%
Thursday Five	91	1%
Friday Six	92	1%
Saturday Seven	121	1%

Agent	Total calls	Rude/Frustrating
Sunday One	12	8%
Monday Two	19	5%
Tuesday Three	76	3%
Wednesday Four	50	2%
Thursday Five	60	2%
Friday Six	67	1%
Saturday Seven	80	1%
January One	88	1%
February Two	91	1%
March Three	103	1%

Agent	Total calls	Unknowledgeable
Sunday One	100	2%
Monday Two	92	1%
Tuesday Three	112	1%

Rates

"Not my favorite people in the world right now because you are way too high"
"Your service was very good but your price was not competitive"

Brand

"Not favorite company at all it was ripped off an awful company I will be switching away from it soon as I can"
"I think energy is a fraudulent firm"

Customer Service

"There was way too much background noise on the phone call it was really loud and the customer service person's voice was having to be very loud"
"I am very unsatisfied I was transferred over to your company from another company that I had already canceled"

Agent Behavior

"I just didn't quite understand everything that they were saying they did not resolve my problem they were not helpful in resolving my problem"
"The person my speaking so fast that I had to replay the message like four times"



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.

