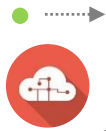




Delivering Customer Engagement Solutions through
Inbound, Outbound, Live Chat,
Quality Monitoring and **Social Media** Services.



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



Data Ingestion

Calls were ingested into to the A.I platform
Total Calls Processed by A.I: 1115



Mapping and Processing

Etech Data Scientists identified relevant behaviors & added business insight rules



Deeper Insights

Data mined a sample slice for deeper insights into the business and agents
Sample Slice: 360
Total Calls Analyzed: 1115

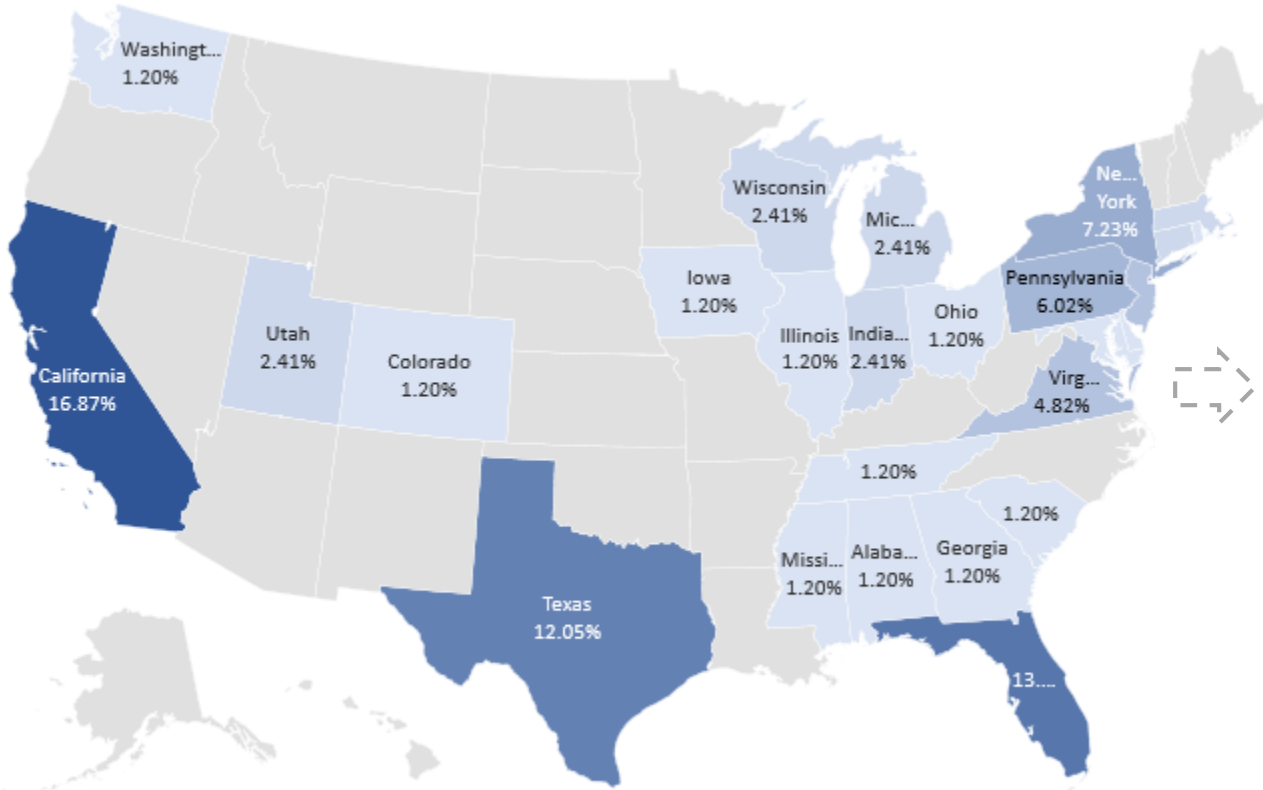


Business Impact Analysis

Our A.I engine provided intelligent data output on trends and patterns using 100+ unique categories and scripts

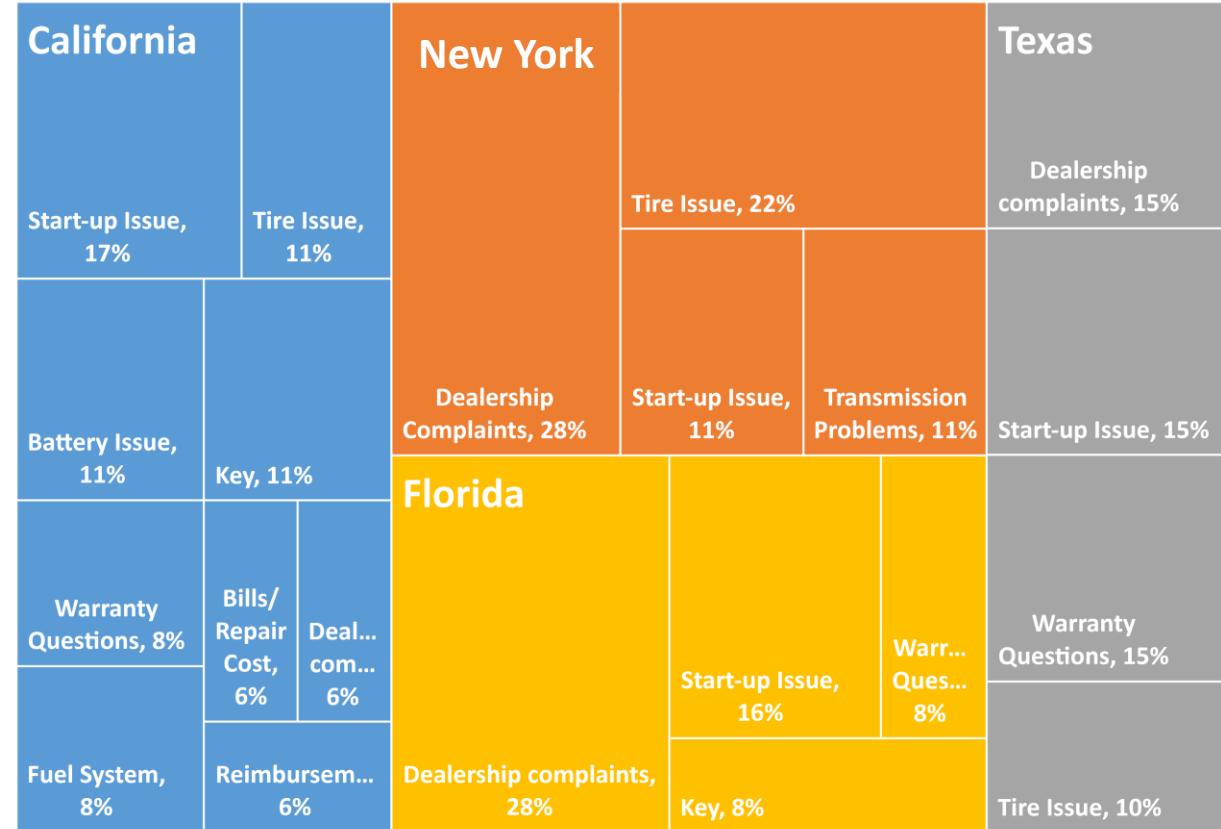


Total Calls uploaded on AI Engine – 1155 Calls
CAC CC IBV Customer SRVC 555 – 875 Calls
CAC RAP IBV SnD 542 – 280 Calls



Powered by Bing
© DSAT for MSFT, GeoNames, Navteq

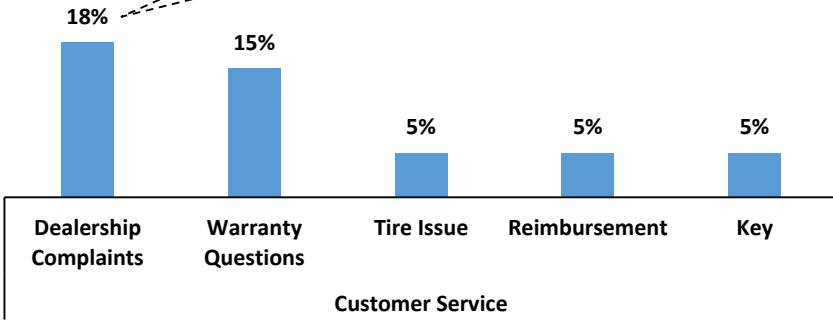
REASON FOR CONTACT VS. TOP 4 STATES



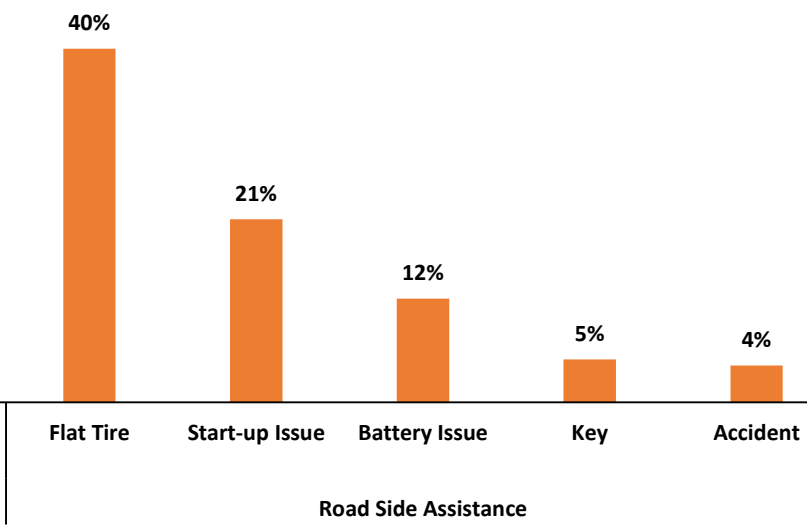
Reason for Contact



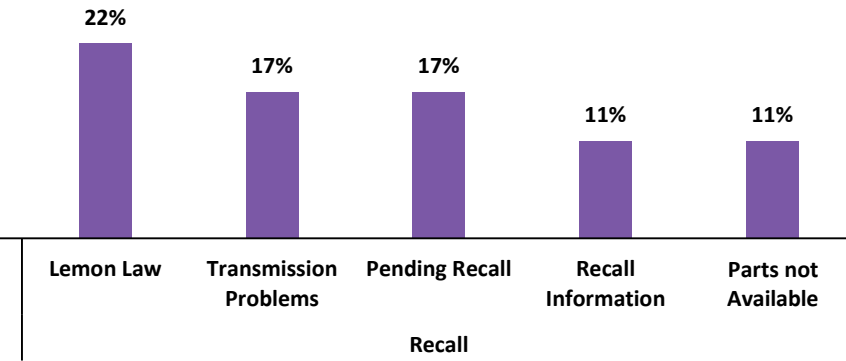
54% of those customers with dealership complaints also left **Negative VOC**



Customer Service – 569



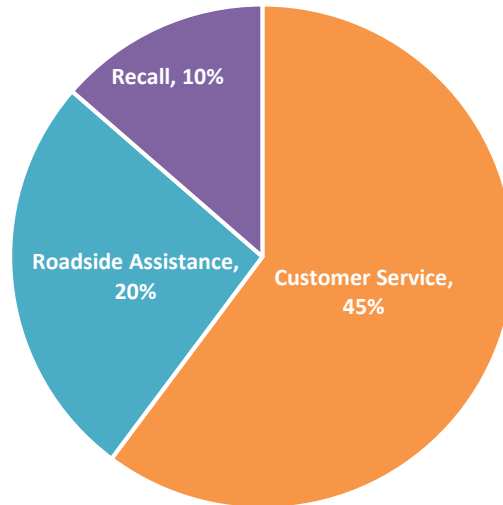
Roadside Assistance – 192



Recall - 78

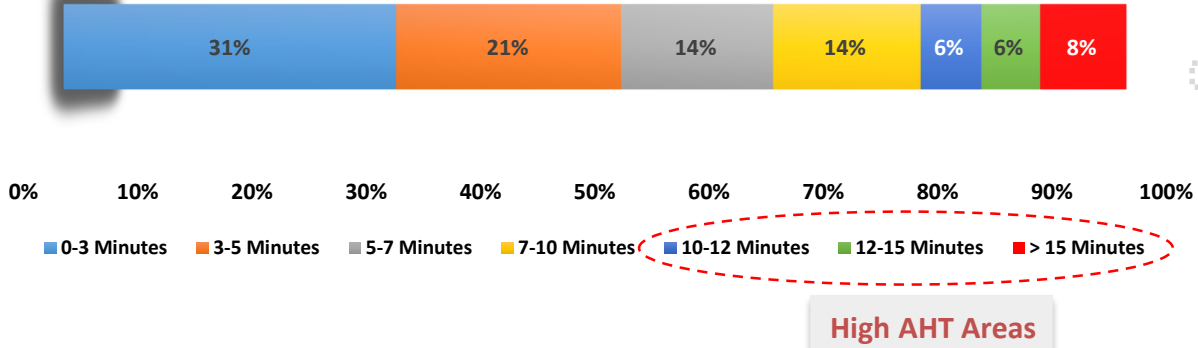


Primary Reasons for Contact

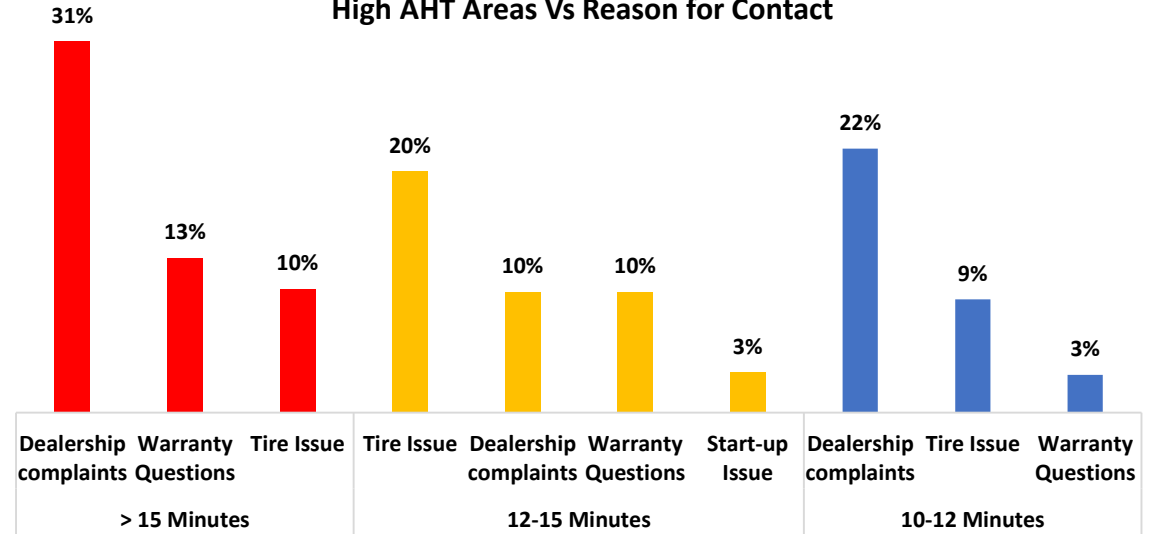




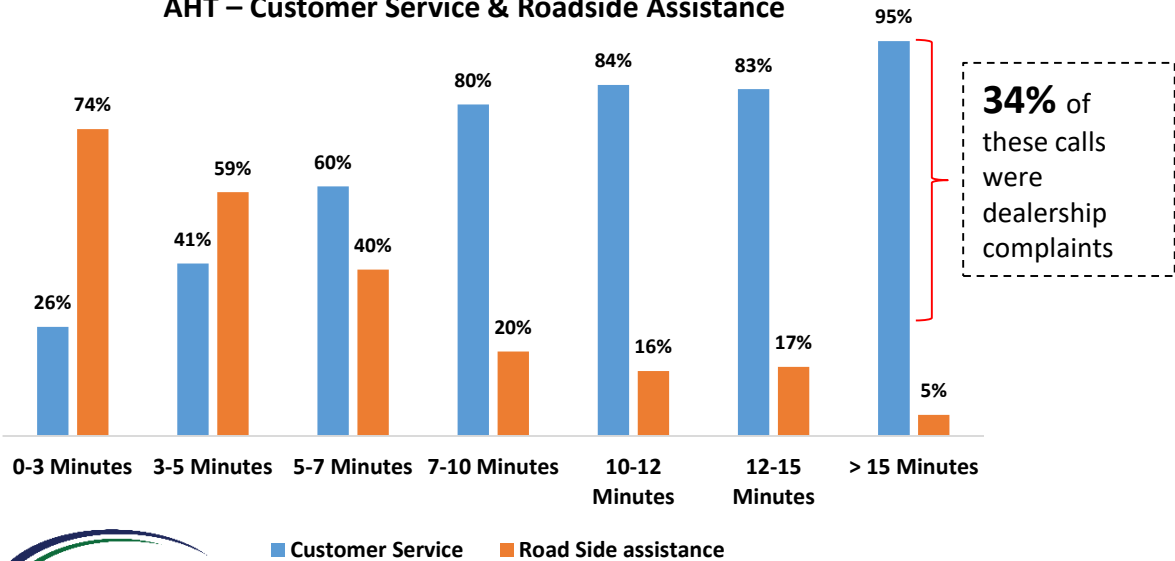
AHT Analysis - Overall



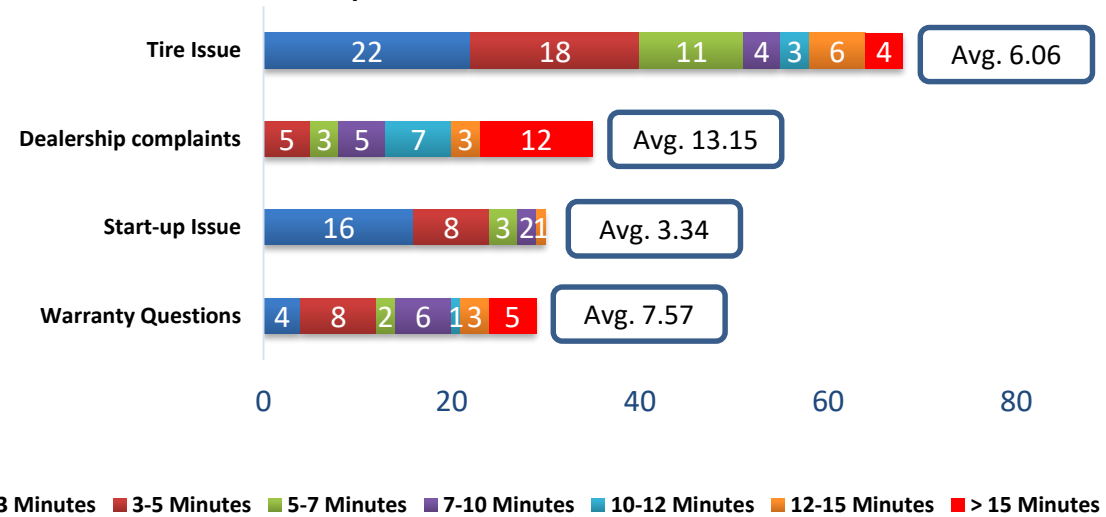
High AHT Areas Vs Reason for Contact



AHT – Customer Service & Roadside Assistance



Top 4 Reasons for contact Vs AHT



Hold Time Analysis

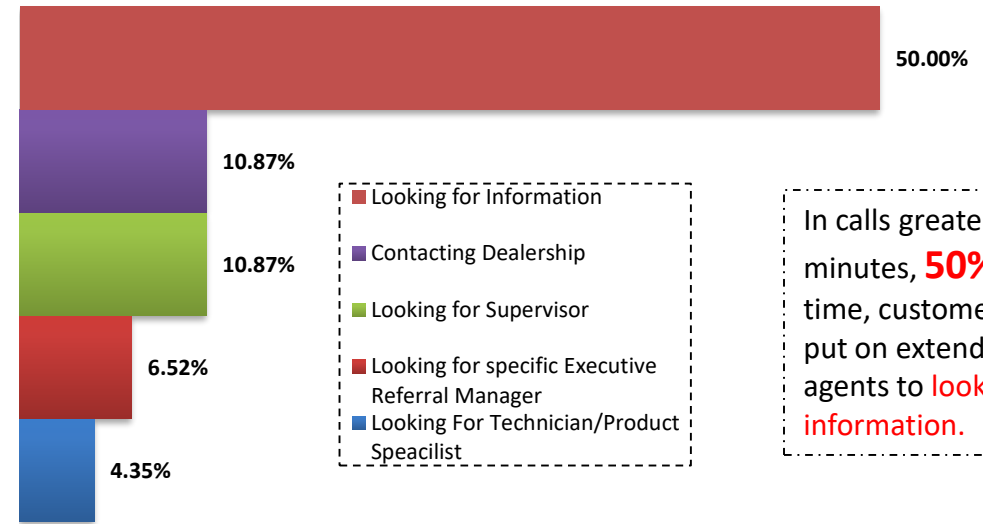


Agents put **44.12%** of calls on hold to look for more information

Average Hold Time Vs Call Duration

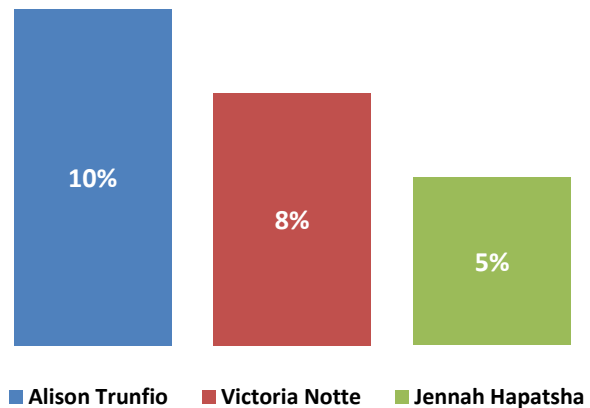


Agent Effort Drivers

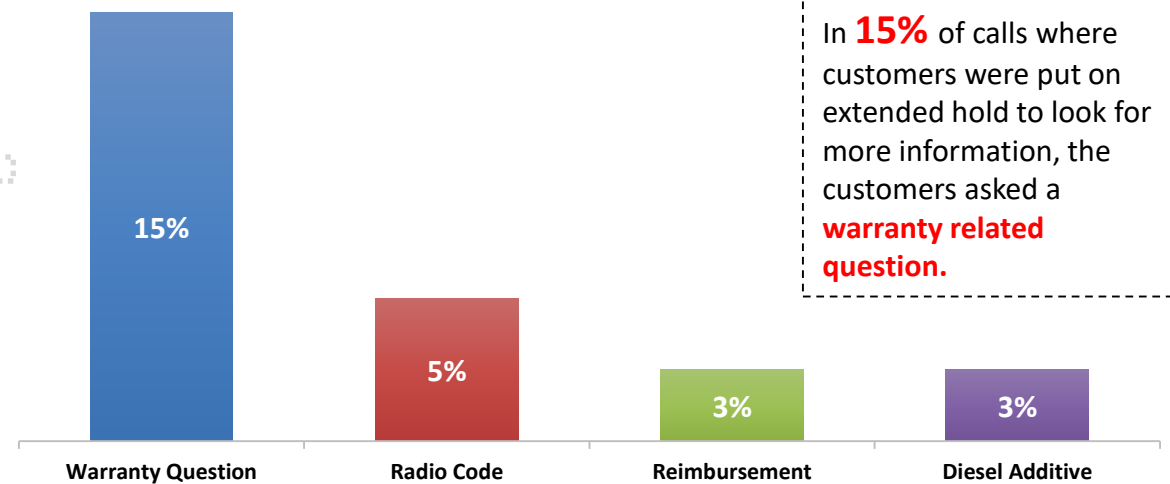


In calls greater than 10 minutes, **50%** of the time, customers were put on extended hold by agents to **look for more information**.

Top 3 agents Vs Total Hold time



Looking for Information - Top 4 Drivers

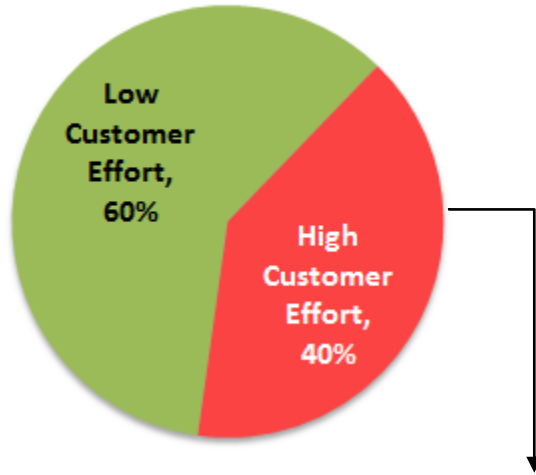


In **15%** of calls where customers were put on extended hold to look for more information, the customers asked a **warranty related question**.

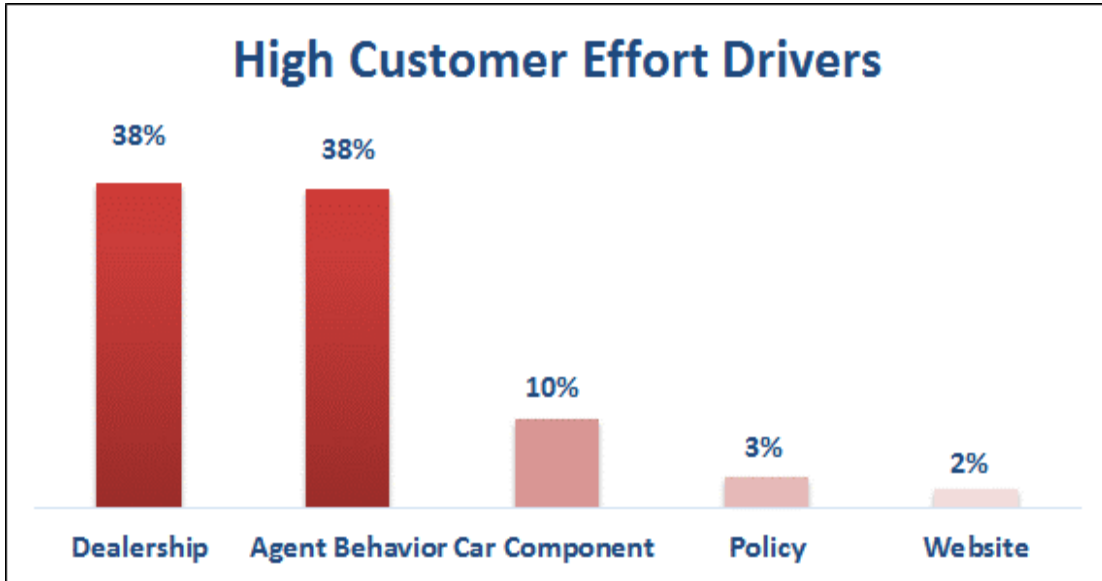
Note: The sample size taken for this analysis is too small to draw any accurate conclusions on agent's performance and can only be used to identify trends and patterns in the overall data set.



Customer Effort Analysis



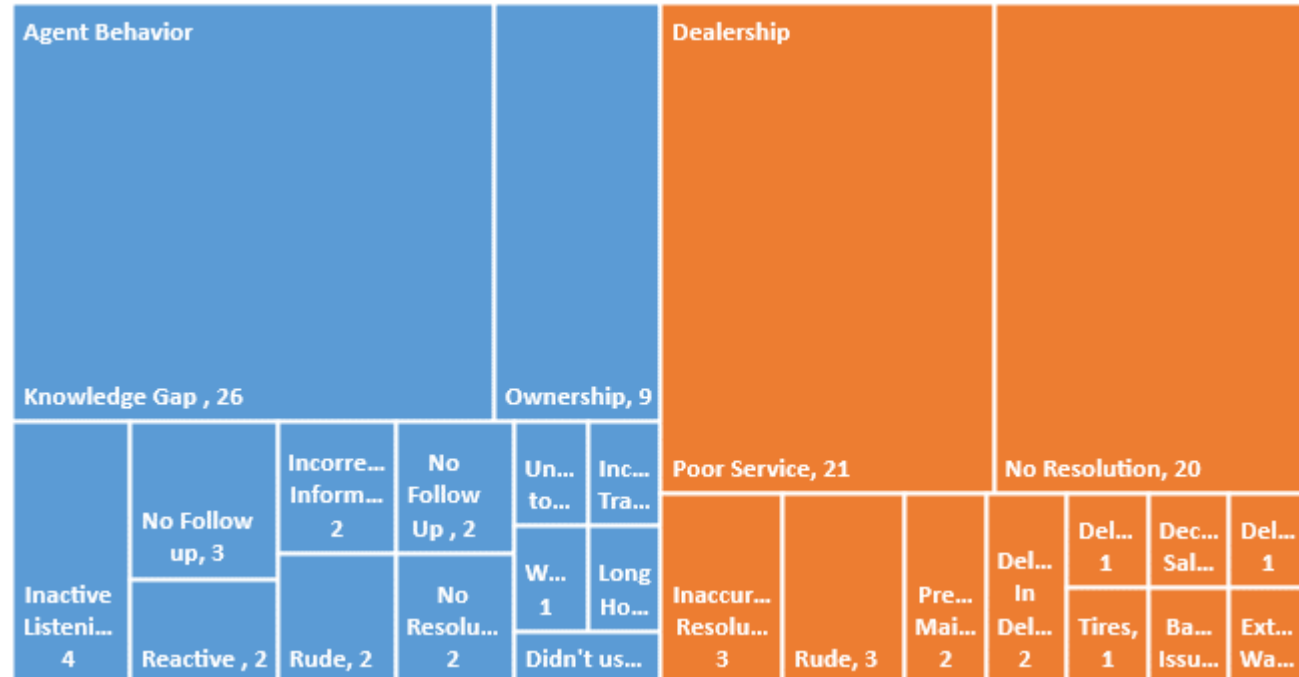
High Customer Effort Drivers



Observations:

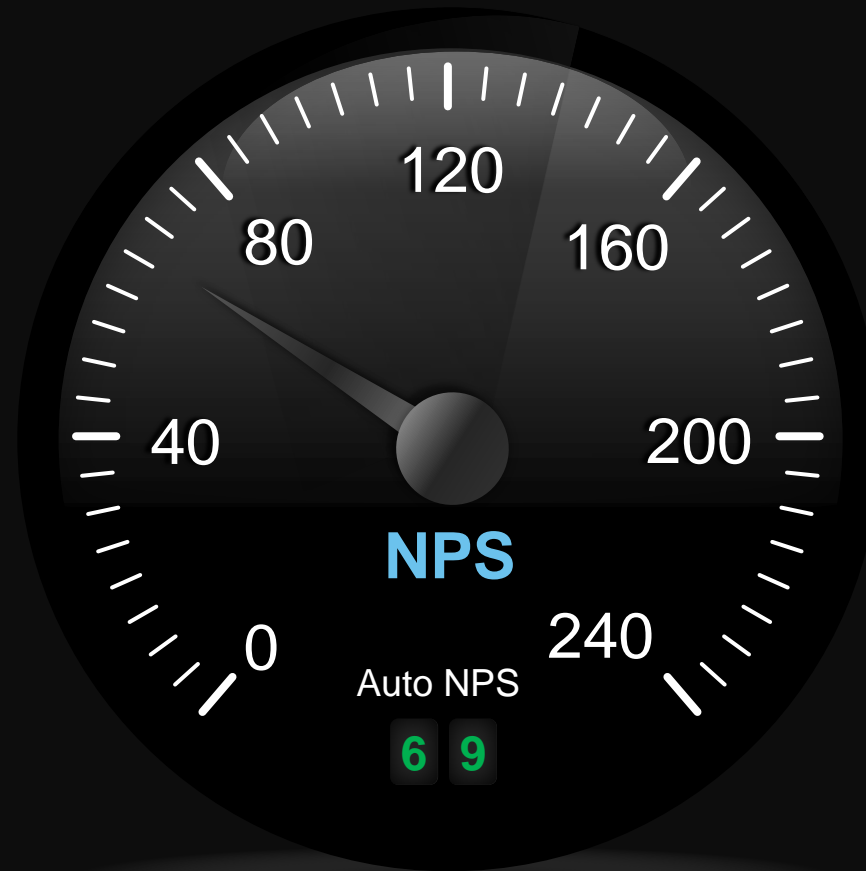
- **Poor Service & No Resolution** at dealerships **drove 71% of the total customer effort**
- Agent behaviors like **Knowledge Gap** and **Ownership** contributed to **61%** of customer effort

Level 2 drill down of top two drivers

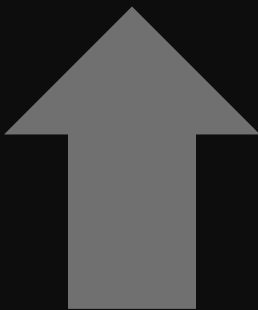




Voice of the customer Vs Impact on NPS

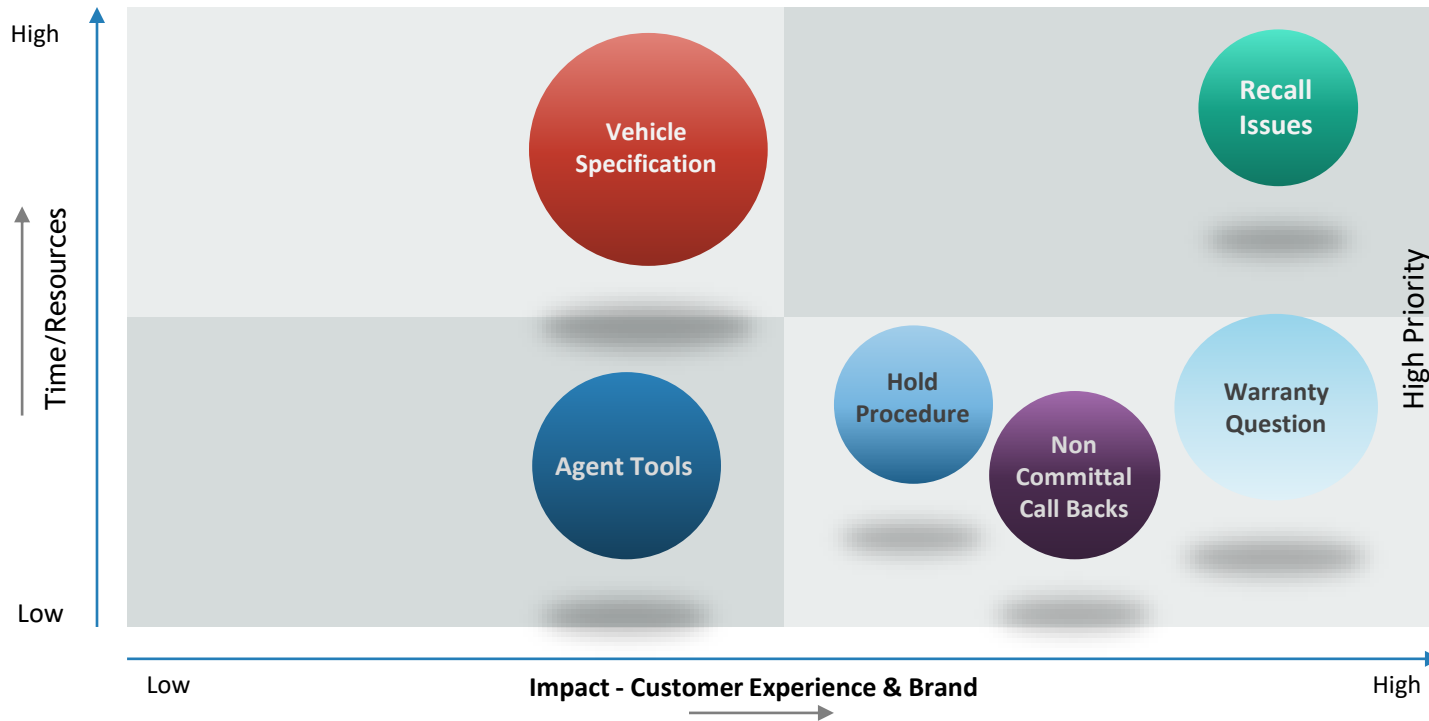


Based on customer sentiments in the small data set Etech analyzed, NPS just from these 1155 calls stands at: **-8**



Converting 50% of the negative VOC into positive will increase NPS by 25 points.
Improved NPS: **17**

How to achieve it?



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 go to left the impact of that action on customer experience increases and the higher it is in the matrix, the higher time and resources you will need to achieve the goal

Recommendations

- 1 Effective Hold Techniques:** Explain the reason why you are putting them on hold.

 - Set right expectation of the time it will take
 - Ask for their permission
 - Come back and refresh the call if you think it is taking longer than promised

• Job aids on the floor and quick discussion around the hold technique will help the agents master this behavior
- 2 Non Committal Call Backs:**

 - Design and Train agent on call back protocols. Coach agents to mention a specific timeline every time they promise a call back to the customer
 - This is an easy fix. Providing Job Aids with a predetermined call flow will have a greater impact towards correcting this behavior
- 3 Warranty Question:**

If a customer has questions about their vehicle's warranty, and dealerships are not able to answer them, they expect the frontline agents of X to have an answer. Not having an answer to a warranty question, creates confusion and increases customer effort exponentially

 - Etech recommends training agents on the basics and giving them access to a database that can function as a guiding light when customers ask questions about the warranty or extended warranty
 - Updating this information in the X Me app based on the vehicle the users own will reduce the number of calls coming in for this and help lower the call volume
- 4 Recall Issues:**

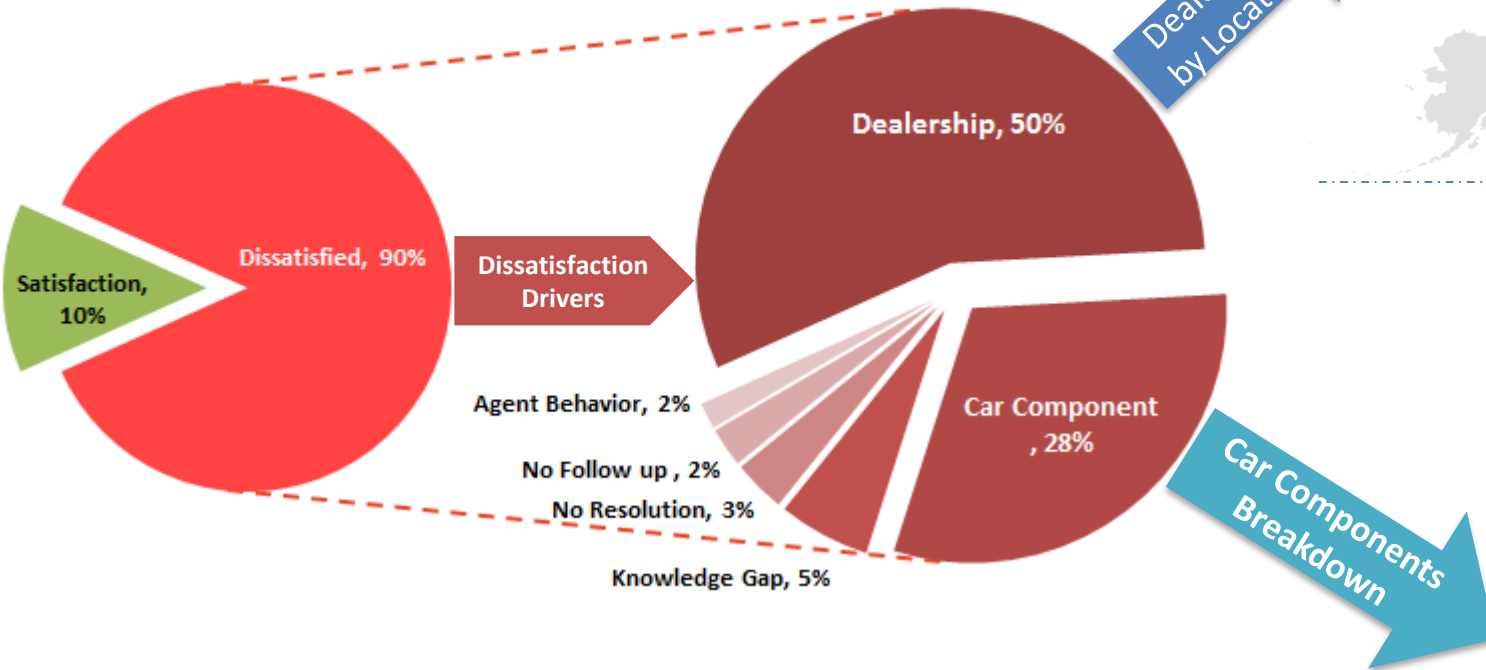
 - Design a training session around the recall issues you have been hearing the most on the calls. Although a high effort fix
 - This will enable the agents to assist the customer who comes in for questions about recall issues and decreases customer effort

Analysis: Voice of Customer

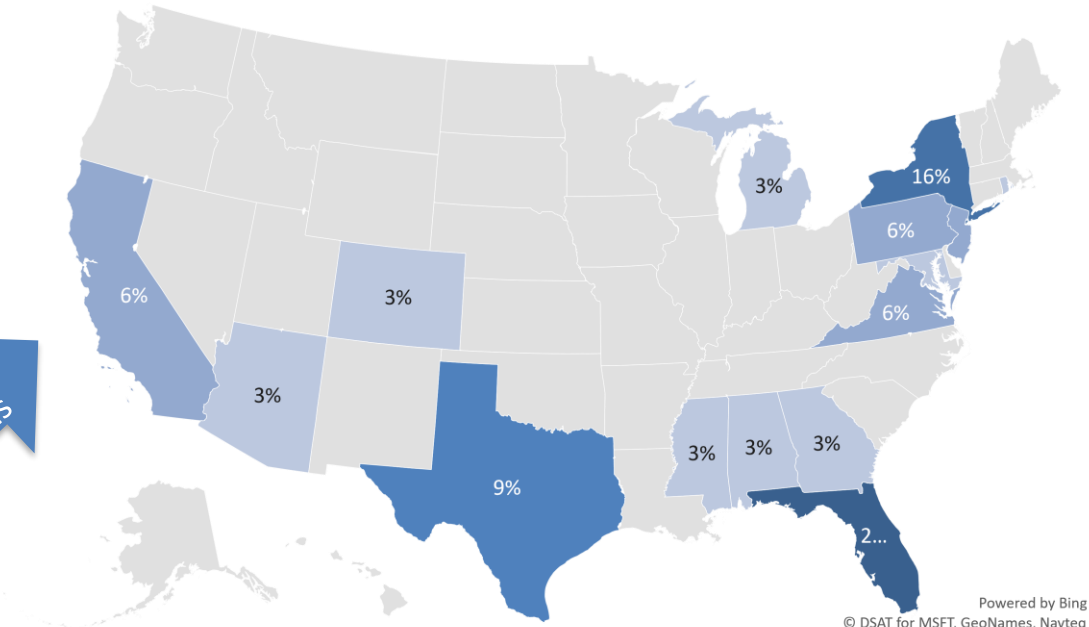
Observation

- Bad experience at the dealerships drove **50%** of the dissatisfaction
- Faulty car components drove another **28%** negative sentiments

Negative Drivers - VOC



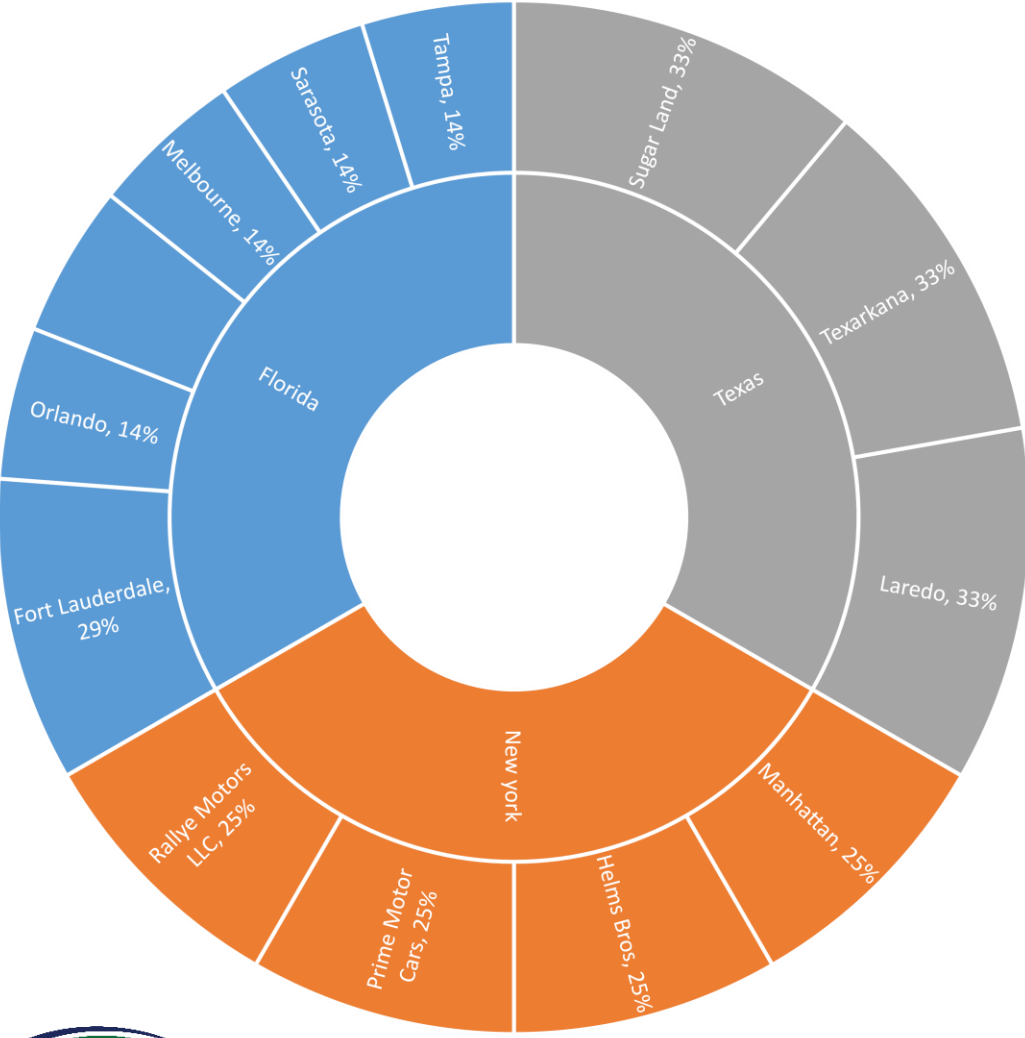
Dealerships by Locations



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Dealership Mentions - Top 3 Problem States

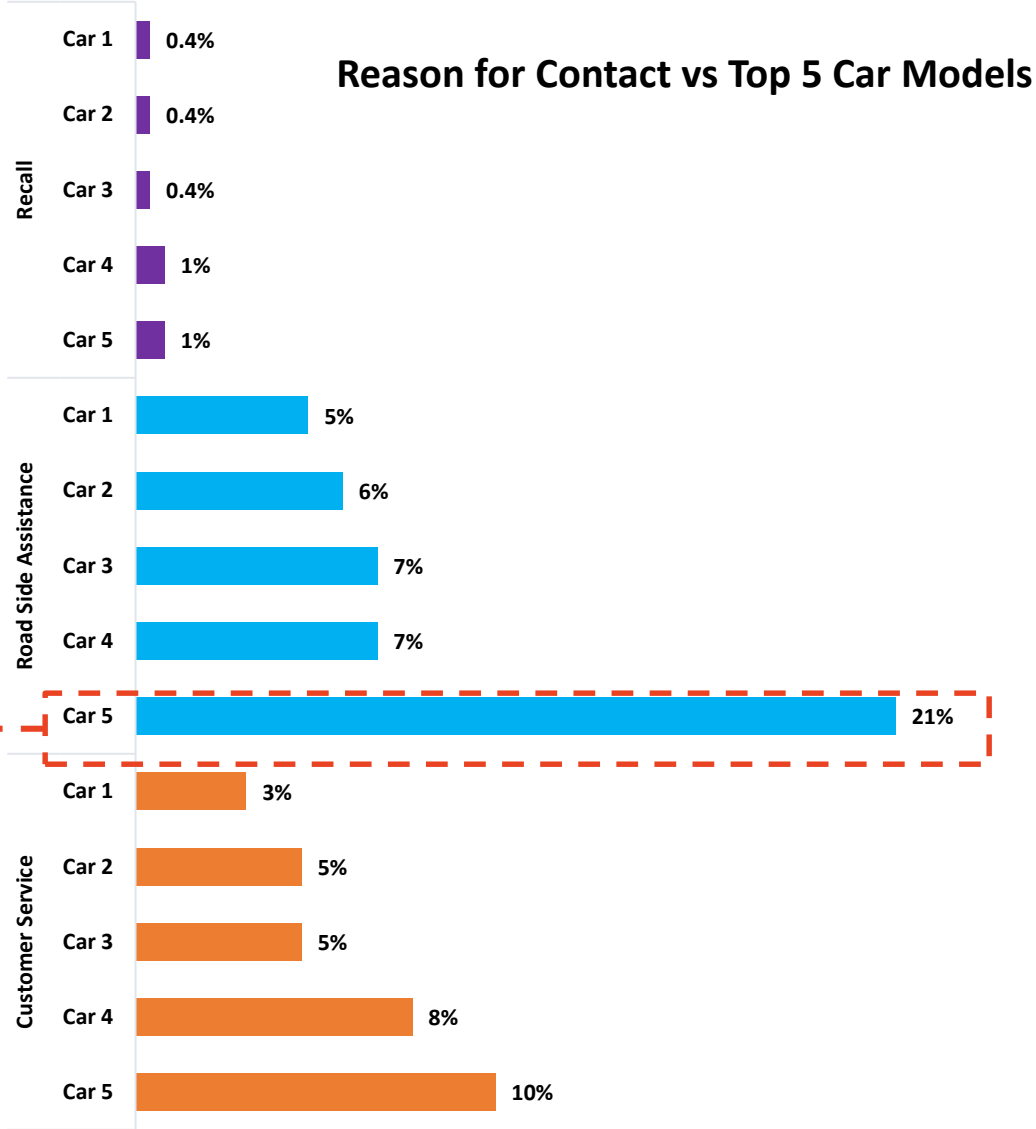
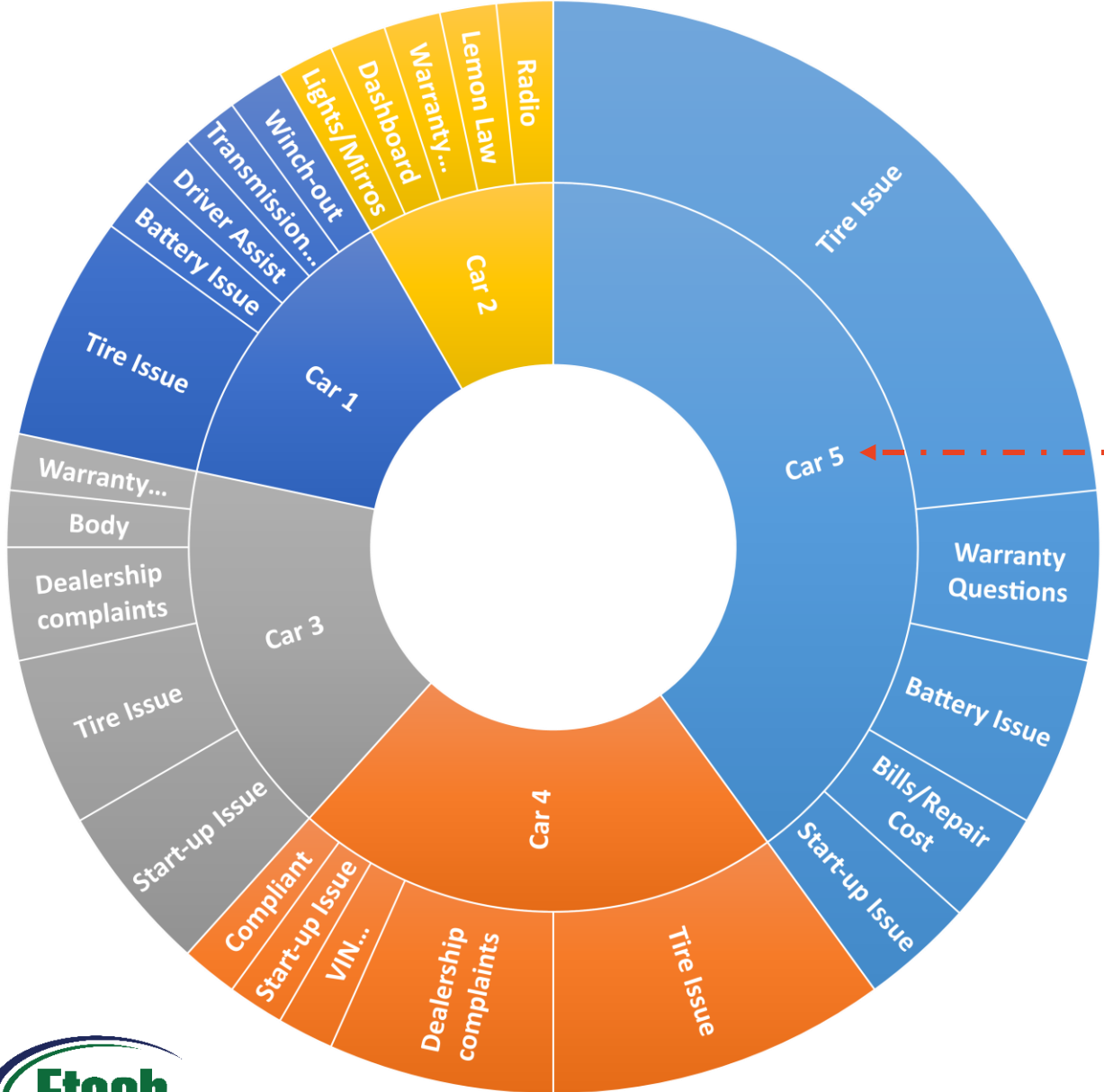


Compliant Reasons – Dealerships in Florida

| Florida | | | |
|------------------|------------------------|------------------------------------|-------------------|
| Fort Lauderdale | Tampa | Melbourne | Jacksonville |
| Delay in Service | Not serviced well | Not Cancelling Prepaid Maintenance | Not serviced well |
| Delivery Issues | Sarasota | Orlando | |
| | Charged under warranty | Not serviced well | |



REASON OF CONTACT- Product Wise Breakdown



Brand

"01:03 I own X, my wife owns X and my daughter is going to buy next month. We are your customers forever. I appreciate it."

Agent Knowledge

"03:43 You are just genius!"04:10 - "Well, that's just awesome! Thank you!"

Good customer experience

"15:34 You know you know what the way you explained everything and such great detail that you know I really appreciate it."

Dealership:

- Dealer: *"I would rather sell the cars I have to my local customers"*
- Customer: *"I said I've been a customer in your location for the last 3 years I bought my C 300 from there I service my car in there my ML is in there I've been a local customer for three years"*
- Customer unhappy with Dealership

Agent Behavior

- *"I need you to listen to the call I'm sure you guys recorded so I insist you to listen to it and if this is the type and quality of service that you're goanna be providing well I'll be sure to let my dealership know and I will never use the services again do not need to be knowledgeable about the car I buy eighty thousand dollar car so I do not have to be knowledgeable, I have triple A I have this service you know what I do not need to be knowledgeable, Okay, people like you are supposed to inform me when I need it"*
- Customer is unhappy with Agent Behavior

Knowledge Gap

- *"Ok anyway these things I got to talking to you we left with the issue and you don't know the solution is to provide on the call"*



Future Impact – Self Serve & Repeat Contact AI platform utilized to address key areas

Self Serve

- ✓ Total Self Serve Calls: 21%
- ✓ Cost of handling Call: \$5.5/call
- ✓ Savings from Self Serve Calls: **\$418**
- ✓ Monthly Savings from 50,000 calls: **\$58K/mo**
- ✓ Annual Savings: **\$696K**

Repeat Contacts

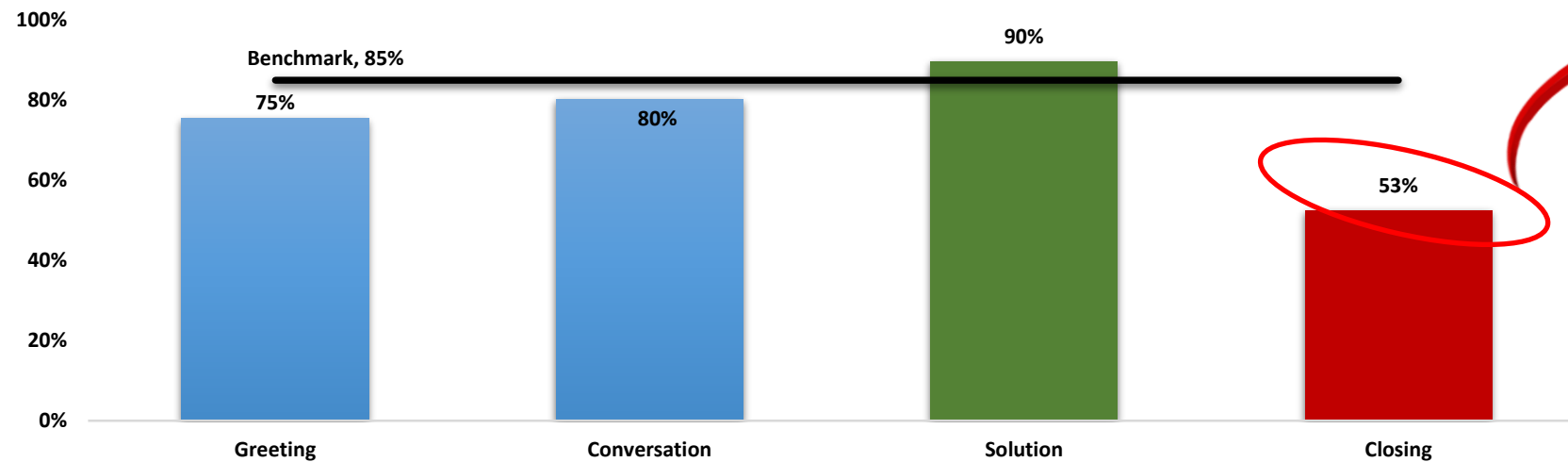
- ✓ Total Repeat Calls: 20%
- ✓ Cost of handling Call: \$5.5/call
- ✓ Savings from Repeat Calls: **\$396**
- ✓ Monthly Savings from 50,000 calls: **\$55K/mo**
- ✓ Annual Savings: **\$660K**

Every 1% reduction in Self Serve / Repeat Calls will result in annual saving of **\$33K**

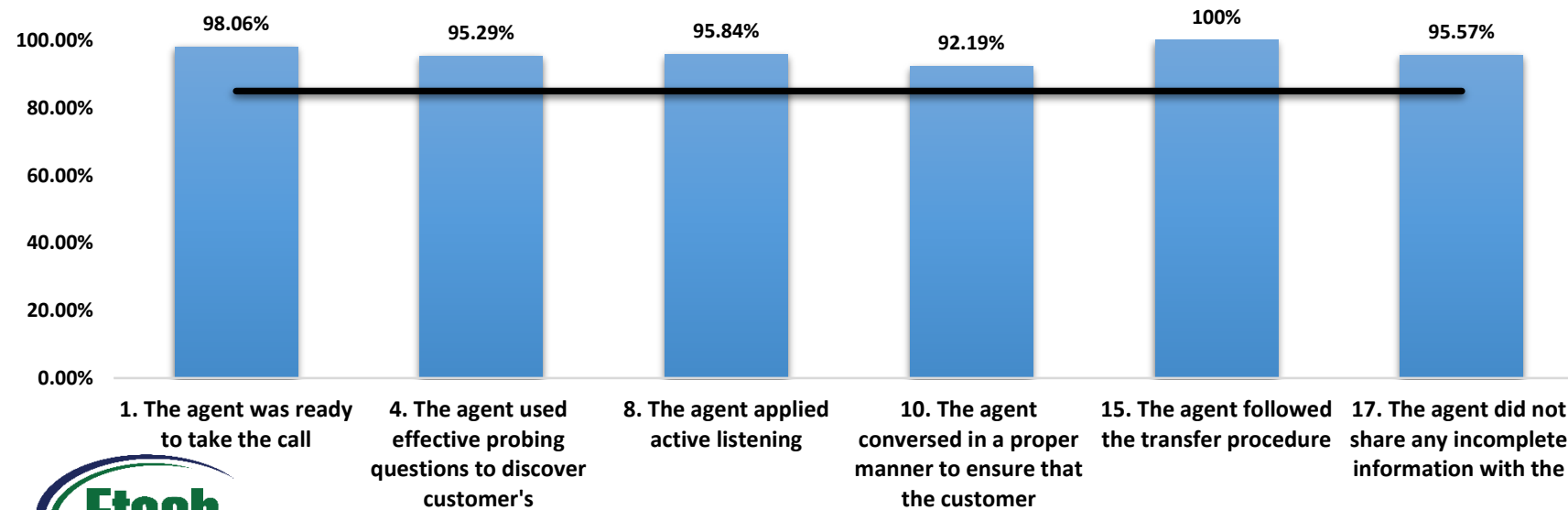
Self-service adoption will continue to increase. Gartner predicts that by 2020 a customer will manage 85% of the relationship with an enterprise without interacting with a human, so make sure to give your customers the direction and tools they need to accomplish tasks themselves :Source: www.Gartner.com



Section Score



Top Strengths - Parameters from each Section

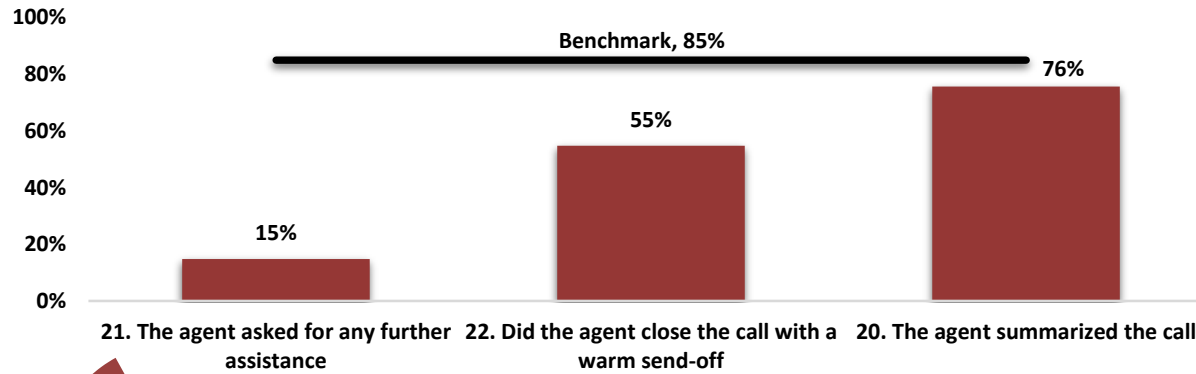


| | | |
|---------------------|------------|---|
| Closing | 47% | Did not close the call with a warm send off or ask for further assistance on the call |
| Greeting | 25% | Missed to introduce themselves or the branding |
| Conversation | 20% | Failed to follow the hold procedure or show empathy when required |
| Solution | 90% | Agents prioritized solving customer's concerns and took ownership of the issue |





Top Opportunities



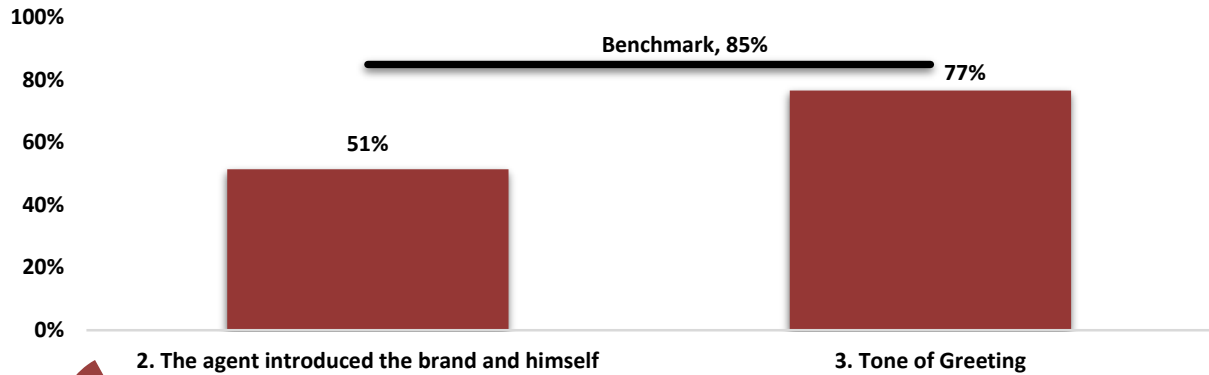
| Agent | Success % |
|---------|-----------|
| Umberto | 13% |
| Robert | 19% |
| Jeffrey | 23% |
| Nelson | 29% |
| Dion | 30% |



| Parameter | Parameter 21 | Parameter 22 | Parameter 20 |
|-----------------------|---|--|---|
| KPI | FCR, Revenue, & CX | CX/Brand | CX/FCR |
| Affected Interactions | 268/315 (85%) | 193/329 (58%) | 58/227 (25%) |
| Sample Interactions | <p>Interaction ID: bbvd13sn9 Agent: Umberto Interaction Sample: Umberto should ask for further assistance before ending the call. EI recommends questions like: 'What else I can help you with?' 'Do you have any other questions for me today?'</p> | <p>Interaction ID: bbvd13r12 Agent: Robert Interaction Sample: Robert needs to close the call with a proper goodbye statement to the customer</p> | <p>Interaction ID: bbvd13soz Agent: Umberto Interaction Sample: Umberto needs to provide a brief recap of the resolution provided on the call before ending the call</p> |



Top Opportunities



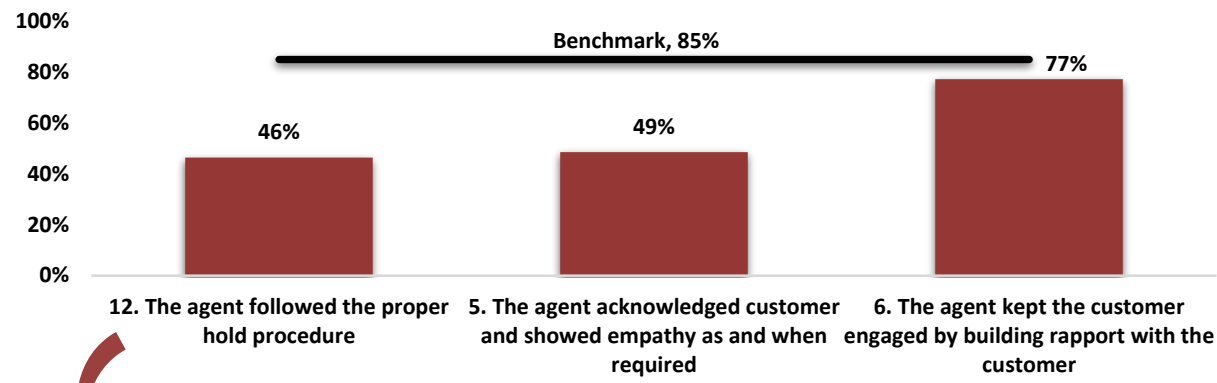
| Agent | Success % |
|---------|-----------|
| Darrell | 39% |
| Nelio | 54% |
| Ariel | 54% |
| Aubrion | 54% |
| Joseph | 58% |



| Parameter | Parameter 2 | Parameter 3 |
|-----------------------|---|---|
| KPI | CX/Branding | CX |
| Affected Interactions | 312/360 (86%) | 109/360 (30%) |
| Sample Interactions | Interaction ID: bbvdl3s4b Agent: Darrell Interaction Sample: Darrell should introduce himself using his name and should brand the call as well. For Ex: "Thank you for calling Mercedes. This is Darrell. How can I be of help today?" | Interaction ID: bbvdl3st1 Agent: Nelio Interaction Sample: Nelio should maintain an energetic & enthusiastic tone while greeting the customer. |



Top Opportunities



| Agent | Success % |
|---------|-----------|
| Joseph | 65% |
| Dion | 66% |
| Laura | 67% |
| Robert | 67% |
| Jeffrey | 68% |

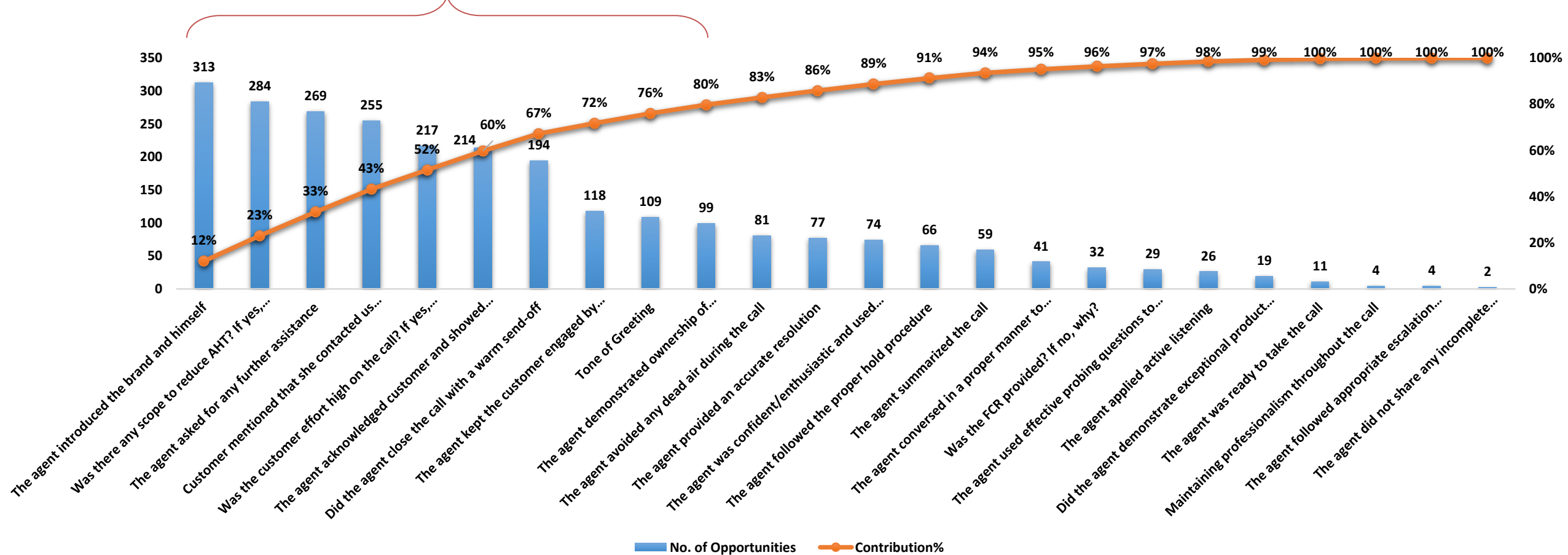


| Parameter | Parameter 12 | Parameter 5 | Parameter 6 |
|------------------------------|--|---|---|
| KPI | CX/Revenue | CX | CX |
| Affected Interactions | 66/107 (61.7%) | 213/360 (59.2%) | 117/360 (33%) |
| Sample Interactions | <p>Interaction ID: Laura Agent: bbvdl3rwp Interaction Sample: Laura should ask for customer's permission before placing the call on hold and should thank them after resuming the call from hold. EI recommends maintaining hold time of 2 minutes or less for best customer experience</p> | <p>Interaction ID: Joseph Agent: bbvdl3sxy Interaction Sample: Joseph should empathize or apologize when customers are sharing a bad experience. Also, agents should acknowledge customer's current situation.</p> | <p>Interaction ID: bbvdl3srv Agent: Joseph Interaction Sample: Joseph should keep the customer engaged by driving the conversation and ensure a smooth conversation. Build rapport by complimenting the customers on their choice and thank them for their business.</p> |





Top 8 opportunities made 80% impact on overall performance.





Top Performers >80%

| Agent | QA Score | Greeting | Conversation | Solution | Closing |
|-----------|----------|----------|--------------|----------|---------|
| Jennifer | 96% | 83% | 100% | 100% | 67% |
| Scott | 95% | 67% | 100% | 100% | NA |
| Justin | 93% | 83% | 97% | 100% | 50% |
| Jonathan | 93% | 83% | 94% | 100% | NA |
| Lukabram | 91% | 100% | 93% | 78% | 73% |
| Jannah | 91% | 95% | 93% | 84% | 67% |
| Paige | 90% | 83% | 94% | 100% | 56% |
| Deborah | 89% | 70% | 95% | 81% | 74% |
| Towfeq | 89% | 83% | 91% | 83% | 80% |
| Arash | 88% | 83% | 92% | 94% | 53% |
| Rosemary | 87% | 83% | 90% | 70% | 79% |
| Robert | 87% | 97% | 88% | 91% | 59% |
| Musaja | 87% | 92% | 89% | 89% | 52% |
| Ariel | 86% | 54% | 92% | 93% | 75% |
| John | 85% | 92% | 86% | 85% | 75% |
| Melicie | 85% | 83% | 88% | 94% | 61% |
| Erica | 85% | 75% | 83% | 100% | 100% |
| Katharina | 85% | 80% | 91% | 89% | 44% |
| Hannibal | 85% | 83% | 89% | 83% | 60% |
| Brendan | 85% | 83% | 89% | 100% | 38% |
| Jennifer | 85% | 83% | 85% | 78% | 88% |
| Aubrion | 84% | 54% | 94% | 92% | 50% |
| Maureen | 84% | 78% | 89% | 78% | 62% |
| Jennifer | 83% | 83% | 83% | 78% | 92% |
| Anthony | 83% | 67% | 89% | 94% | 57% |
| Hajri | 83% | 92% | 81% | 100% | 80% |
| Andres | 83% | 83% | 85% | 100% | 60% |
| Ashton | 82% | 67% | 84% | 100% | 80% |
| Faith | 82% | 75% | 83% | 100% | 71% |
| Latoshia | 82% | 83% | 86% | 67% | 60% |
| Alison | 82% | 75% | 88% | 79% | 46% |
| Derrick | 81% | 83% | 82% | 100% | 55% |
| Nelio | 81% | 54% | 90% | 100% | 37% |
| Arthur | 81% | 67% | 89% | 78% | 33% |
| Samantha | 81% | 83% | 80% | 91% | 63% |
| Taj | 80% | 92% | 82% | 90% | 31% |
| Victoria | 80% | 73% | 82% | 93% | 59% |

Bottom Offenders <80%

| Agent | QA Score | Greeting | Conversation | Solution | Closing |
|-----------|----------|----------|--------------|----------|---------|
| Amanda | 44% | 50% | 36% | 75% | 60% |
| Kerri | 48% | 67% | 42% | 67% | 60% |
| Joseph | 63% | 58% | 65% | 79% | 37% |
| Susan | 63% | 67% | 67% | 57% | 40% |
| Donald | 64% | 83% | 58% | 100% | 60% |
| Omari | 64% | 67% | 65% | 100% | 25% |
| Dion | 65% | 69% | 66% | 81% | 30% |
| Robert | 66% | 74% | 67% | 86% | 19% |
| Jeffrey | 66% | 67% | 68% | 100% | 23% |
| Estelle | 69% | 70% | 70% | 100% | 42% |
| Zayna | 70% | 100% | 61% | 100% | 80% |
| Laura | 70% | 80% | 67% | 97% | 63% |
| Nelson | 71% | 80% | 73% | 80% | 29% |
| Evan | 71% | 60% | 74% | 96% | 44% |
| Tara | 72% | 78% | 75% | 84% | 33% |
| Andy | 73% | 60% | 73% | 100% | 65% |
| Jake | 73% | 72% | 75% | 94% | 42% |
| Lakoya | 73% | 83% | 70% | 67% | 100% |
| William | 73% | 83% | 70% | 100% | 67% |
| Lakenya | 73% | 72% | 73% | 82% | 75% |
| Brian | 73% | 77% | 78% | 84% | 31% |
| Nursen | 74% | 67% | 75% | 91% | 54% |
| Makeda | 74% | 78% | 74% | 97% | 51% |
| Stephanie | 74% | 83% | 73% | 100% | 47% |
| Theresa | 75% | 75% | 78% | 86% | 45% |
| Brittany | 75% | 83% | 75% | 91% | 43% |
| Xavier | 75% | 61% | 76% | 97% | 69% |
| Gabrielle | 75% | 83% | 77% | 81% | 48% |
| Leandro | 75% | 76% | 73% | 100% | 75% |
| Shane | 75% | 70% | 77% | 98% | 48% |
| Fernanda | 76% | 67% | 81% | 83% | 38% |
| Michael | 76% | 75% | 76% | 75% | 75% |
| Eladio | 77% | 69% | 82% | 86% | 38% |
| Roman | 77% | 83% | 79% | 100% | 40% |
| Ricardo | 77% | 77% | 80% | 78% | 47% |
| Chantel | 78% | 71% | 82% | 85% | 44% |
| Damian | 78% | 72% | 81% | 70% | 33% |
| Jessica | 78% | 83% | 80% | 87% | 40% |
| Umberto | 78% | 73% | 83% | 94% | 13% |
| Michelle | 79% | 96% | 79% | 100% | 38% |
| James | 79% | 63% | 83% | 93% | 61% |
| Darrell | 79% | 39% | 89% | 90% | 53% |



1

Solution & Greeting – Jennah (91%)

Jannah was great at providing a proper solution to the customer & greeting the customers enthusiastically on time.

2

Greeting & Conversation – Lukabram (91%)

Lukabram was good with greeting the customers in an energetic tone & conversing with customer properly/effectively throughout the call.

Positive
Behaviors

Negative
Behaviors

1

Closing & Greeting – Joseph (64%)

Joseph's opportunity was not closing the call effectively by asking for further assistance & summarizing the call. Also, he didn't greet the customers enthusiastically.

2

Closing & Conversation – Dion (65%)

Dion missed on asking for further assistance & summarizing the resolution provided before closing the call.



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.

