



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



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

About this report

Artificial intelligence is part of every aspect in our lives – and contact centers are not far behind. This report is a glimpse on how artificial intelligence can be used to get valuable insights based on what your customers are saying. We build required categories which gives us insights as an output. In this report we have captured insights from 5786 calls that were loaded in July, 2018. Total categories created: 60

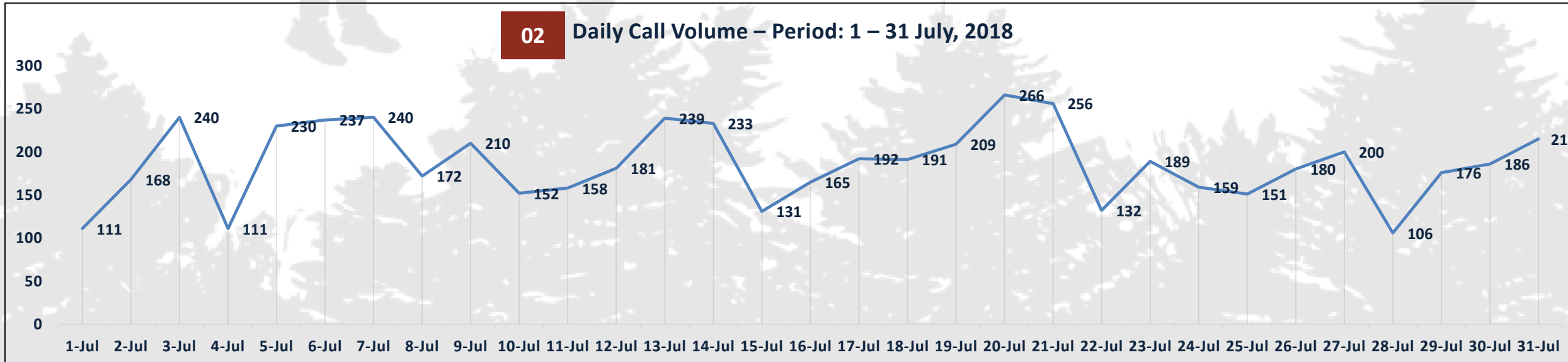
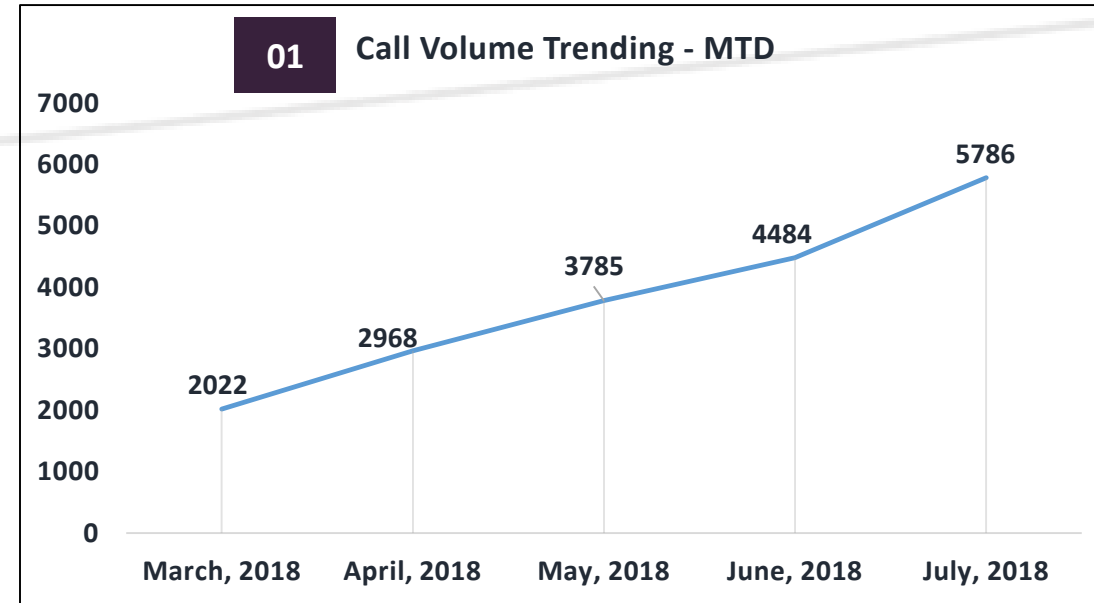
AGENDA

- Call Volume & Reason for Contact
- Preferred Location, Courses & Days of week
- Analysis on New Reservation, Cancellation & General reason for contacts
- VOC – Sentiment Analysis
- Analysis on Customer Objections
- Creating Urgency in Sales
- Channel Switch
- EI Recommendations

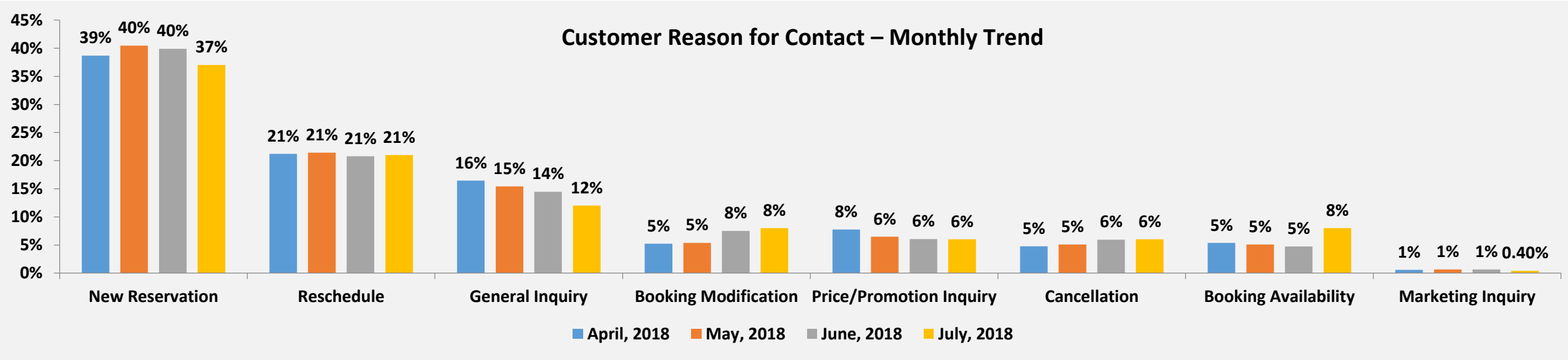
Overall Call Volume – MTD Trending



- Chart 01 & 02 shows the total volume of calls loaded on AI platform – MTD trend and daily trend for July'18
- Observed a steady increase in the overall call volume in the second Quarter (including July, 2018, 2018) in comparison to Mar'18.



Reason For Contact – MTD Trending



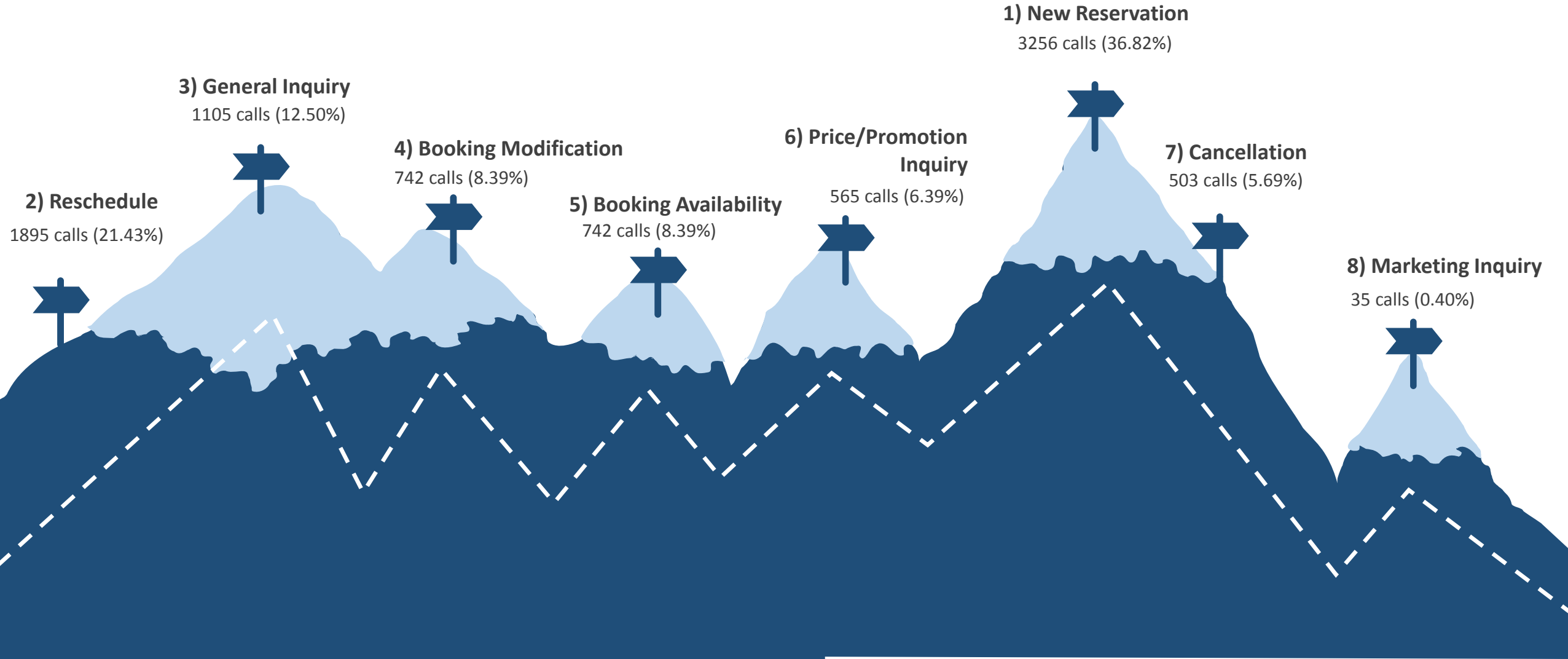
Note: Total no. of calls will be more compared to the total volume (5786 calls) because of multiple reason for contact categories hitting on the same call

- While conducting second quarterly report, Etech Insights team added a few more Reason for Contact categories in addition to the existing categories which were – **General Inquiry, Booking Availability, Price/Promotion Inquiry & Marketing Inquiry**. Existing categories include - **New Reservation, Booking Reschedule, Booking Modifications & Cancellation**
- ❑ **General Inquiry** – Customers calling to get basic information on various courses, location, parking, time slots, etc.
- ❑ **Booking Availability** – Include calls wherein customers are calling to check if there are any available slots for booking purpose
- ❑ **Price/Promotion Inquiry** - Calls wherein the customer’s initial query is related to price or applicable discount/promotion(s) upon booking
- ❑ **Marketing Inquiry** – Callers looking to get in touch with the Marketing & Advertisement department to promote their services/business



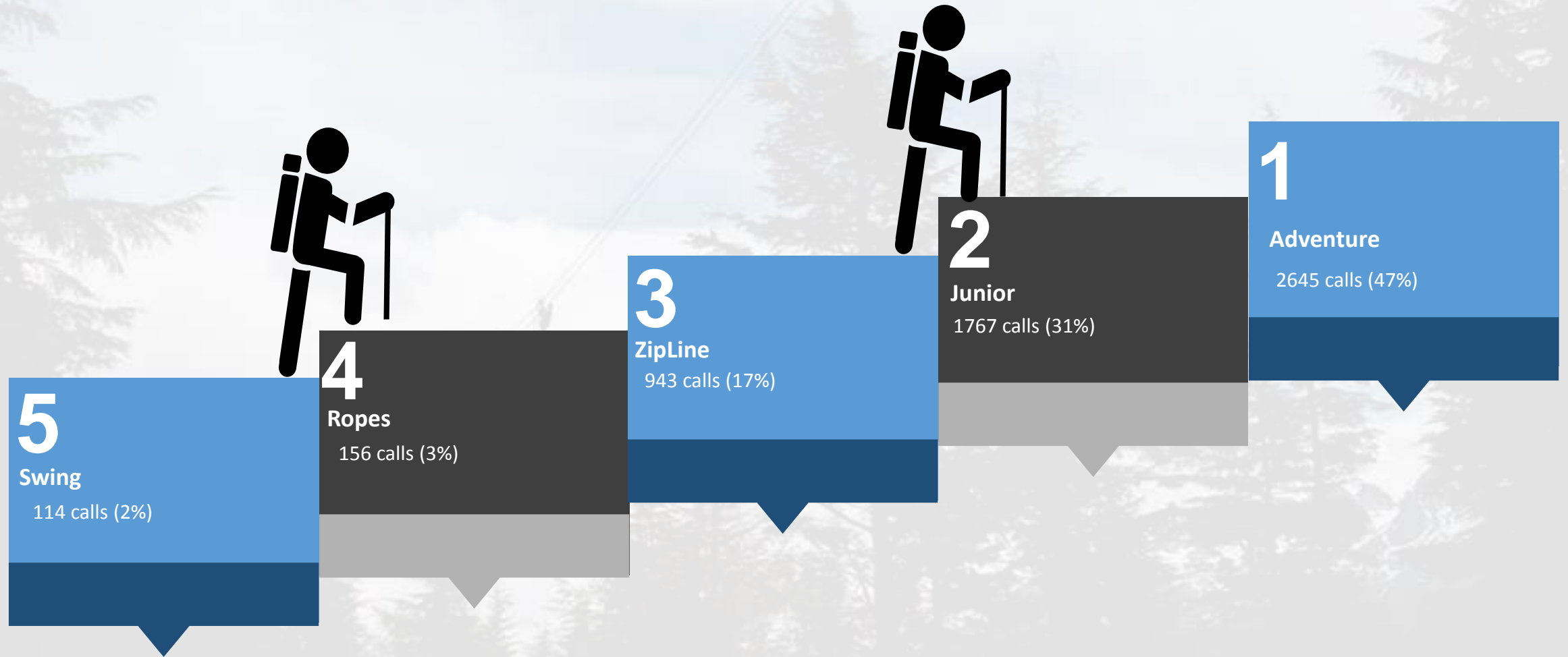
Reason For Contact – July, 2018

➤ Reason for Contact - July, 2018



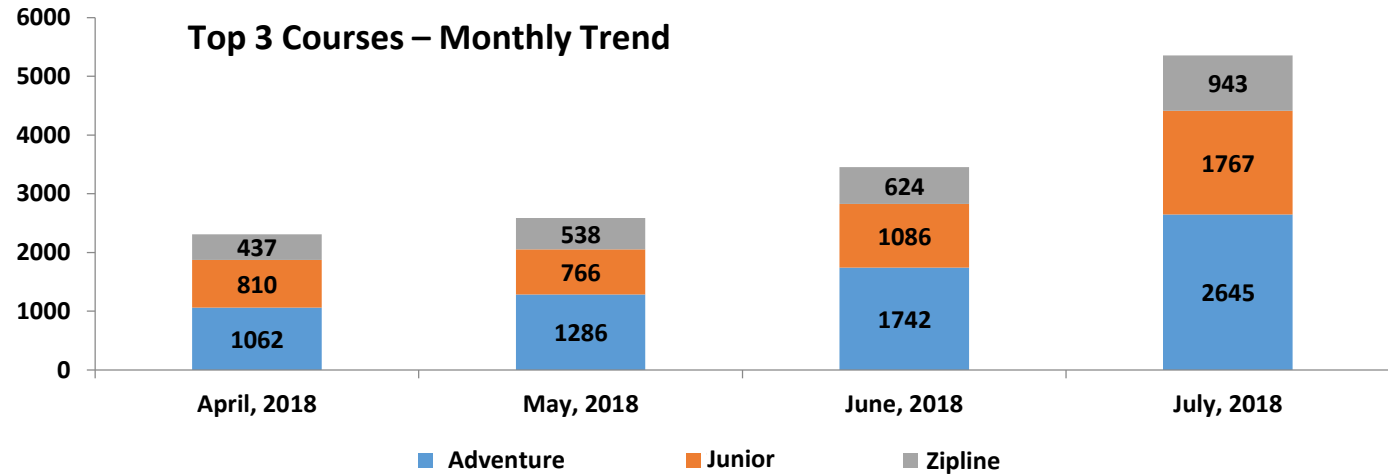
Adventure & Course Type

Adventure & Course Type - July, 2018



Adventure & Course Type

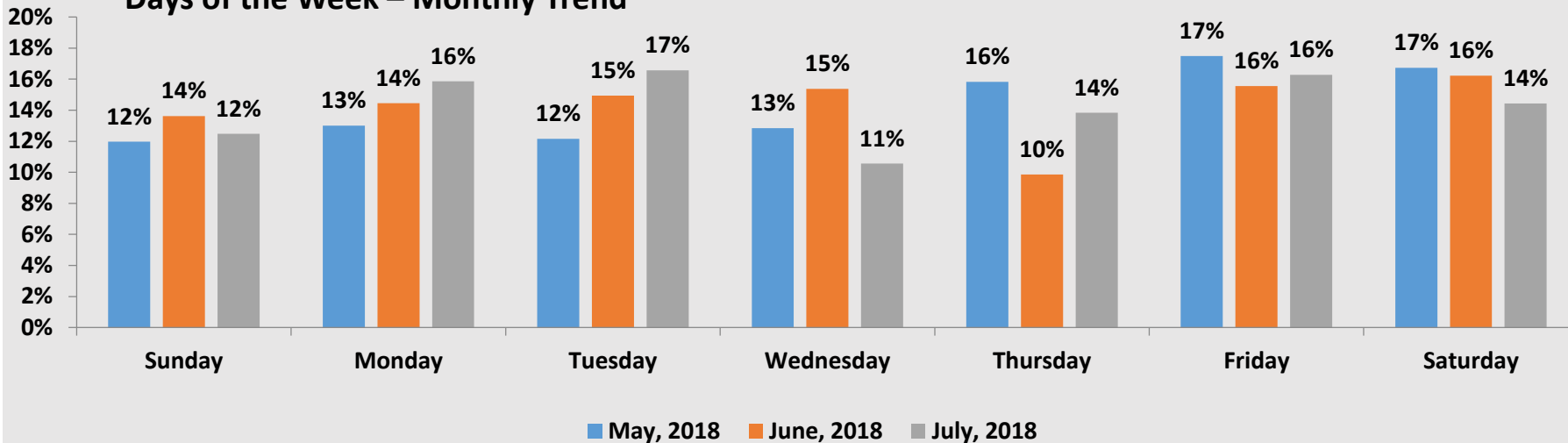
- Adventure was the popular course customers inquired on the call – 47% (1% decrease in comparison to the previous month)
- Second & third most popular courses inquired on the call were Junior & Zip Line – 31% & 17% respectively.



	April, 2018	May, 2018	June, 2018	July, 2018
Adventure	1062	1286	1742	1767
Junior	810	766	1086	943
ZipLine	437	538	624	114
Swing	72	51	91	156
Ropes	65	82	76	15
Track	27	16	23	1767

Analysis on Days of the week

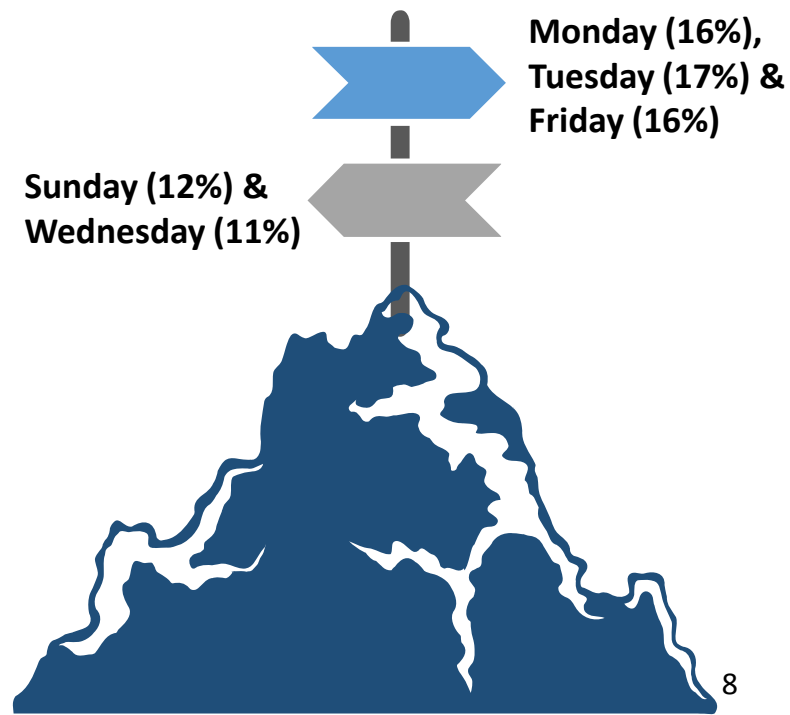
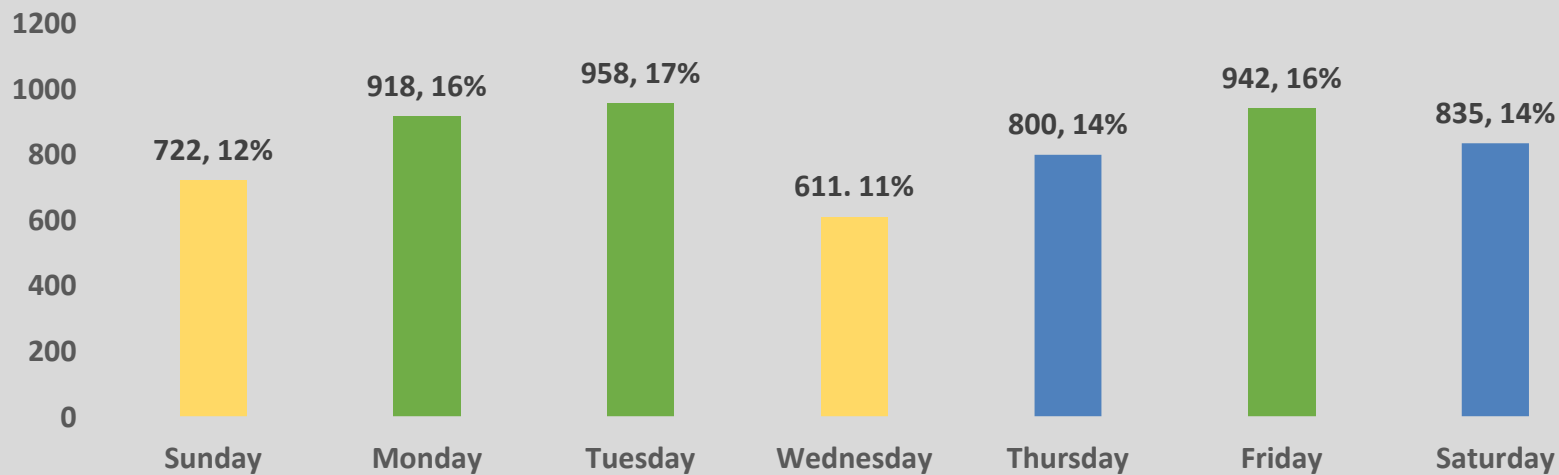
Days of the Week – Monthly Trend



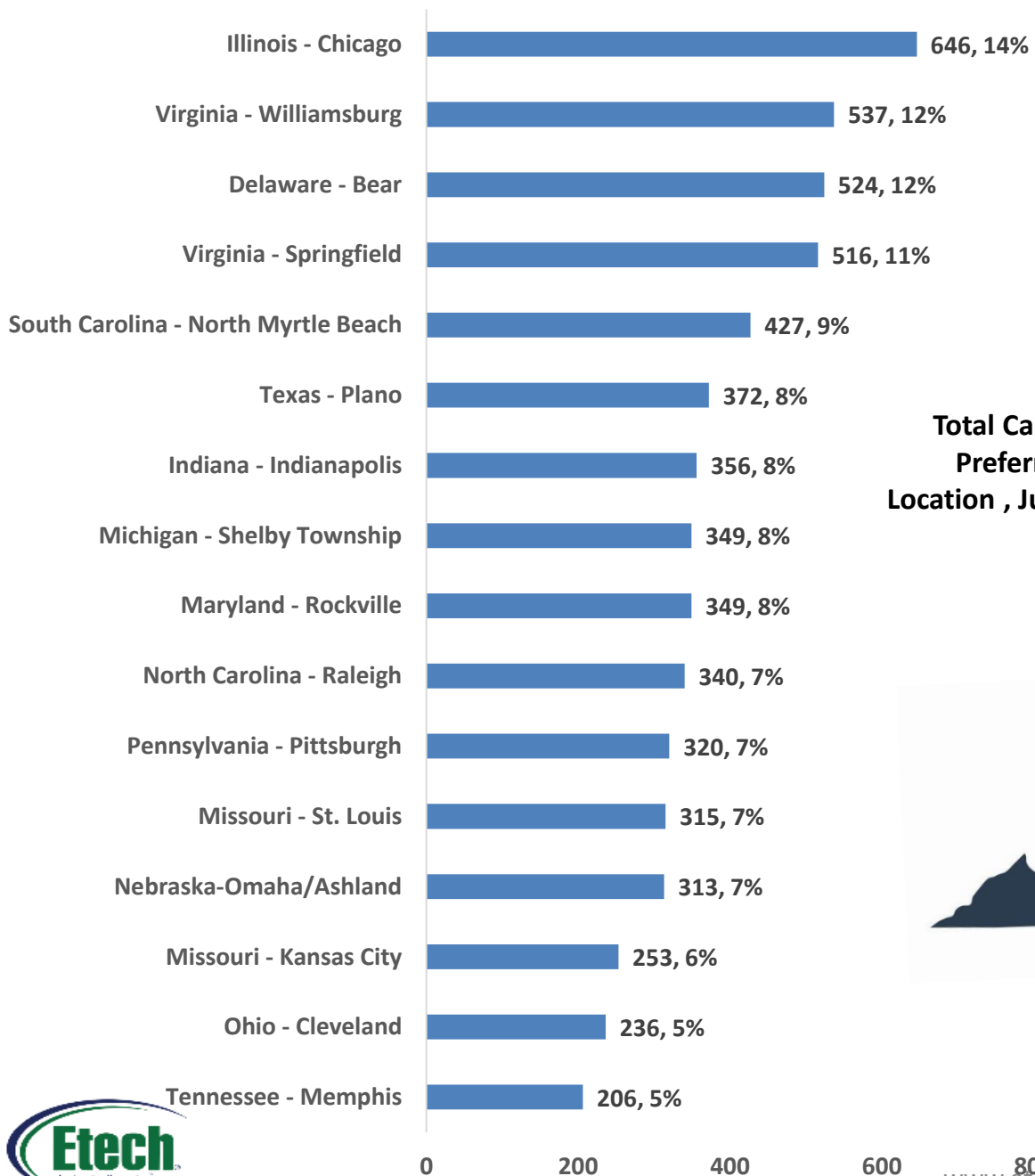
Most popular day of the week for reservations....
Tuesday

Least Popular day of the week for reservations....
Wednesday

Days of the Week Trend- July, 2018



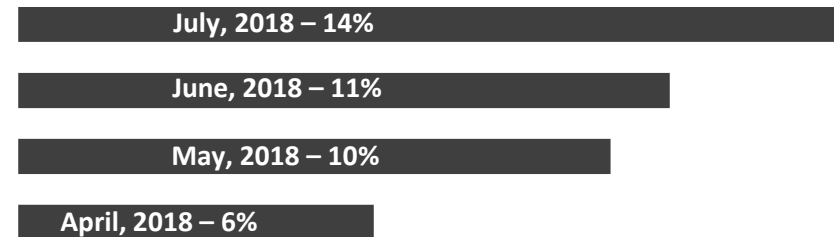
Analysis on Preferred Location



Total Calls Vs Preferred Location , July, 2018

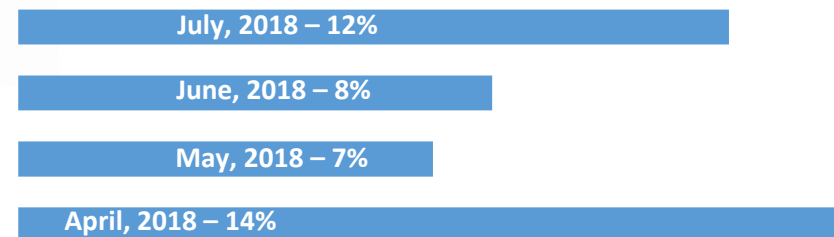
Illinois Chicago ranked most popular course location customers inquired on the call - 14% from the total population

Location: Illinois - Chicago



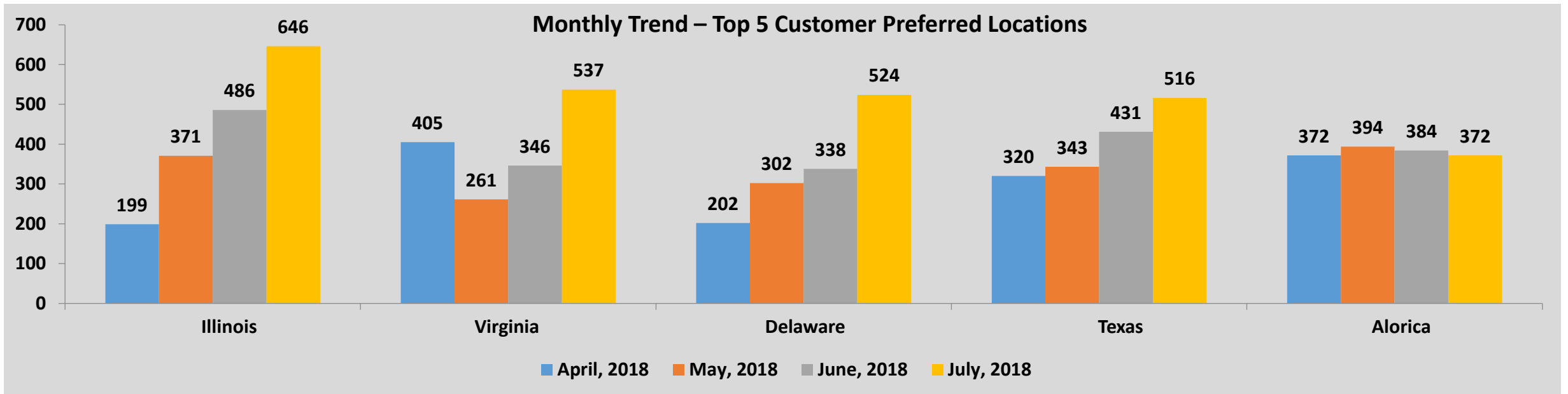
2nd most preferred locations was Virginia Springfield with total volume – 12%

Location: Virginia - Williamsburg



Analysis on Preferred Location

- ❑ Below chart highlights the monthly call trending for top 5 locations captured by AI platform in the month of July'18.
- ❑ Perceived upward trend starting from April till June'18 for locations - Illinois, Virginia, Delaware, Texas & Alorica.
- ❑ Exhibited no change in trend from April till June, 2018 for Texas site



New Reservation Analysis

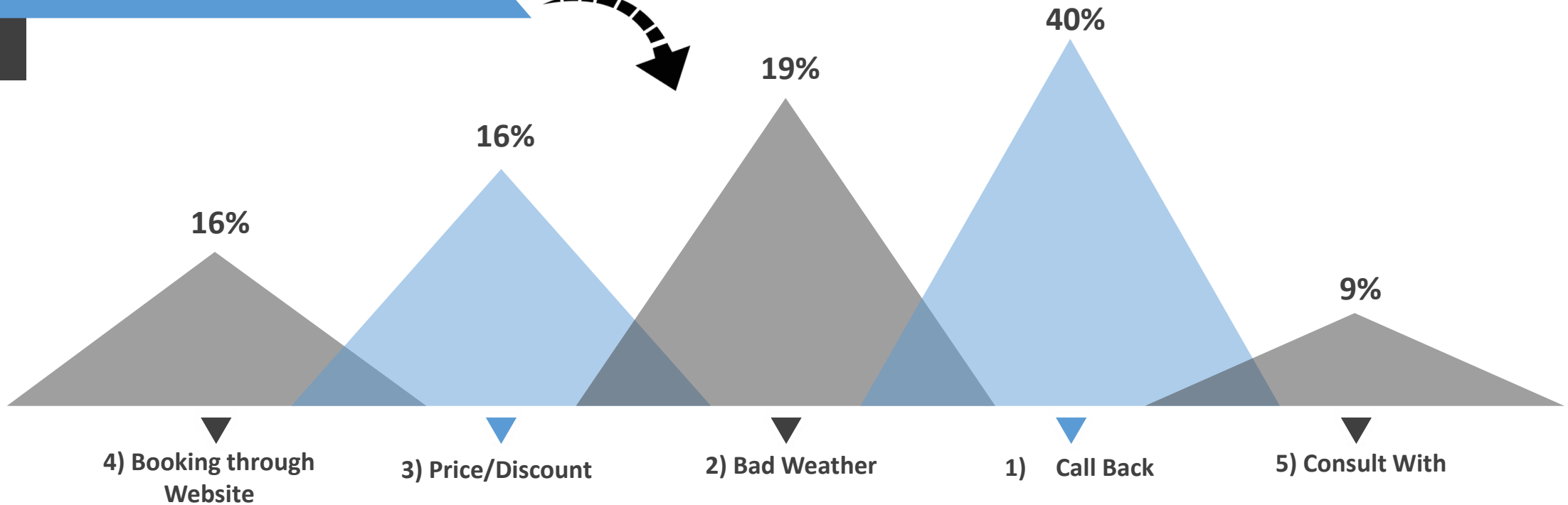
New Reservation: 3297 calls

Successful Reservation: 2762 calls (84%)

Unsuccessful Reservation: 535 calls (16%)

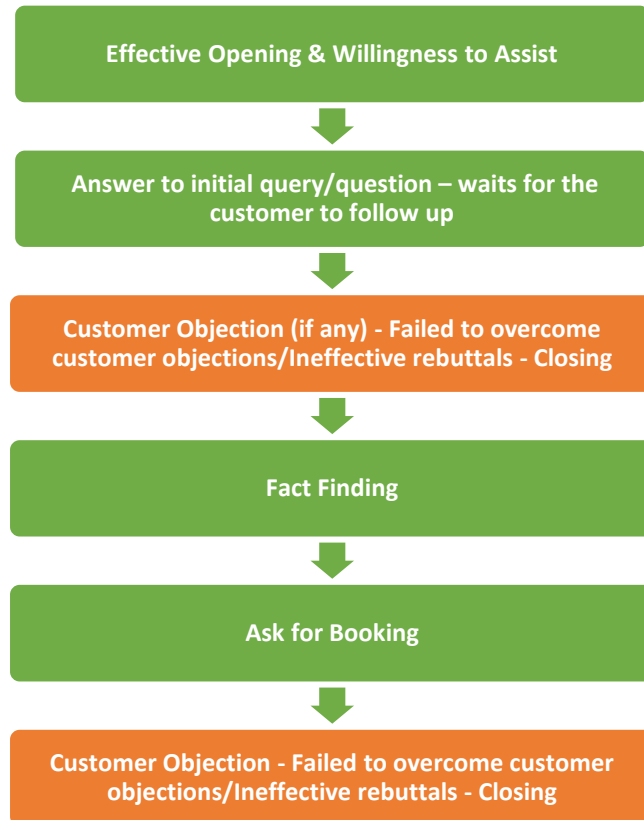
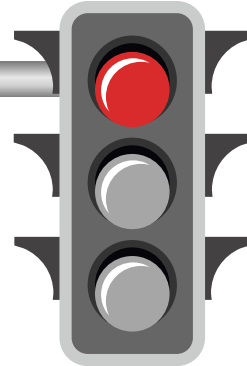
- Customer Objection: Call Back was the top driver towards unsuccessful reservation – 40%
- Secondary driver recorded was customer objection/concerns on weather – 19%

Month	Successful Reservation	Unsuccessful Reservation
March'18	60%	40%
April'18	58%	42%
May'18	55%	45%
June'18	76%	24%
July'18	84%	16%

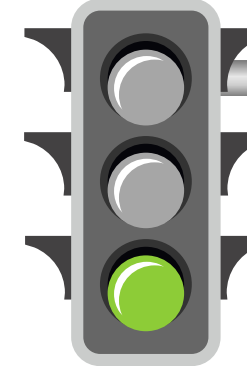


New Reservation Analysis – Effective Approach

Incorrect Approach



Correct Approach



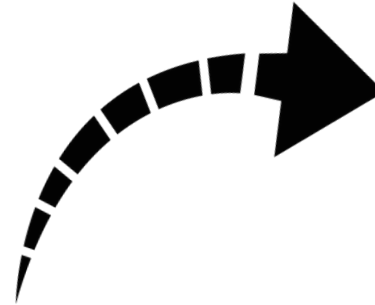
Cancellation Analysis



Cancellation: 503 calls

Customer Retention: 343 calls (68%)

Customer Cancellation: 160 calls (32%)



1

Customers Requested for Refund: 71 Calls

2

Customers Requested for Gift Voucher/Certificate: 64 Calls

Month	Customer Retention	Confirmed Cancellation
March'18	44%	56%
April'18	63%	38%
May'18	59%	41%
June'18	61%	39%
July'18	68%	32%

Customer Objections on Cancellation calls

Bad Weather

148 Calls

Booking through Website

52 Calls

Consult with (Spouse, Kids, Family)

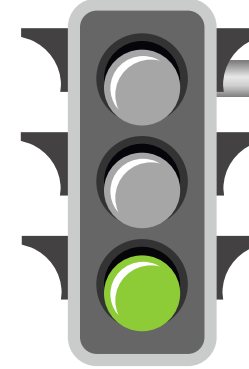
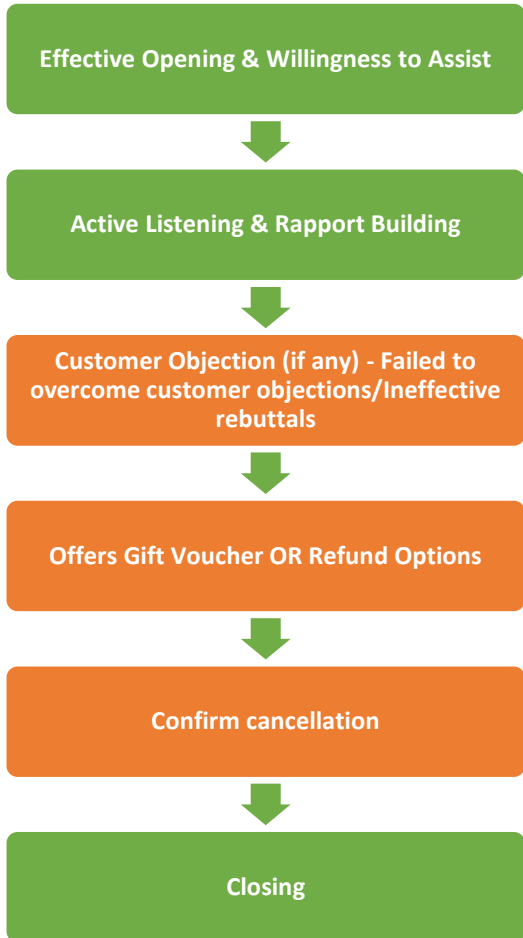
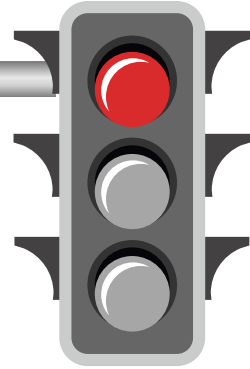
47 Calls

Price/Discount

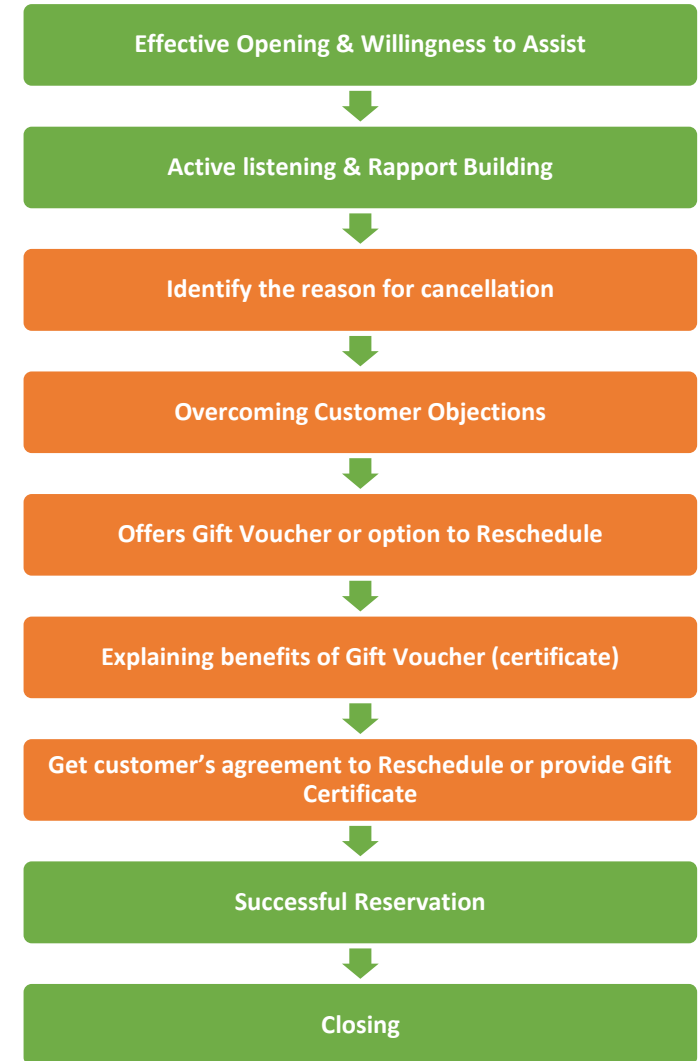
46 Calls

Cancellation Analysis – Effective Approach

Incorrect Approach



Correct Approach



Analysis on General Reason for Contact Categories



Reason for Contact (Others): 2412 calls

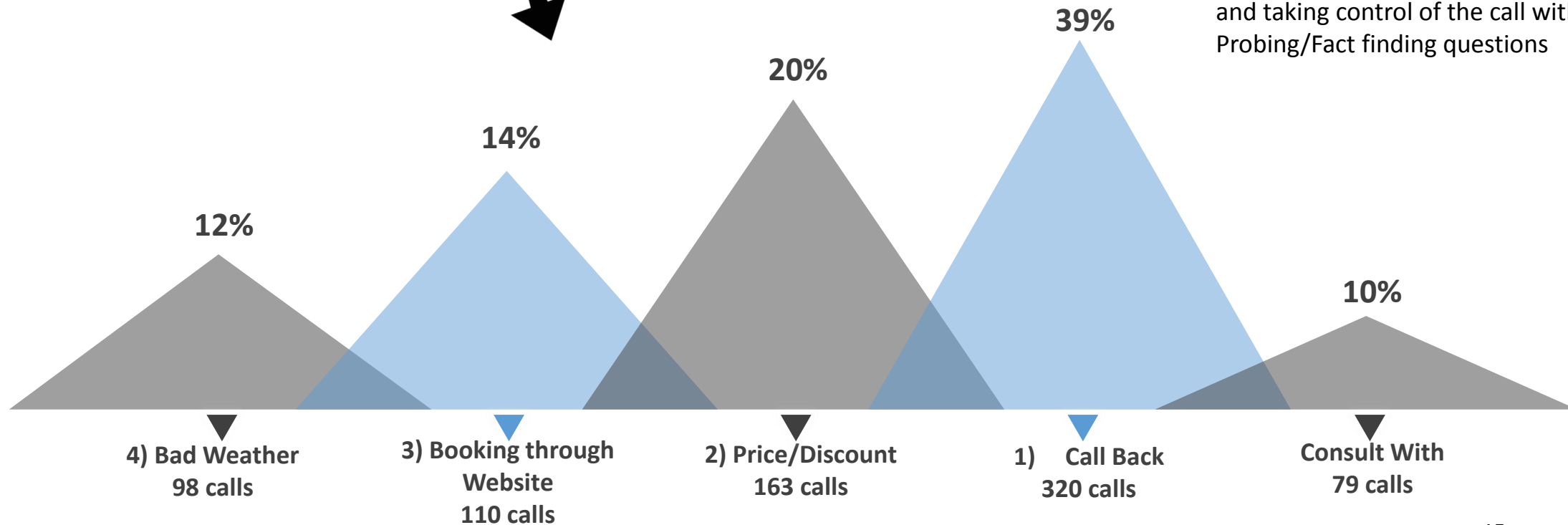
Successful Reservation: 1420 calls (59%)

Unsuccessful Reservation: 992 calls (41%)

Month	Successful Reservation	Unsuccessful Reservation
March'18	52%	48%
April'18	54%	46%
May'18	55%	45%
June'18	58%	42%
July'18	59%	41%

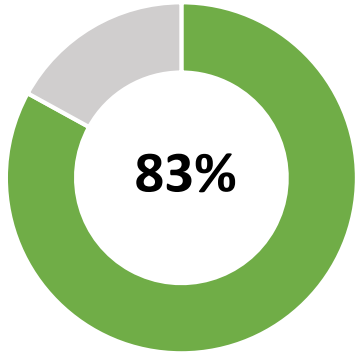
Agent Behaviors

- While examining calls under Reason for Contact category: Price/promotion inquiry, General inquiry & Booking availability, it was observed that the call flow was almost similar to the one observed in 'Successful Reservation' category.
- Agents are giving direct answers to customers question/concern and taking control of the call with Probing/Fact finding questions

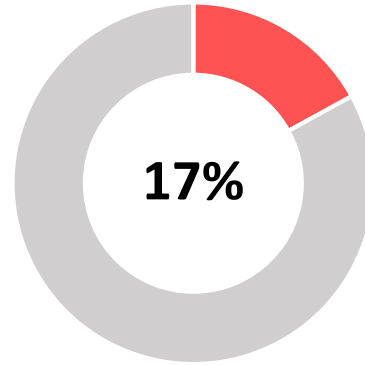


Sentiment Analysis

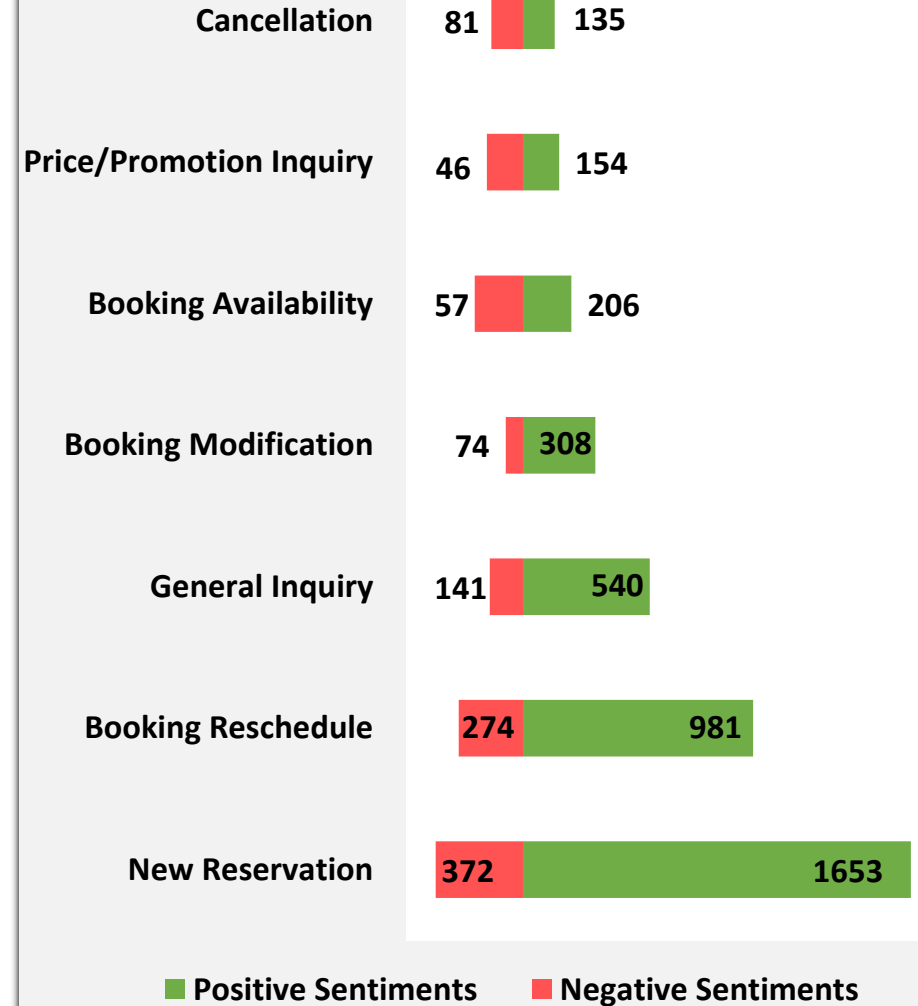
Positive Sentiments



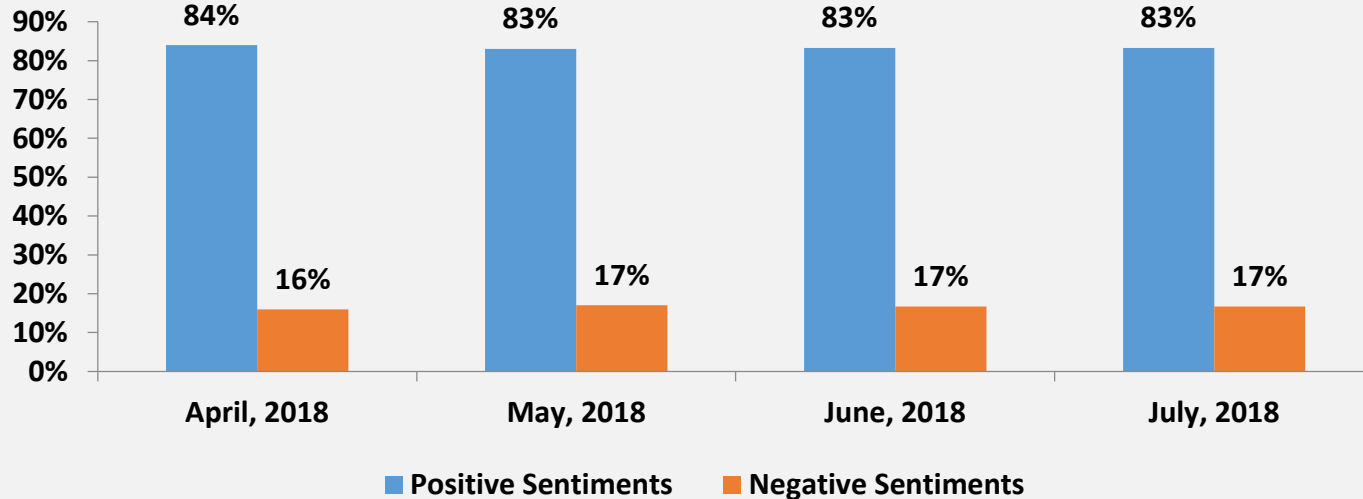
Negative Sentiment



Level 2 Drill Down – Reason for Contact, July'18



Monthly Trend – Customer Sentiments



Sentiment Analysis - Negative Sentiments

Staff was Rude

they said staff was rude inattentive and that sort of thing so I hope that they're working on addressing that
<https://demo.etech.tethr.io/calls/cbvhbc9no?search=%22Rude%22>

Didn't receive Confirmation Email

I gave my e-mail address and I didn't receive any confirmation
<https://demo.etech.tethr.io/calls/cbvhbbgvf?search=%22didn%27t%20receive%22>

Online Reviews

I was reading reviews and some people were saying that there they had a really longtime that they had to wait because there was such a large group ahead of them and I just wanna make sure that I don't get in that situation
<https://demo.etech.tethr.io/calls/cbvhbb83c?search=%22reviews%22>

Cancellation – Not Eligible for Refund

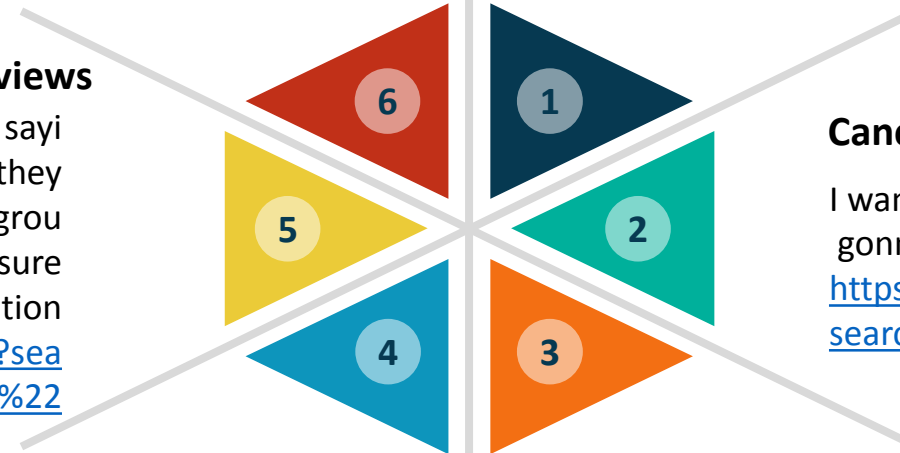
I wanted the money I want a refund if I'm not gonna be
<https://demo.etech.tethr.io/calls/cbvhbce3s?search=%22I%20want%20refund%22>

Full House – Booking Unavailable

so if there's something I'm doing wrong or is it just not available two kids
<https://demo.etech.tethr.io/calls/cbvhbcozs?search=%22not%20available%22>

Unavailability of time windows

I guess the morning ones are not available or
<https://demo.etech.tethr.io/calls/cbvhbcm4w?search=%22not%20available%22>



Confirmation Email not received by customers



Observed **248** calls from the total volume of **5786** calls in July'18 wherein customers had to call back – because they didn't receive the confirmation email on their email address (**4.28%**)

YOUR ADVENTURE IS BOOKED!

0 HOURS 0 MINUTES 0 SECONDS

This is what you're doing...

BRAG ABOUT YOUR ADVENTURE



Share Tweet

Texas (Plano) for 3 people Treetop Adventure at 1:00 PM - 4:00 PM CST on Sun 27th March 2016

I didn't get the e-mail I have it here it's for Tuesday July third between ten and one
<https://demo.etch.tethr.io/calls/cbvhbdcnf?category=3609>

they didn't call me yeah I mean they said they will send it to my email and we haven't received anything

<https://demo.etch.tethr.io/calls/cbvvhbc2nh?category=3609>

CUSTOMERS ARE SAYING...

we had called at the same number and get a raincheck to be able to reschedule and he sent everyone emails with a gift card well I never got an email so I was actually just looking for it because we were looking at re booking for this coming weekend next weekend and so I was looking through my e-mail and realized I never got a rain check
<https://demo.etch.tethr.io/calls/cbvvhbc97r?category=3609>

with that being said I replied and I never got a reply back and I keep checking my e-mail

<https://demo.etch.tethr.io/calls/cbvvhbcz8j?category=3609>

well I didn't I was supposed get an e-mail confirmation and I didn't get any

<https://demo.etch.tethr.io/calls/cbvvhbc73y?category=3609>

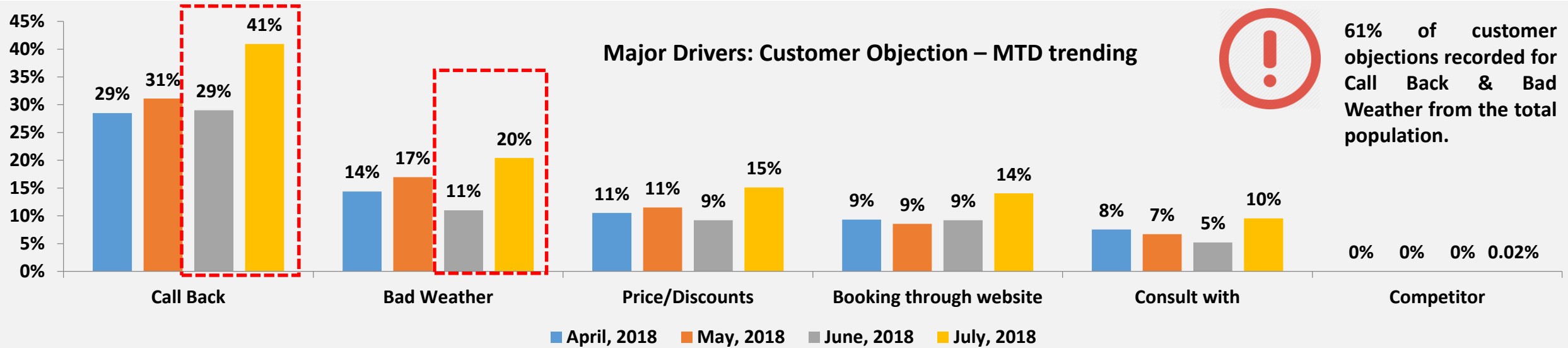
Analysis on Customer Objections

Major Drivers: Customer Objection – MTD trending

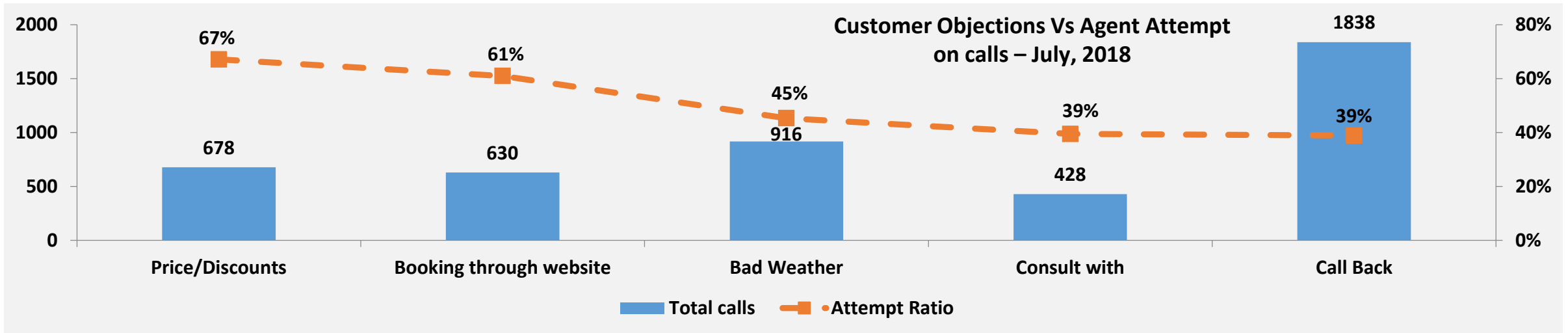


61% of customer objections recorded for Call Back & Bad Weather from the total population.

0% 0% 0% 0.02%



Customer Objections Vs Agent Attempt on calls – July, 2018



Analysis on Customer Objections – Agent Arcade

Agent	July, 2018		Attempt Ratio		
	Calls	Rebuttals	July, 2018	June, 2018	May, 2018
DARREON	349	143	41%	43%	51%
JAKELVIN	326	110	34%	28%	26%
JACKLYN	287	108	38%	38%	NA
KATRINA	251	111	44%	35%	38%
SARAH	324	155	48%	36%	32%
SARA	244	124	51%	53%	NA
VANESSA	279	123	44%	53%	56%
DEENA	249	122	49%	38%	41%
JAZMINE	304	137	45%	44%	43%
DEBORAH	209	74	35%	36%	38%
DYLAN	20	10	50%	NA	NA
ERICA	262	121	46%	39%	42%

Analysis on Customer Objections – Agent Arcade (July, 2018)

01

Agent	Calls	Rebuttals	Attempt Ratio
DYLAN	15	8	53%
DEENA	159	76	48%
SARAH	200	88	44%
SARA	147	64	44%
JAZMINE	167	70	42%
KATRINA	150	58	39%
DARREON	209	78	37%
VANESSA	152	56	37%
ERICA	146	53	36%
DEBORAH	122	44	36%
JACKLYN	162	52	32%
JAKELVIN	209	67	32%

01

CUSTOMER OBJECTION: CALL BACK

02

CUSTOMER OBJECTION/CONCERN: WEATHER

03

CUSTOMER OBJECTION: PRICE

02

Agent	Calls	Rebuttals	Attempt Ratio
SARA	69	49	71%
DEBORAH	70	41	59%
KATRINA	78	45	58%
ERICA	75	42	56%
SARAH	81	42	52%
JACKLYN	92	40	43%
JAKELVIN	98	38	39%
DEENA	64	23	36%
DARREON	99	29	29%
VANESSA	99	27	27%
DYLAN	35	5	14%
JAZMINE	86	4	5%

03

Agent	Calls	Rebuttals	Attempt Ratio
VANESSA	57	43	75%
DEENA	57	42	74%
JAKELVIN	65	47	72%
DARREON	78	56	72%
KATRINA	63	45	71%
ERICA	63	45	71%
SARA	60	42	70%
SARAH	60	40	67%
JACKLYN	64	33	52%
JAZMINE	63	19	30%
DYLAN	39	7	18%
DEBORAH	41	4	10%

Analysis on Customer Objections – Agent Arcade (July, 2018)

04
CUSTOMER OBJECTION: CONSULT WITH (SPOUSE, KIDS, FAMILY)

Agent	Calls	Rebuttals	Attempt Ratio
ERICA	34	17	50%
DARREON	39	18	46%
JAZMINE	35	16	46%
DEENA	40	18	45%
SARAH	58	25	43%
SARA	29	12	41%
KATRINA	30	11	37%
DEBORAH	30	11	37%
JAKELVIN	54	18	33%
JACKLYN	43	13	30%
VANESSA	35	10	29%
DYLAN	1	0	0%

05
CUSTOMER OBJECTION: BOOKING THROUGH WEBSITE

Agent	Calls	Rebuttals	Attempt Ratio
DEENA	52	48	92%
VANESSA	60	42	70%
ERICA	50	33	66%
JAZMINE	55	35	64%
DARREON	70	44	63%
JACKLYN	58	35	60%
SARA	51	28	55%
KATRINA	46	24	52%
JAKELVIN	85	44	52%
SARAH	72	36	50%
DEBORAH	28	14	50%
DYLAN	3	1	33%



Analysis on Customer Objections - VOCs

Customer:you answer my question about rain if it rains they're stilopen andcan do it but as lon g as there's notlightning right

Category: Customer Objection Bad Weather
<https://demo.etech.tethr.io/calls/cbvhbdcrm?category=3633>

Customer:I had a date for Susan with no deal so I just said I'll get my but the intent was to get a deal when I called two weeks prior

Category: Customer Objection Price/Promotion
<https://demo.etech.tethr.io/calls/cbvhbdcrcn?category=3617>

Customer: I think I have to do it online
Agent:I know you can do it on over the phone with me while you're here

Category: Customer Objection Booking online
<https://demo.etech.tethr.io/calls/cbvhbdcsp?category=3642>

Customer:we'll talk about it call back
Agent:alright was anything else I can do for you today

Category: Customer Objection Call Back
<https://demo.etech.tethr.io/calls/cbvhbdcym?category=3625>

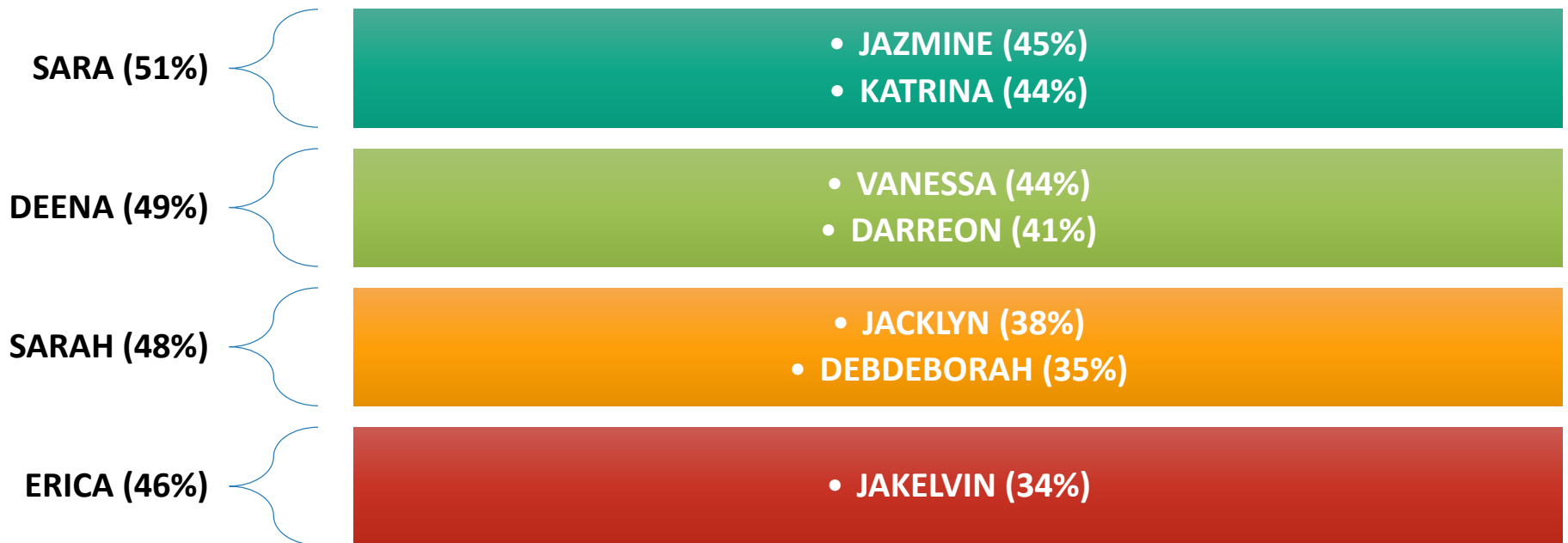
Customer:right okay yeah let me talk about it with the other person

Category: Customer Objection Consult with
<https://demo.etech.tethr.io/calls/cbvhbdccl5?category=3649>



Analysis on Customer Objections – EI Recommendations

- Implementing a buddy system in your Campaign provides benefits for the underperforming agents.
- A buddy system is an onboarding and knowledge sharing method used to orient new agents/bottom performers
- As Highlighted in the below table a buddy program needs to be implemented wherein Jazmine McDonald & Katrina Ayers can buddy up with Sara Trahan to overcome their opportunities observed in Objection handling section
- Same can be established with another 2 bottom performers with the next top performer.
- Benefits: The initial confusion and uncertainty faced by bottom performers on Handling Customer objection section will be lessened



Analysis on Customer Objections – Better Phrases

More Discounts –
Price High

Call Back Later

Customer
Objections

Bad Weather



LOW PRICE

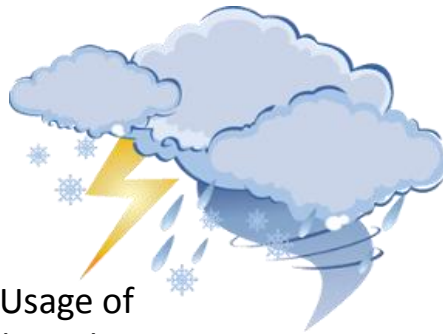
- **Customer Objection Price or More Promotions:**
- **Better Response 1:** I understand. In fact, I had two other customers just like you who were uneasy about the price at first. But what they found was...(add the existing script)
- **Better Response 2:** In order to be fair and equitable to all of our customers, we offer competitive pricing right from the start. Let me share more details on the promotions you are qualified for if you book your reservation today.
- **Better Response 3:** Other than pricing, is there any other reason why you wouldn't choose to book your reservation today? If you make a reservation today with me, you are qualified for flat 10% off...



Customer Objection Call Back:

- **Better Response 1:** What type of questions do you think that (spouse/kids/family members) will ask?"
- **Better Response 2:** That's all right, and let me ask you. If your partner says, 'Do whatever you feel is best,' then based on what we've gone over, and what you understand about this, what would you do? Recap on promotions customer is qualified for and create sales urgency
- **Better Response 3:** Could you please let me know what's holding you back? The reason I am asking you is because if you make a reservation today, you get (tell more on qualified promotions)
- **Better Response 4:** I appreciate your decision; however, let me tell you that if you book your reservation today with me you are entitled for (discounts/promotions customer is qualified). This is a limited time promotion application over phone.

Customer Objection Bad Weather:



- **Better Response 1:** Usage of suggested script and emphasize more on Gift certification which can be used for next 5 years.

Analysis on Customer Objections – By Location

Location	Customer Objection: Price/Promotion		
	May, 2018	June, 2018	July, 2018
VA-Springfield	46	56	70
VA-Williamsburg	53	51	88
IL-Chicago	46	46	78
NE-Ashland	23	40	31
DE-Bear	32	40	58
MD-Rockville	34	38	44
TX-Plano	51	37	52
SC-Myrtle Beach	19	33	46
MO-St.Louis	32	32	44
PA-Pittsburgh	19	30	36
IN-Indianapolis	18	29	49
MI-Shelby Township	22	27	29
NC-Raleigh	40	26	30
MO-Kansas City	27	22	39
TN-Memphis	16	19	18
OH-Cleveland	13	13	22

Location	Customer Objection: Bad Weather		
	May, 2018	June, 2018	July, 2018
VA-Springfield	69	88	109
VA-Williamsburg	30	46	99
IL-Chicago	63	106	107
NE-Ashland	21	31	28
DE-Bear	72	74	102
MD-Rockville	49	50	71
TX-Plano	55	45	52
SC-Myrtle Beach	23	17	88
MO-St.Louis	22	63	42
PA-Pittsburgh	36	49	37
IN-Indianapolis	35	64	63
MI-Shelby Township	28	31	45
NC-Raleigh	46	20	56
MO-Kansas City	41	21	20
TN-Memphis	19	20	31
OH-Cleveland	20	29	35

Location	Customer Objection: Call Back		
	May, 2018	June, 2018	July, 2018
VA-Springfield	109	139	185
VA-Williamsburg	77	114	177
IL-Chicago	131	168	225
NE-Ashland	64	73	104
DE-Bear	99	102	164
MD-Rockville	83	98	119
TX-Plano	137	130	135
SC-Myrtle Beach	34	74	139
MO-St.Louis	62	86	89
PA-Pittsburgh	46	67	110
IN-Indianapolis	66	86	114
MI-Shelby Township	60	76	102
NC-Raleigh	83	76	117
MO-Kansas City	49	50	76
TN-Memphis	46	42	66
OH-Cleveland	35	46	60

Increase Urgency in Sales

El team were able to capture **2167** total calls with Major Reason for Contact – General Inquiry, Price/promotion Inquiry & Booking Availability

AI tool captured **1404** calls from the total population of 1626 calls wherein agents were successfully able to create Urgency on calls - **65%**



Current Scripts:

- What is holding you back!
- Let's go ahead and confirm your booking
- Let's check the availability real quick
- Would you like to make a reservation right now?

El Recommendation

Step 1: Usage of Time Related Words: Now, Fast, Limited time, Quick Rapidly, Hurry, Today, one day only.

Step 2: Show the importance of booking right now!

Suggested phrases:

- If you book right now, I can offer you additional 10% discount on your total price. How does that sound to you?
- What questions do you have in your mind before we start with your reservation/booking and secure today's best deal?
- We have a limited time offer; if you book your reservation today with me, I can go ahead and add 10% additional discounts. How does that sound to you?
- We're running a promo which will end tonight; if you book your reservation today with me, I can go ahead and add 10 % additional discounts. How does that sound to you?

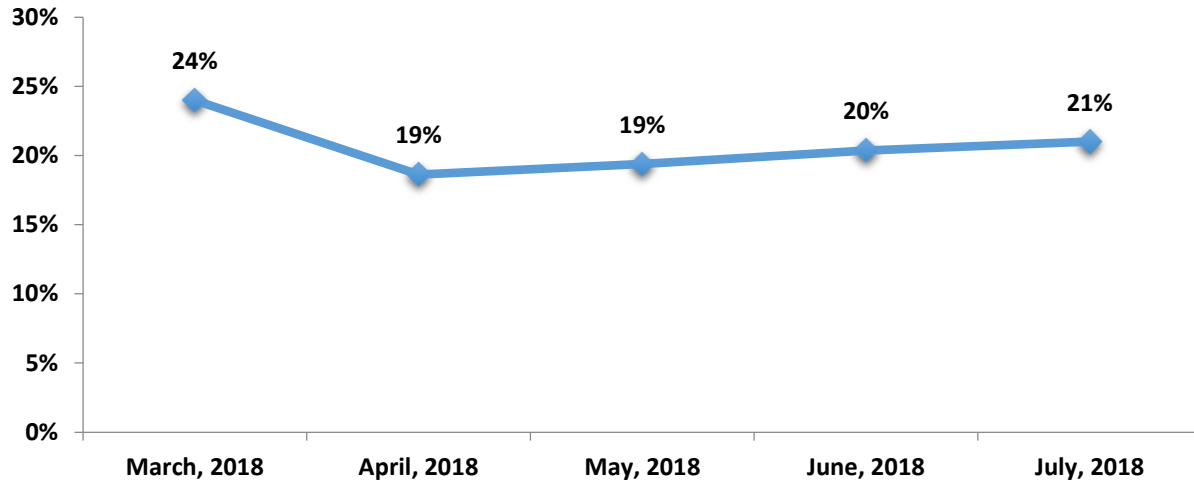
Increase Urgency in Sales – Agent Arcade

Agent	July, 2018		Attempt Ratio		
	Calls	Urgency created	July, 2018	June, 2018	May, 2018
DARREON	659	328	50%	56%	52%
JAKELVIN	541	371	69%	77%	77%
JACKLYN	530	403	76%	81%	NA
KATRINA	488	266	55%	58%	59%
SARAH	588	353	60%	62%	58%
SARA	479	289	60%	63%	NA
VANESSA	530	395	75%	82%	75%
DEENA	464	181	39%	38%	36%
JAZMINE	582	430	74%	77%	72%
DEBORAH	392	205	52%	59%	55%
DYLAN	35	28	80%	NA	NA
ERICA	498	210	42%	48%	44%

Channel Switch

Identified **1227 calls** from the total population wherein customers had to switch channels (from Website to calling) for Issue Resolution – **21%**

Channel switch – Monthly Trend



❑ Major Reasons for Channel Switch

- *Unable to book Online*
- *Customers looking for Coupon code*
- *Details on Parking, costumes, cancellation*
 - *Details on time slots*
- *General information/Course/Policy details*
- *Booking Reschedule OR Modification*

Unable to Book Online

but I wasn't able to enter those online

<https://demo.etech.tethr.io/calls/cbvhbdb9d?category=3599>

my husband organized it so I think he got like a group rate or something but he couldn't find anything about that on the website and also wouldn't let me book more than eight people at a time so I thought only I need to call if I'm doing a few more people than that

<https://demo.etech.tethr.io/calls/cbvhbdbqt?category=3599>

Customers Looking for Coupon Code

okay so I thought to book it online lined up if you caught up with the coupon about the code and it didn't it didn't it said it wasn't valid so that's why I'm calling to figure out what I need

<https://demo.etech.tethr.io/calls/cbvhbdcwf?category=3599>

Details on Costumes

I have a reservation next week for my husband and myself to go to your facility and I was wondering do you need anything like gloves or or is apparel so we're looking at your website

<https://demo.etech.tethr.io/calls/cbvhbdcwj?category=3599>

Channel Switch

General information/Course/Policy details

okay because I was looking for him to see if I can print them online okay so if that's okay
<https://demo.etech.tethr.io/calls/cbvhbdb87?category=3599>

when we go to the website whenever we do that all of the Junior ones because I assume you won't let anybody below sixteen go on the adult ones
<https://demo.etech.tethr.io/calls/cbvhbdcnq?category=3599>

I see on your website that there needs to be one adult per two kids
<https://demo.etech.tethr.io/calls/cbvhbc97h?category=3599>

I'm looking to see if today or you got some heat index warnings? I kind of start looking at the photos so I just wanna confirm that alright that should be good I actually go ahead and make the booking online
<https://demo.etech.tethr.io/calls/cbvhbdcx?category=3599>

Details on Time Slots

well what times you have available for today I'm actually on the website right now
<https://demo.etech.tethr.io/calls/cbvhbdcrr?category=3599>

do you have set times are can I pick whatever because on the website like specific time
<https://demo.etech.tethr.io/calls/cbvhbdcmm4?category=3599>

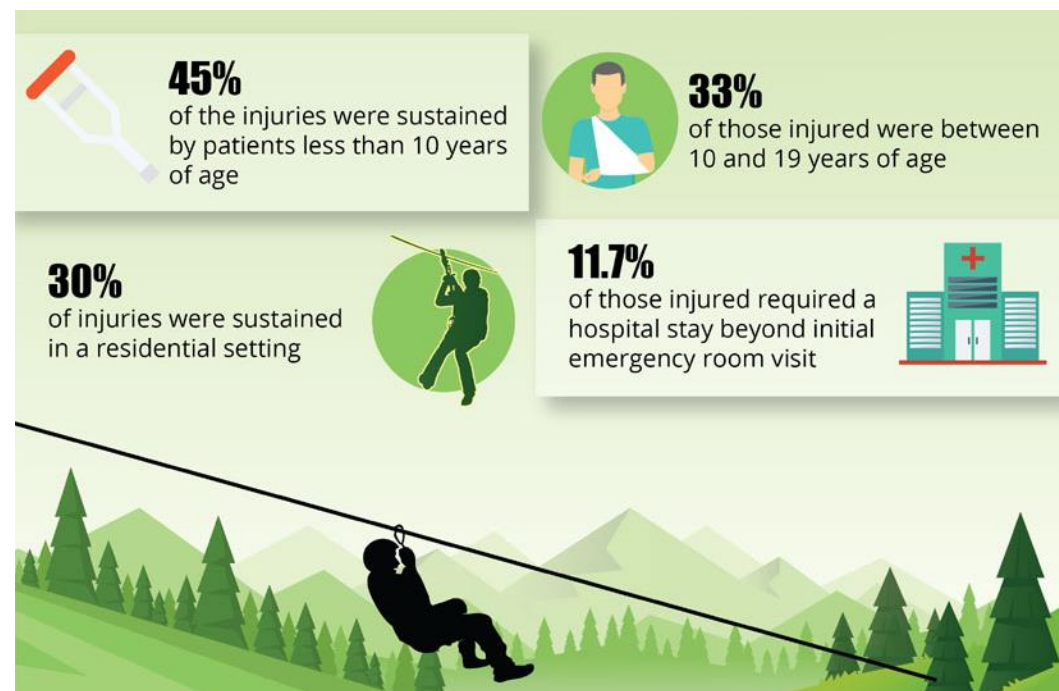
so we're here like a lot of people on vacation in Williamsburg and I found your adventure online and I went into your calendar and saw that your mornings are already booked but you have some availability this afternoon
<https://demo.etech.tethr.io/calls/cbvhbdcmmc?category=3599>

Booking Reschedule OR Modification

hi my name is Gina I just booked online I had a group on but I wasn't sure if I had bought one that had two two adults
<https://demo.etech.tethr.io/calls/cbvhbdcpt?category=3599>

I went online to book and see that there's no availability and I was just wondering is there a way that you could add one more person to that time that I could book and go with them
<https://demo.etech.tethr.io/calls/cbvhbdbqc?category=3599>

EI Recommendations



According to AMA stats

Customers who use live chat are 3x more likely to buy

20% ↑
conversion increase

305% ↑
typical ROI rate

-Live chat sales stats from the American Marketing Association (AMA)

Source: <https://www.personalinjurylawcal.com/cases-we-handle/zipline-injury-lawsuits/>

1) Providing Cancellation/Weather disclaimer along with the confirmation email

Benefits:

- Reduce calls after successful booking
- Increase in CX

2) Introduce Live Chat Option

Benefits:

- Real-Time Convenience to Customers
- Cost Efficient & Increase sales
- Improve Customer service & Loyalty
- Faster Problem Resolution

3) More selections on Go Ape 360 Mobile App

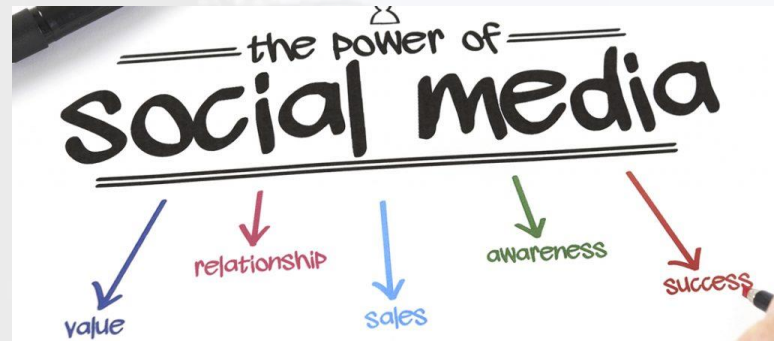
Allow users to

- New Reservations
- Reschedule booking
- Check status
- Details on Cancellation/Weather/Refund policies
- FAQ library

4) Customer Engagement

4 ways to stay in touch with customers

- Provide regular updates – Facebook, Instagram, Pinterest Twitter
- Surprise them: Sending emails to all unsuccessful reservation customers
- Offer to Recommend
- Adding community, Contests & Giveaway updates in the closing script



5) Social Media contest to Engage Customers

- Creative Photo Contests
- Biggest Fan Photo Contests
- Voting Promotions
- Video Contests
- Caption/Hashtag Photo Contests
- New Slogan Contests

Benefits of Social Media Marketing



Frequently Used Promotions

Promotions	Total Calls	Successful Reservation	Ratio (%)
Military Discounts	181	151	83%
Teacher Discounts	36	30	83%
AAA	5	4	80%
Group Discount	50	37	74%
Groupon	159	102	64%
Student Discounts	78	48	62%



A COMMITMENT TO SERVANT LEADERSHIP FOCUSING ON OUR PEOPLE, CUSTOMERS, AND COMMUNITIES

