



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



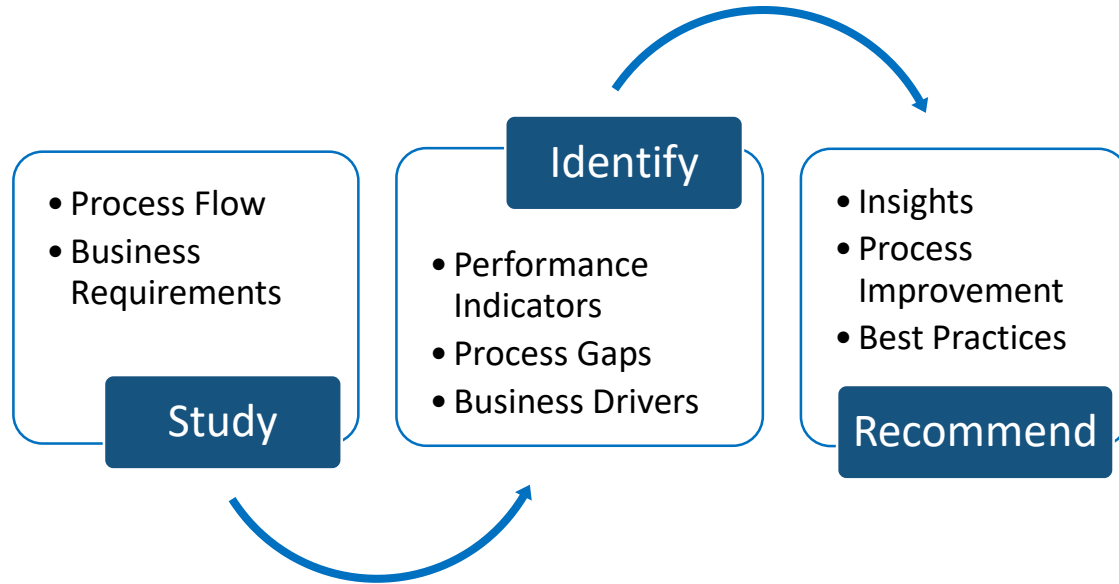
Experienced **People** | Innovative **Technology** | Remarkable **Results**

## ***Etech tested emails to provide feedback on:***

- *Reasons For Contact (Type of emails)*
- *Customer Effort Analysis (High Customer Effort: **31% emails**)*
- *Agent Performance (based on High Customer Effort)*
- *Analysis for Acknowledgement (No acknowledgement: **37% emails**)*
- *Analysis for Follow-up (No timely follow-up: **33% emails**)*
- *Effectiveness Score (Agent stack-ranking based on successful emails)*

## ***Sample Size: 6000 emails – Effort Analysis***

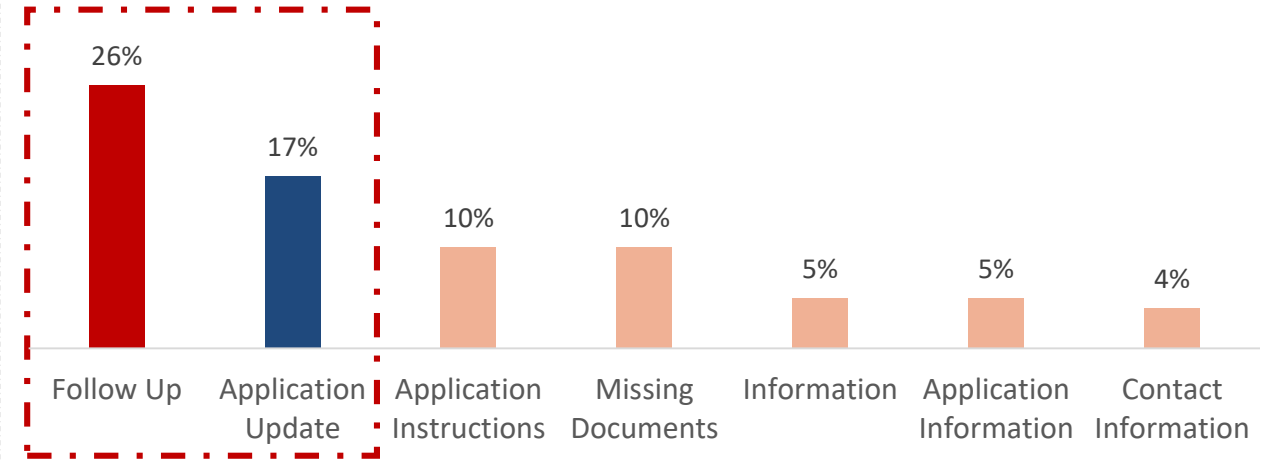
# Methodology



## In Brief:

- Scanned the emails to understand the business and the key business drivers/performance indicators which can make a tangible impact.
- Scrutinized further to identify gaps and gathered data to generate insights.
- Insights shared based on key performance indicators which can help to drive the business forward.

# Reasons for Contact



**Top 2 Reasons for contact**

### Follow Up

- AZ Partner (21%)
- ADY Partner (2%)

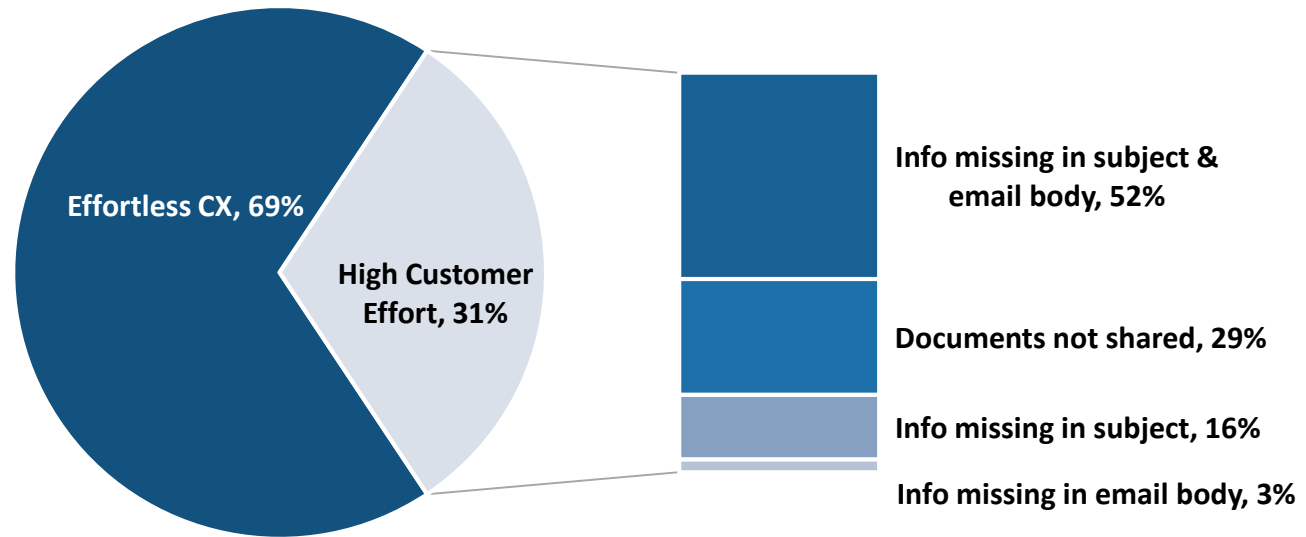
### Application Update

- AZ Partner (21%)
- ADY Portal (3%)

### Application Instructions

- AZ Partner (3%)
- ADY Partner (2%)

# Customer Effort Analysis



❖ **31%** emails had **High Customer Effort**. Major factors contributing were:

Drivers	Description
Information missing	Agent missed to add the purpose of sending the email in subject line or email body. This might lead to either customer not going through the email or leading to a repeat contact.
Documents not shared	Customer will have to contact the agent again to get the list of missing documents.

# Agent Performance – High Customer Effort Analysis

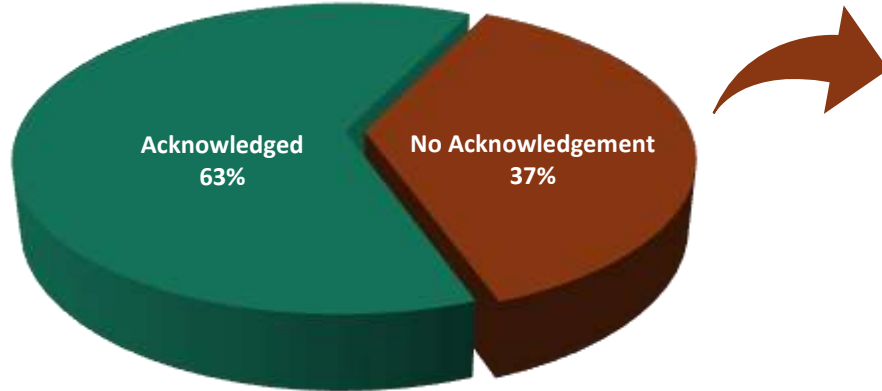
Agent Name	Email Handled	High Customer Effort	HCE Rate%	Info Missing In Subject & Email Body	Documents Not Shared	Info Missing In Subject	Info Missing In Email Body
Tracy	517	367	71%	287	0	20	10
Latrice	625	225	36%	100	98	20	137
Beatrice	414	149	36%	37	0	51	1
Mya	622	124	20%	24	93	7	0
Aileen	632	114	18%	63	47	0	4
Gloria	411	41	10%	18	10	13	3
Tiffany	515	41	8%	21	3	4	13

Examples			
Reasons for Contact	Subject line (Email)	Opportunities	Recommendation
Contact Information	ADY – Contact Information	<blank email body>	Should add the contact information in email body and the name/dept. in the subject line.
Follow up	Regarding your Application	Please call as soon as possible	Agent should add the details of partner in the subject line and ensure that the relevant explanation is provided in the email body.
Follow up	AZ - Getting in Touch	Dear Crissy, you are seeing as an auto default.	Agent should add student's concern in the subject line. This will get immediate attention of the student.

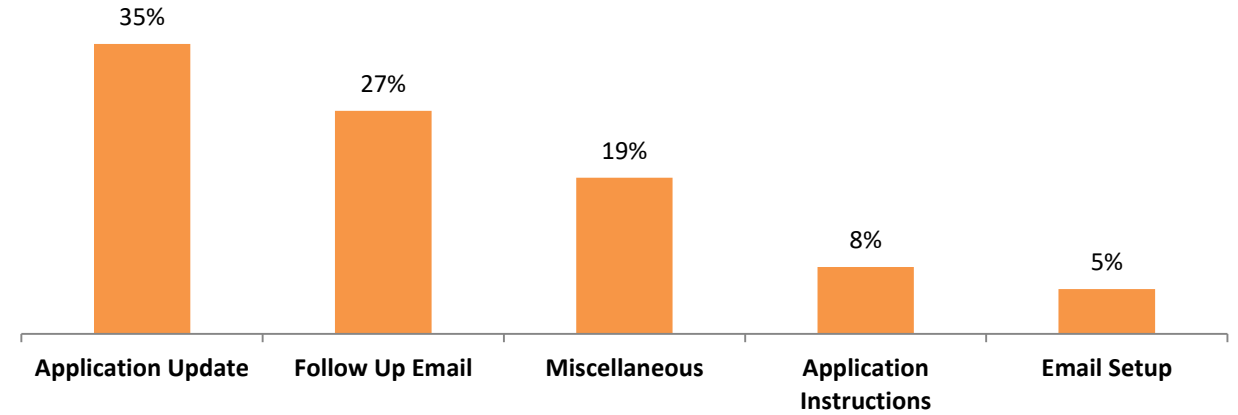
# Best Practices

Reasons for Contact	Subject line (Email)	Email body
Follow up	AZ - Getting Back in Touch	Dear Betty, we have received your request for information regarding your application but have been unable to reach you. Please reply with the best time and number to reach you.
Contact Information	ADY - Contact Information	Dear Theresa, thank you for speaking to me today as well as your service to our country. Please feel free to contact our Office.
Payment Deadline	AZ - Payment Deadline Reminder	Dear Jennifer, as a reminder, the payment deadline quickly approaching. It is imperative that you pay before the deadline to avoid any delay. Please check your portal to confirm all steps have been completed. Contact me at the number below for any questions you may have. I am here to support you through the payment process.

# Acknowledgement Phrase Analysis



## No Acknowledgement by ROCs



### Why it is important?

- *Customer will get to know that you are responsive and prompt.*
- *Customer will know that you are a reliable person.*
- *By stating the purpose or acknowledging you are letting the customer know that you mean business and that you appreciate speed in your correspondence.*

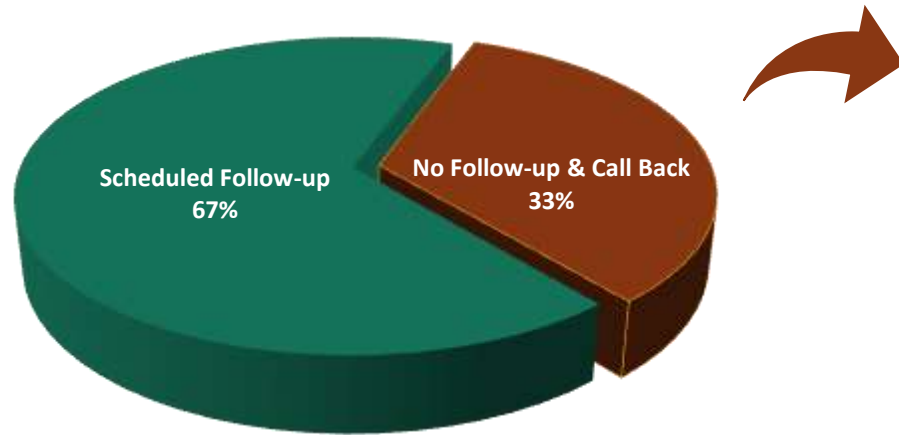
**Marquita**

I look forward to assisting you with the application process for our partner program .

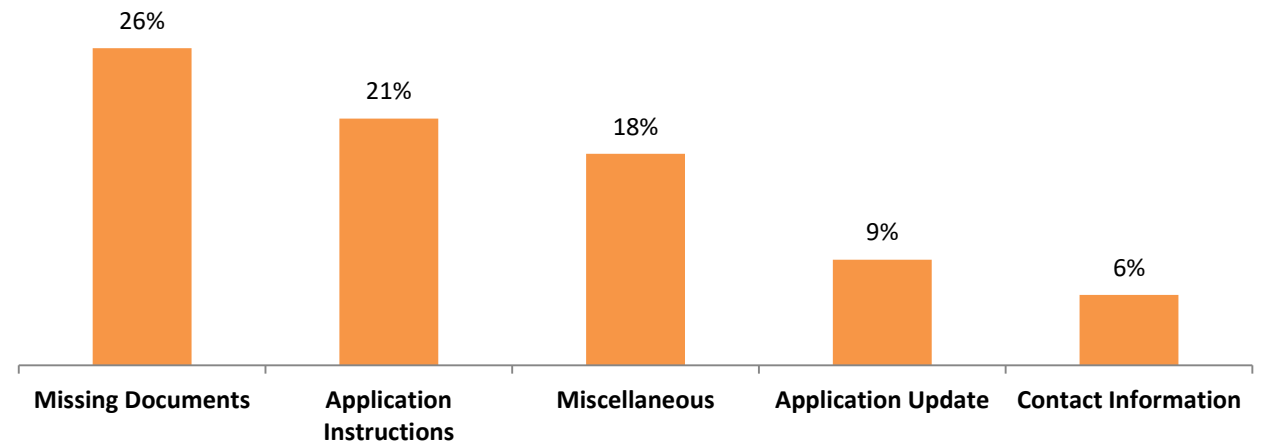
**Beatrice**

My job is to make the application process as smooth as possible. I would love to walk you through the application...

# Follow up Analysis



## No Follow-up & Call Back by ROCs



### Why it is important?

- **Not having a timely follow up**
  - Increased Dissatisfaction - Can impact the agent-customer relation leading to increased dissatisfaction.
  - Churn - Possibility of customer looking for other options or not approaching us.
- A regular follow up always gives customer a chance to be heard and engage effectively; thus enhancing communication.
- Follow-ups can be a great way to ask customer, "What they want/expect next."
- Customers stick to you for a longer period as you are always available.
- Customer will remember or recommend our services for delivering a great experience.

### Financial impact of agents missing on timely follow up on 33% of emails.

Emails handled in a Month (15 emails * 22 days * 26 Agents)	8,580
# of possible emails where follow up was missed	2831 (33% of emails handled in a month)
Potential loss of leads in a month (in \$)	<b>\$66 * 2831 = \$193K</b>
Potential yearly loss (in \$)	<b>\$193K * 12 = \$2 million</b>

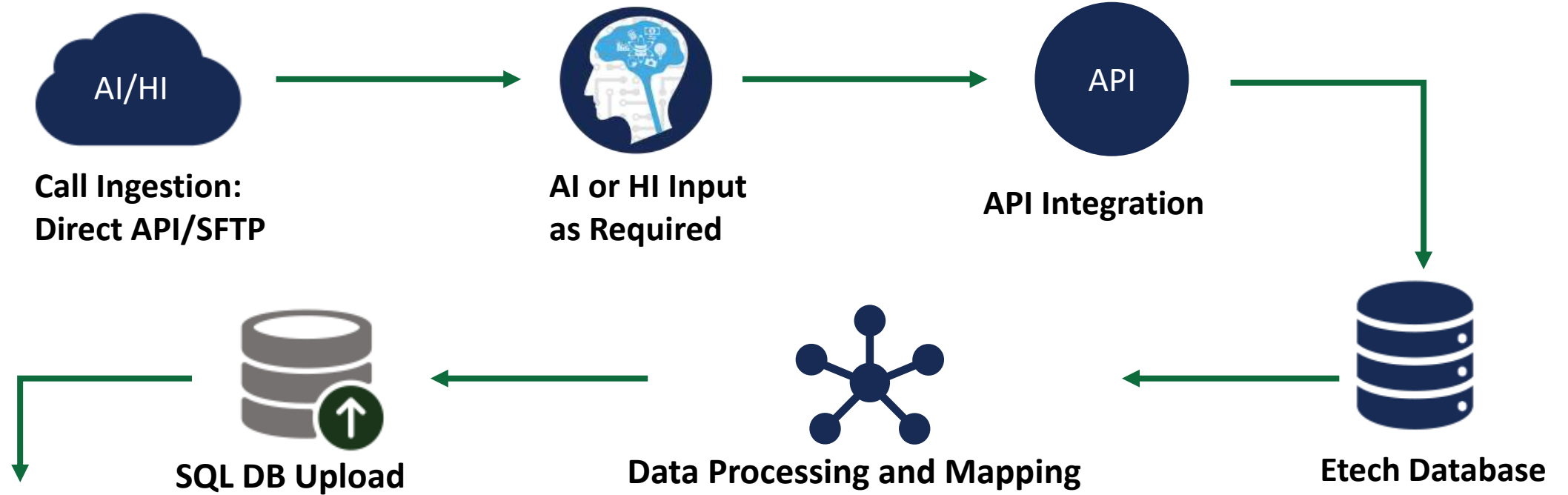
#### Note:-

- Considering data of 26 agents handling at-least 15 emails each everyday.
- Cost of lead considered (as per industry standards) is \$66.

# Effectiveness Score

Agent	Emails Handled	Success	Effectiveness Score
Victoria	431	431	100%
Denisia	326	326	100%
Ana	211	211	100%
Dedrick	598	598	100%
Hannah	586	586	100%
Israel	572	572	100%
Kimberly	301	301	100%
Latrice	289	289	100%
Marquita	189	189	100%
Regina	166	166	100%
Russell	173	173	100%
Stephanie	189	189	100%
Tracey	511	511	100%
Dawn	411	308	75%
Kenneth	601	402	67%
Beatrice	143	77	64%
Latrice	256	140	56%
Darleen	456	228	50%
Aileen	219	109	50%
Tracy	176	42	24%
Mya	248	0	0%
Rachelle	279	0	0%
Daniel	179	0	0%
Gloria	156	0	0%
Sharmeka	510	0	0%
Tiffany	313	0	0%

# Transforming Scores To Insights



## Coaching Recommendations:

- Insights for Improvement
- Training Need Analysis And Identification
- Agent Handbook

## Client Process Recommendations:

- VOC Analysis
- Customer Sentiment Analysis
- Customer Satisfaction Drivers
- Insights for Strategic Decision

Structured Data converted into  
Actionable Insights/Reports



Jim Iyob  
Chief Customer Officer



*Thank You!*

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

