



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



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

CALL FILTERS

- Cancellation (General, Flight, Hotel, Vacation)
- Booking Number: Asked

ASK FOR SALE

- Monthly Trend
- Recommended Phrases for Ask for Sale
- EI Recommendations – Bridge Gap Analysis
- Agent Arcade

CREATING URGENCY

- Monthly Trend
- Urgency with Booking Number: Provided
- Agent Arcade

Consumer Sales

CONFIRMED BOOKING & SUCCESSFUL PAYMENT

- Monthly Trend
- Confirmed Booking – Ask for sale Vs Didn't ask for sale
- Monthly Trend - Successful Payment
- Predictive Analysis: Successful Payment & Estimated Revenue

CROSS SELL: TPP & TPP+

- Monthly Trend
- Recommended Phrases for Cross Sell TPP & TPP+
- Agent Arcade

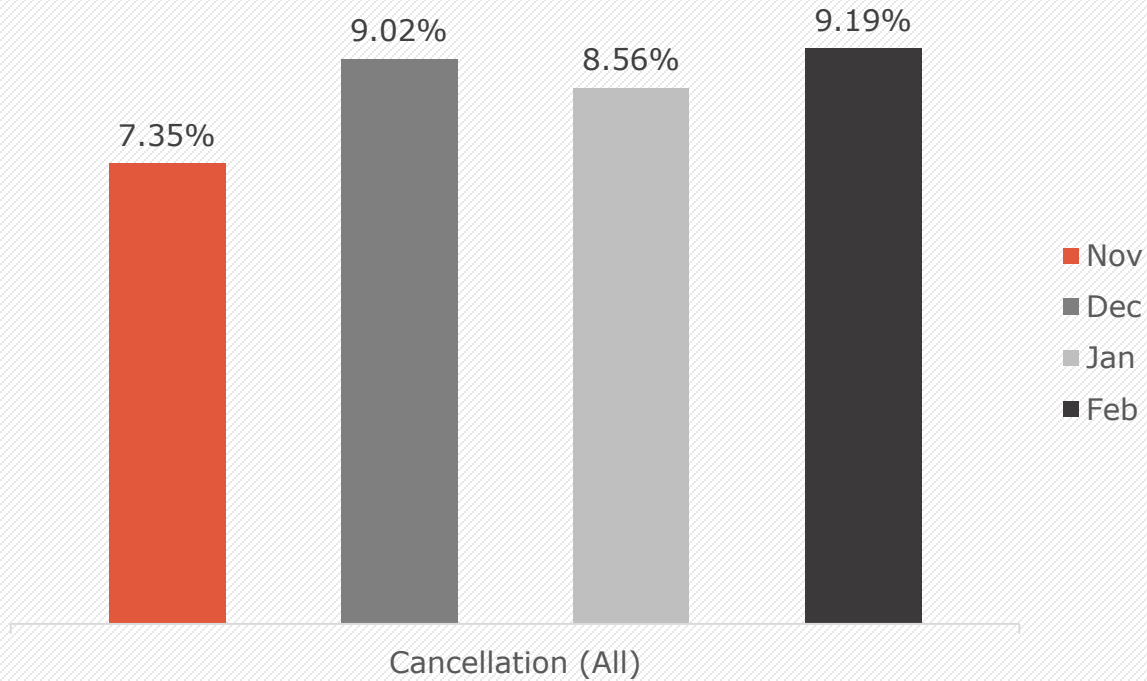
ANALYSIS ON CUSTOMER OBJECTIONS

- Monthly Trend: Expensive & Call Back Later
- Agent Rebuttals
- EI Recommendations – Agent Check List
- Agent Arcade

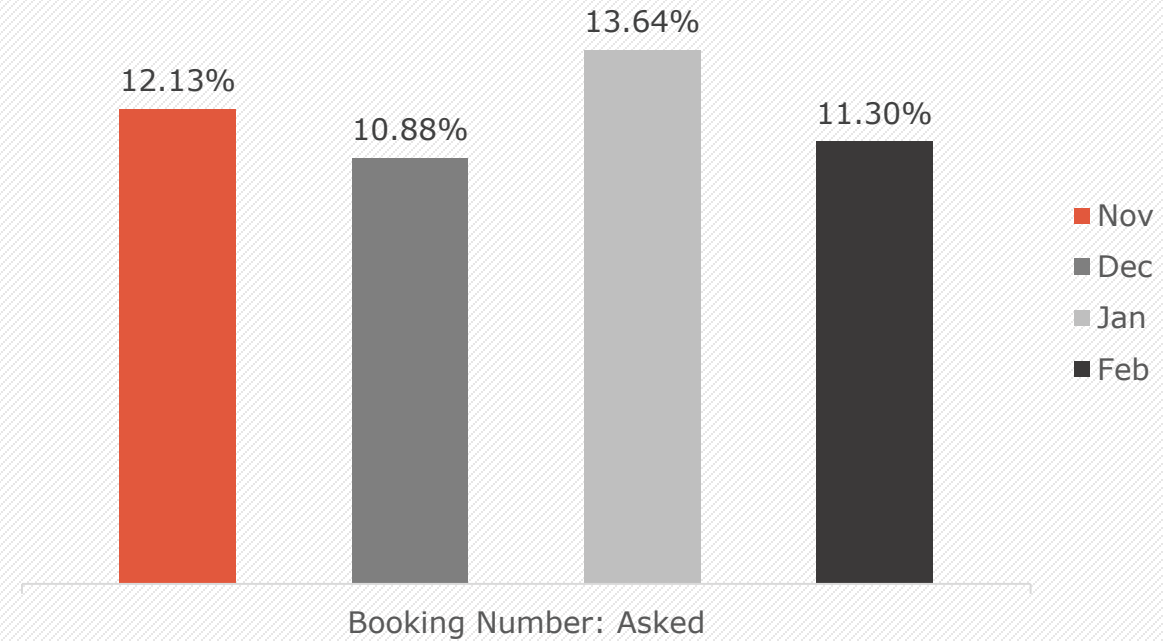
Call Filters: Cancellation

Etech EI team noticed a small number of calls received in sales queue – these were cancellation calls in which customers called to cancel their booking – This was followed by few existing customers wherein agents asked for their existing Booking Number

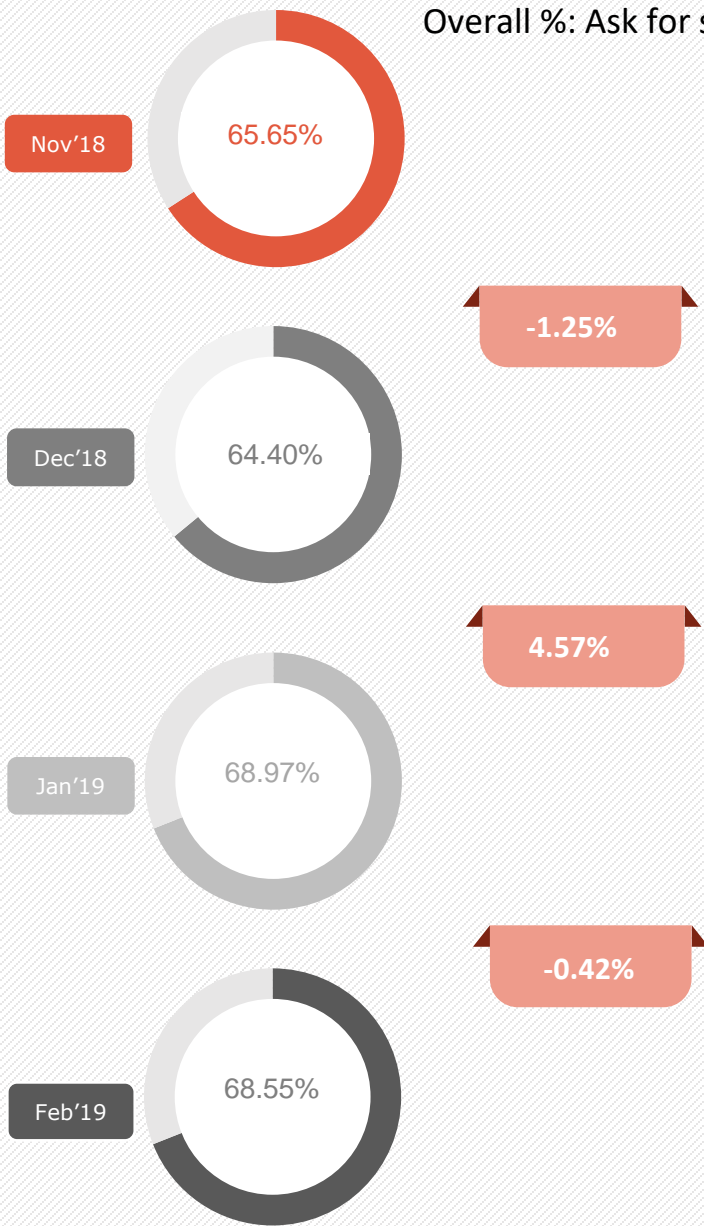
Monthly Trend: Cancellation calls



Monthly Trend: Booking Number Asked

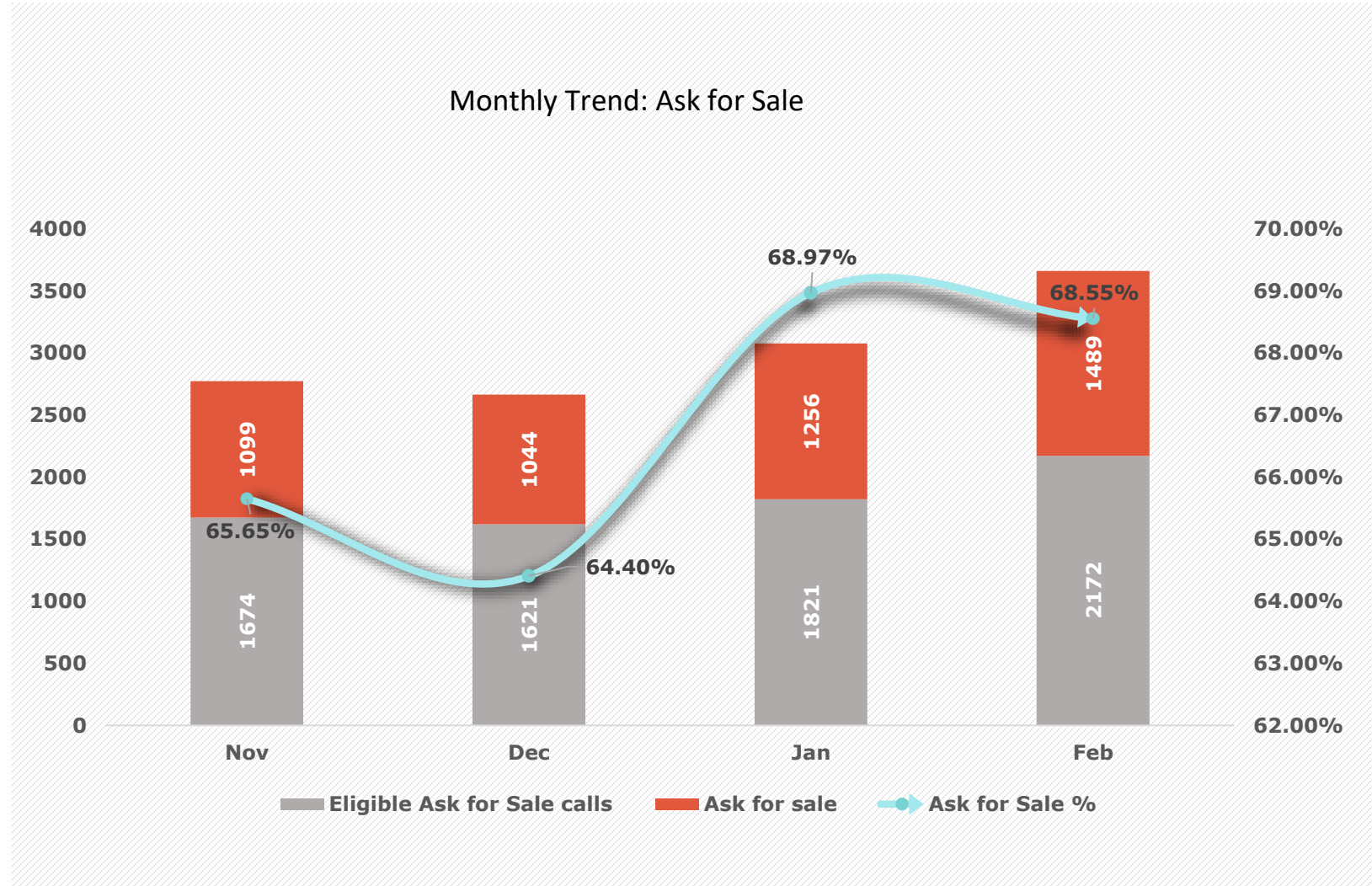


Overall %: Ask for sale



Focal Point: Ask for Sale

Monthly Trend: Ask for Sale



Ask for Sale: Phrase Adherence

Phrase Adherence

Top 5 Phrases	1	2	3	4	5
Phrase	"Payment"	"No Obligation"	"Get Names"	"Put on Hold"	"Book It"
Adherence	75.63%	54.63%	54.01%	49.35%	39.92%
When to use it?	<ul style="list-style-type: none"> • After Offering Price • After Recap and Total Pricing • Overcoming Customer Objection: Expensive/Price is High 	<ul style="list-style-type: none"> • After Recap and Total Pricing • After Finalizing the Package and giving Price Info • Pricing of the Package and Insurance • Customer Objection: Call Back/Expensive 	<ul style="list-style-type: none"> • After Finalizing the Package and giving Price Info • After Discussing Package details 	<ul style="list-style-type: none"> • After Offering Price • After Recap and Total Pricing • Customer Objection: Call Back/Expensive 	<ul style="list-style-type: none"> • After discussion about the required package and its components • After Finalizing the Package and giving Price Info • After discussing the package price and components

Phrase In Adherence

1	2
Confirm Today	Put Together
21.43%	25%



Ask for Sale: Agent Arcade

☐ Top Performers

Agent	Eligible Ask for Sale calls	Ask for Sale	% (Dec'18 - Feb'19)
Denae	51	43	84.31%
Nancy	96	79	82.29%
Paula	118	95	80.51%
Marlene	85	67	78.82%
Gloria	129	101	78.29%
Matthew	92	72	78.26%
Nancy	58	45	77.59%
Cindy	68	51	75.00%
Diana	56	42	75.00%
David	66	49	74.24%

☐ Bottom Performers

Agent	Eligible Ask for Sale calls	Didn't Ask for Sale	% (Dec'18 - Feb'19)
Leann	54	32	59.26%
Jackie	60	31	51.67%
Dahn	62	32	51.61%
Brenda	83	41	49.40%
Roger	57	27	47.37%
Jonathan	53	25	47.17%
Lisa	81	36	44.44%
Kelly	62	27	43.55%
Robert	138	57	41.30%
Michelle	52	21	40.38%

Best Practices – Ask For Sale

Successful Payment

01

Cross Sell Insurance & **Ask for Sale**

Total Eligible Calls: 2172
Cross Sell Insurance & Ask for Sale: 1213 (**55.85%**)



55.85%



12.86%

02

Price out/Quote Package Price & **Ask for Sale**

Total Eligible Calls: 2172
Price Out & Ask for Sale: 904 (**41.62%**)



41.62%



13.05%

03

Ask for Sale & Cross Sell Insurance

Total Eligible Calls: 2172
Ask for Sale & Cross Sell Insurance: 824 (**37.94%**)



37.94%



14.08%

04

Creating Urgency & **Ask for Sale**

Total Eligible Calls: 2172
Created Urgency & Ask for Sale: 162 (**7.46%**)



7.46%





11.11%


Best Practices – Ask For Sale


Sample Calls

1) Cross Sell Insurance & **Ask for Sale**


 **Agent :** We can offer a Standard Insurance at forty-three dollars per person which you can cancel for any reason and get a voucher for future travel.


 **Agent :** So, let's say on this option I get hold it for you for twenty-four hours by taking your names and dates of birth.


 **Agent :** If you have the insurance, you always have an option to cancel for any reason


 **Agent :** Did you want me to go ahead and book this for you?

2) Price out/Quote Package **Ask for Sale**


 **Agent :** So, the final price is eight hundred dollars and then the final payment would be due on February twenty eighth thirty days prior to departure

 **Agent :** Okay now let's put something on hold there


 **Agent :** So, I'm looking at a price of two thousand seven hundred fifty dollars


 **Agent :** So, would you like to go ahead and book it


3) **Ask for Sale** & Cross sell Insurance

 **Agent:** So, we go ahead and get this held here for you


 **Customer:** I think so


 **Agent:** Now did you wanna add Insurance at this time

 **Agent :** You can definitely put it on a no obligation twenty-four hours Courtesy hold

 **Agent :** The trip protection based on the cost of the bookings, I will get you pricing on that the two options, both have flight delayed, baggage delay, medical as well as trip cancel for any reason coverage

4) Urgency & **Ask for Sale**

 **Agent :** Our pricing is subject to change based on availability

 **Agent :** If you wanna hold that we can hold it for twenty-four hours

EI Recommendation – Gap Analysis (Action Plan)

Gap Analysis involves the comparison of actual performance with potential or desired performance. In other words, Gap Analysis is a formal study which describes the current state and where it wants to go in the future

Current State

Identified 32% Agent Opportunities for the Major Focal Point: Ask for Sales

Desired State

Agents can recognize the call flow and effectively ask for sale after:

- Cross Selling Insurance
- Pricing Out the Package
- Package Recommendation
- Overcoming Customer Objections

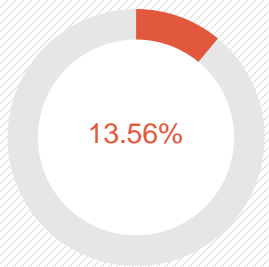
Improve the overall Ask for Sale Opportunity Percentage by 5%



- Identify Positive & Negative Behaviors for Focal Point: Ask for Sale
- Tool: Deming Cycle OR Plan – Do – Check – Act
- Successful and efficacious techniques to overcome opportunities on Ask for Sale
- Performers/Offenders list and trending

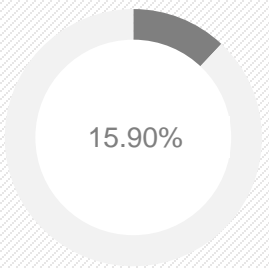
Overall %: Creating Urgency in Sales

Nov'18



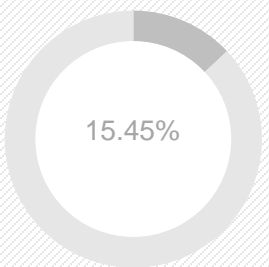
2.34%

Dec'18



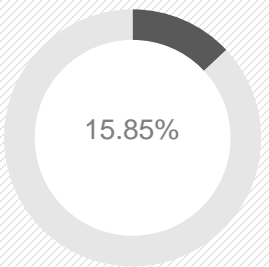
-0.45%

Jan'19



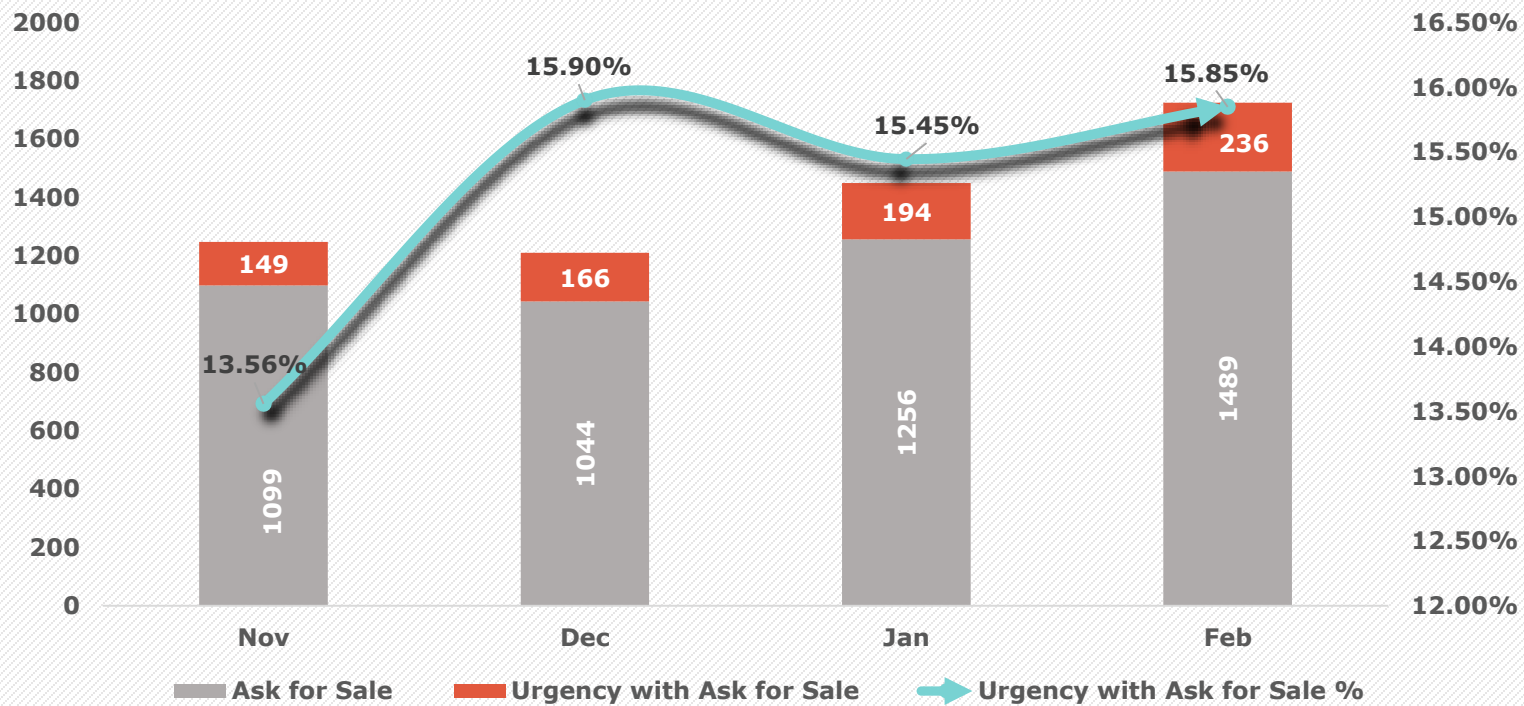
0.40%

Feb'19



Creating Urgency on Calls

Monthly Trend: Creating Urgency in Sales



Agent Arcade: Creating Urgency

☐ Top Performers

Agent	Eligible Ask for Sale Calls	Create Urgency	% (Dec'18 - Feb'19)
Lance	29	13	45%
Alicia	43	14	33%
Alicia	33	9	27%
Paula	118	32	27%
Jacqueline	45	12	27%
Gloria	129	30	23%
Nita	43	10	23%
Valorie	46	10	22%
Lindsey	90	19	21%
Judy	63	13	21%

☐ Bottom Performers

Agent	Eligible Ask for Sale calls	Didn't Create Urgency	% (Dec'18 - Feb'19)
Mary	23	19	82.61%
Nancy	96	76	79.17%
Marlene	85	63	74.12%
Matthew	92	67	72.83%
Cindy	68	49	72.06%
Nancy	58	41	70.69%
Denae	51	36	70.59%
David	66	46	69.70%
Craig	89	62	69.66%
Mary	62	42	67.74%



Phrase Adherence & EI Recommendations – Urgency in Sales

Phrase Adherence

Key Words	Adherence
Prices/Availability are subject to change	31.78% (75 calls)
based on availability	22.03% (52 calls)
Price/Rates may/might change	13.14% (31 calls)
get locked in	9.75% (23 calls)
Can't Guarantee Price	7.63% (18 calls)
Last/Few Left	6.36% (15 calls)
Prices Fluctuate	2.12% (5 calls)

Tips to Effectively Create Sense of Urgency in Sales

Scarcity

Scarcity is said to be one of the most powerful methods of creating urgency in sales.

It helps to get back the Customer to close the deal immediately & to show that the Holiday Package/Flight Ticket/Hotel Reservation is scarce and if not taken up now, (s)he is definitely going to miss a good offer.



Deadlines can be a great way to help Customers make up their mind

Limited Time

By placing a time limit on a Package/Hotel/Room/Flight, agents are showing customers that the Holiday Package/Flight Ticket/Hotel Reservation is offered only for a special occasion at the current price.

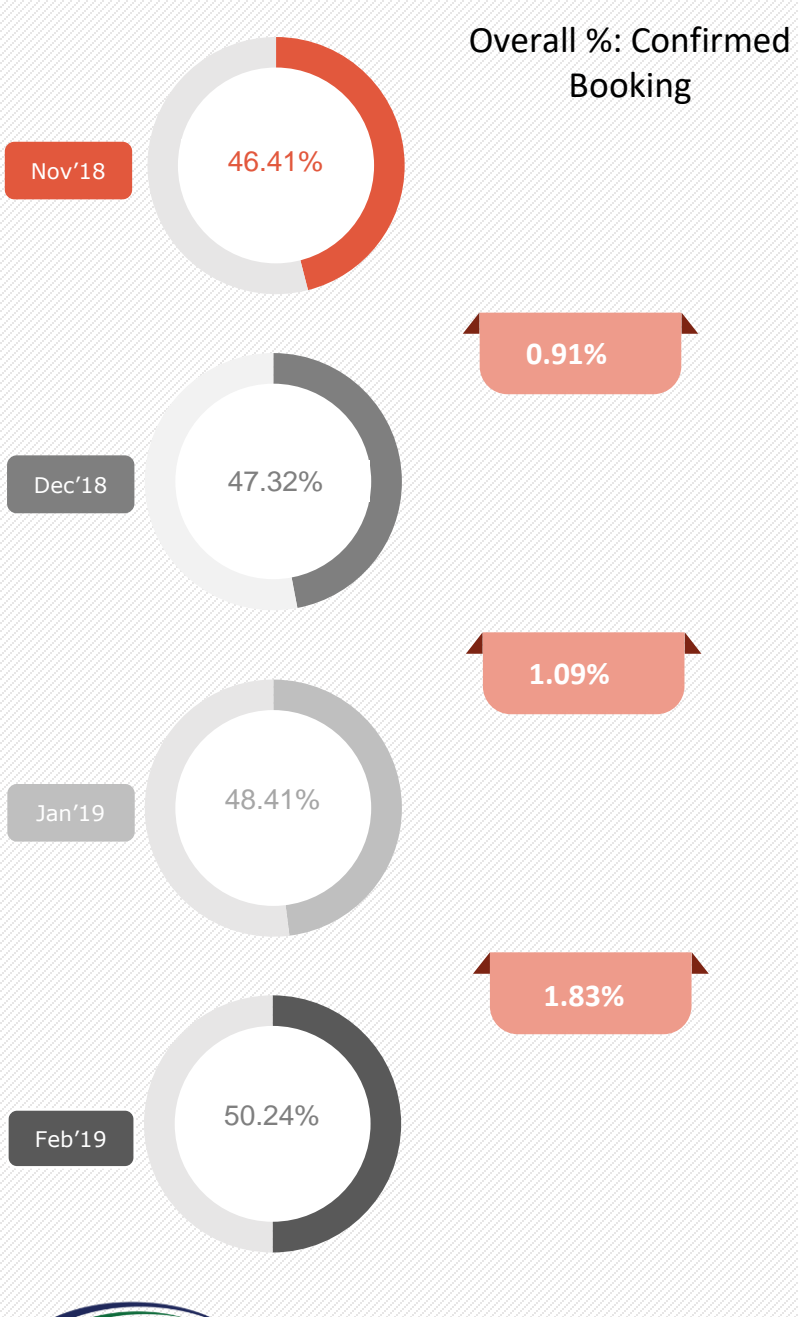


Better Price

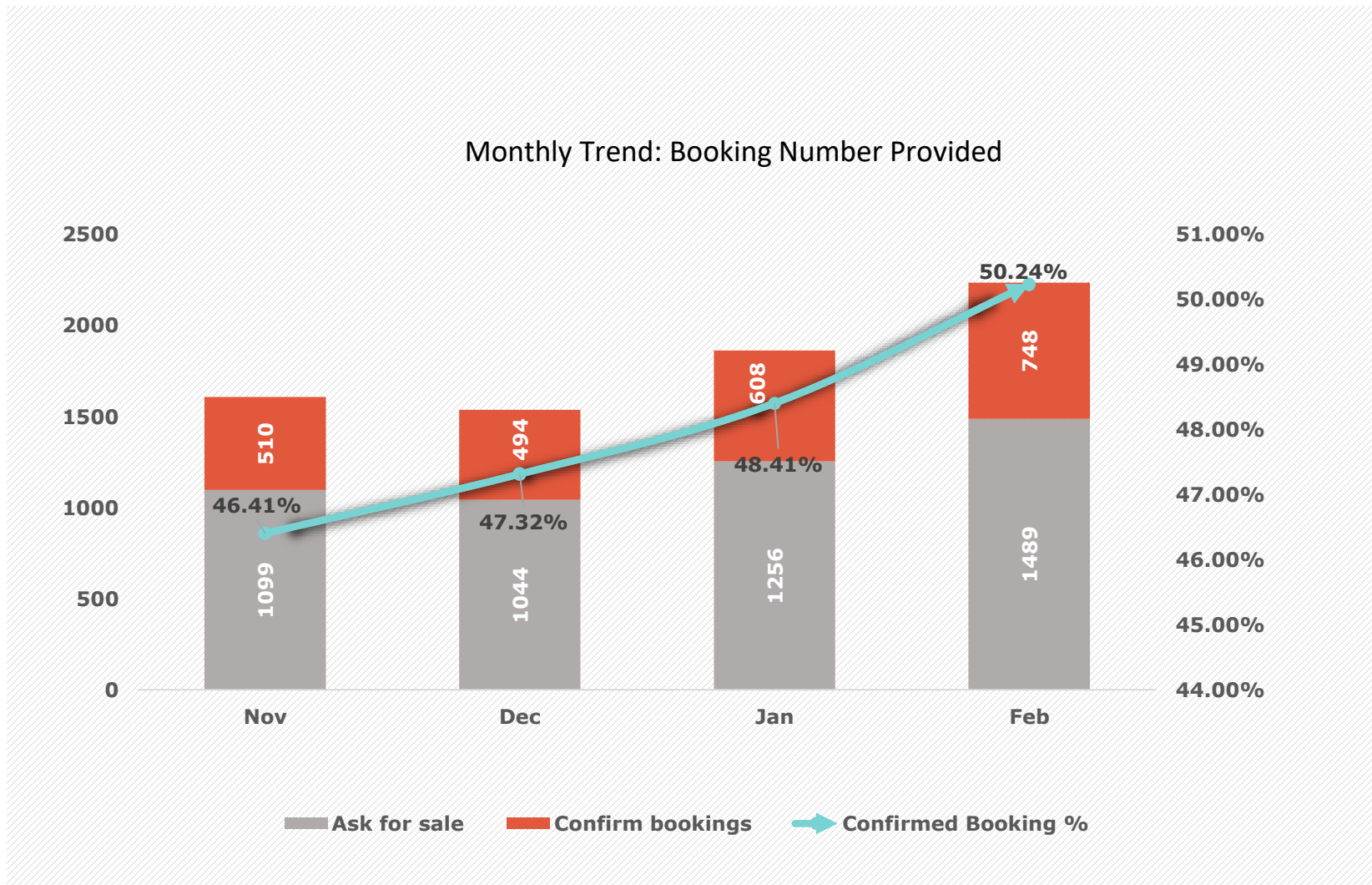
Nothing works better than discounts to compel the customers to take action

Tell Customers that the price they have at offer is the best Price Match

When customers know that the deal is going to save them money, the chances of them giving agents a go-ahead increase.



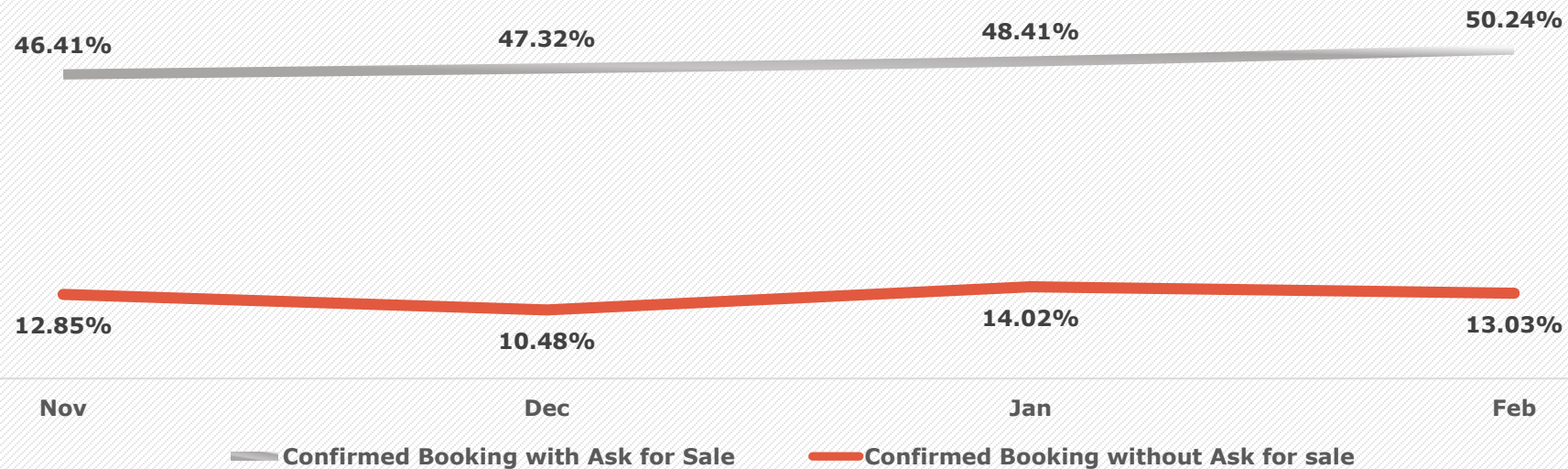
Confirmed Booking: Booking Number Provided



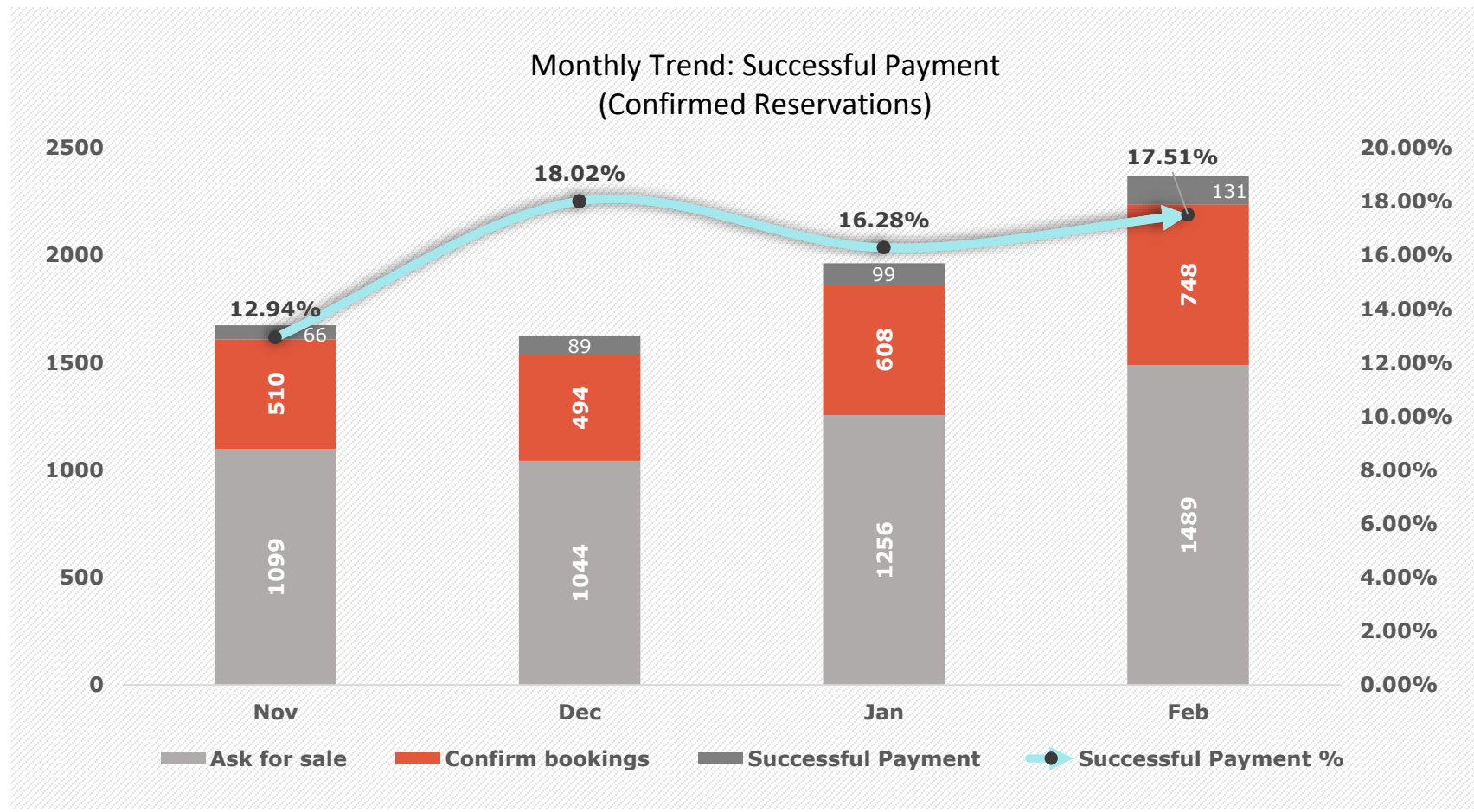
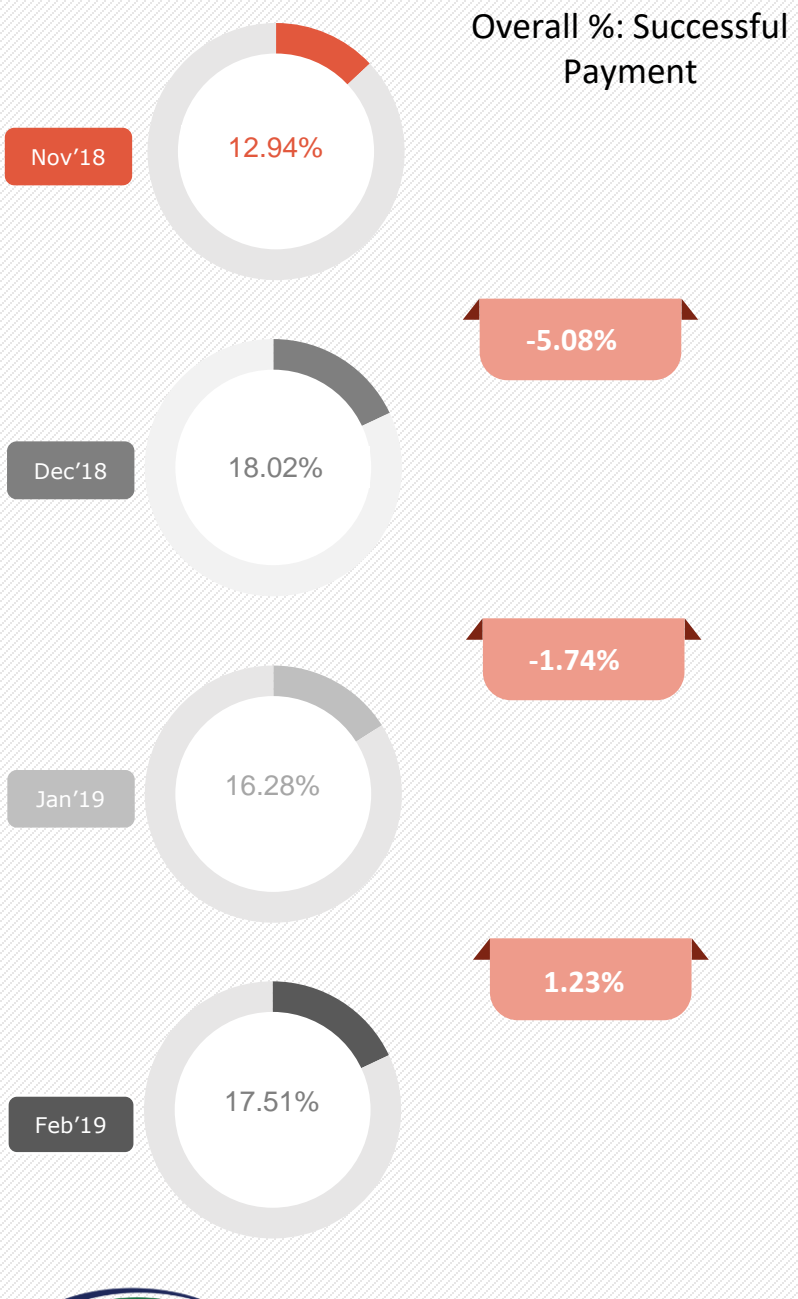
Confirmed Booking: Ask for Sale Vs Didn't Ask

The below chart shows the trending on Booking Number (booking number: Provided) when agents are effectively asking for sale and instances wherein agents didn't ask for sale. The probability of confirmed Booking is almost **Three Times** more (**35.46%**) when agents are asking for sale

Monthly Trend on Agents asking for Sale V/s Agents who didn't ask for Sale

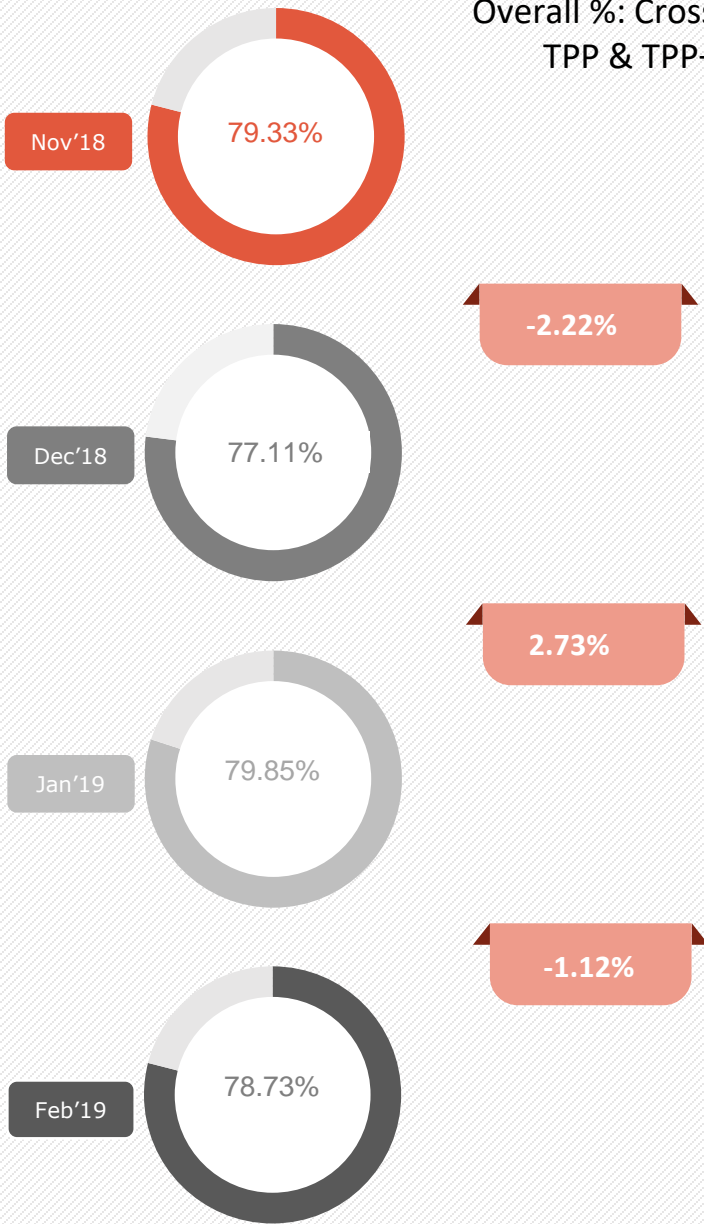


Confirmed Sales: Payment Successful

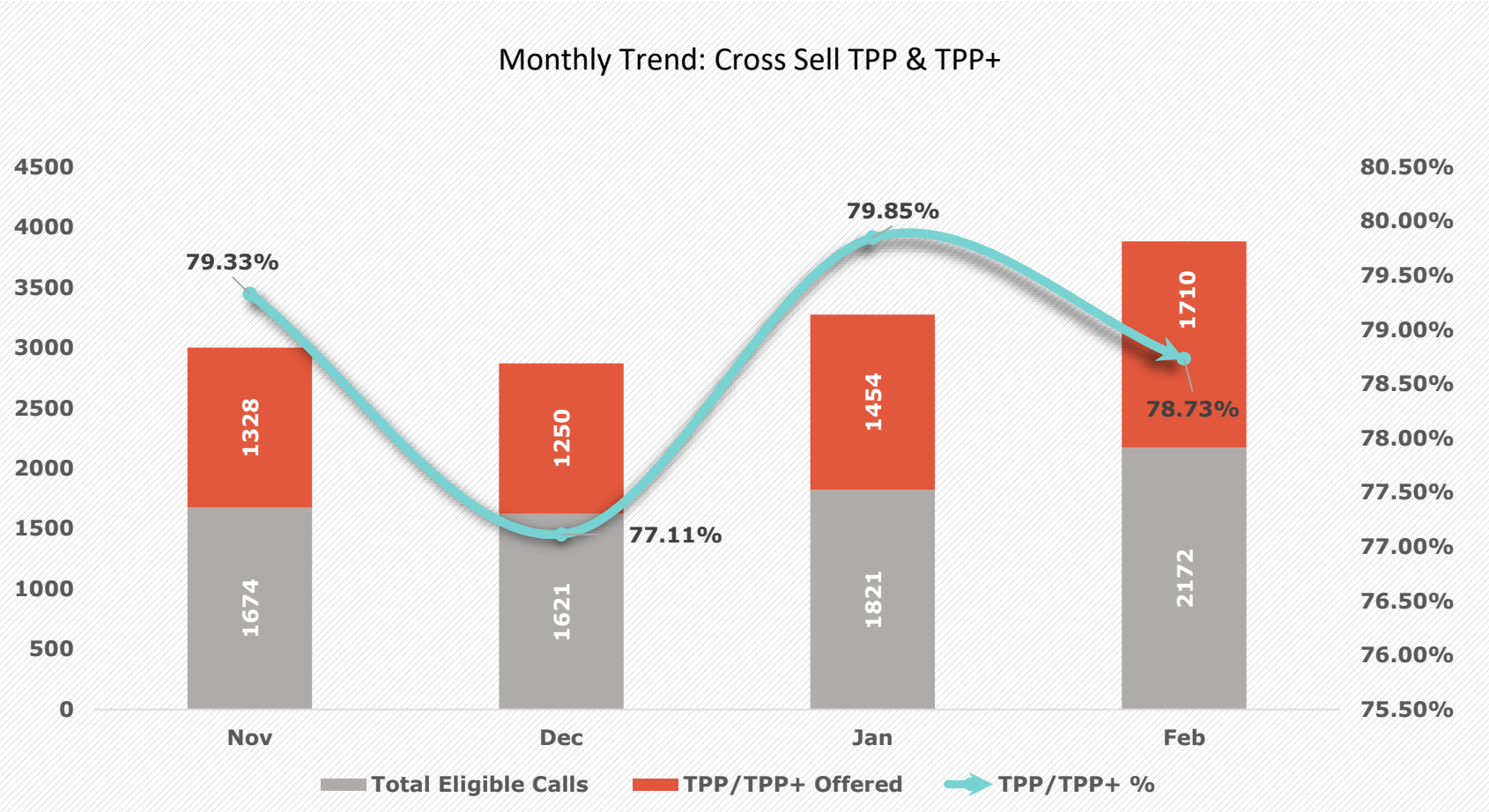


Focal Point: Cross Sell TPP & TPP+

Overall %: Cross Sell:
TPP & TPP+



Monthly Trend: Cross Sell TPP & TPP+



Cross Sell TPP & TPP+: Phrase Adherence

Phrase Adherence

Top 3 Phrases	1	2	3
Phrase	"Cancel For Any Reason"	"Add/Want/Include/Interested in Insurance"	"Add/Want/Include/Interested in Travel Protection"
Adherence	64.74%	14.21%	12.81%
When to use it?	<ul style="list-style-type: none"> • While Pricing the package • After Recap & Total Pricing • Recommending Hotel/Room/Flight/Vacation Package • Before/After Asking for Sale 		

Phrase In Adherence

1	2	
Two options/two different plans	Are we doing any kind of/type of Insurance/Travel Protection?	How/what About Insurance/Travel Protection
5.15%	2.28%	1.05%



Cross Sell TPP/TPP+: Agent Arcade

☐ Top Performers

Agent	Eligible Cross Sell TPP Calls	Cross Sell TPP/TPP+	Cross Sell TPP/TPP+ %
Denae	81	75	92.59%
Alicia	111	102	91.89%
Kimberly	107	98	91.59%
Reshma	98	88	89.80%
Paula	72	64	88.89%
Kelly	97	86	88.66%
Lisa	61	54	88.52%
Kelly	104	92	88.46%
Lindsey	117	103	88.03%
Jolene	146	128	87.67%

☐ Bottom Performers

Agent	Eligible Cross Sell TPP Calls	Didn't Cross Sell TPP/TPP+	Cross Sell TPP/TPP+ %
Sidney	77	44	57.14%
Leann	47	25	53.19%
Bill	104	54	51.92%
Jonathan	49	24	48.98%
Roger	52	23	44.23%
Sandra	46	20	43.48%
Maylasia	49	21	42.86%
Karen	45	19	42.22%
Harold	65	27	41.54%
Reichenberger	48	18	37.50%

Customer Objection Analysis

12.98%

❑ 12.98% of times noticed customer objections on High Price/Too Expensive/Can't Afford

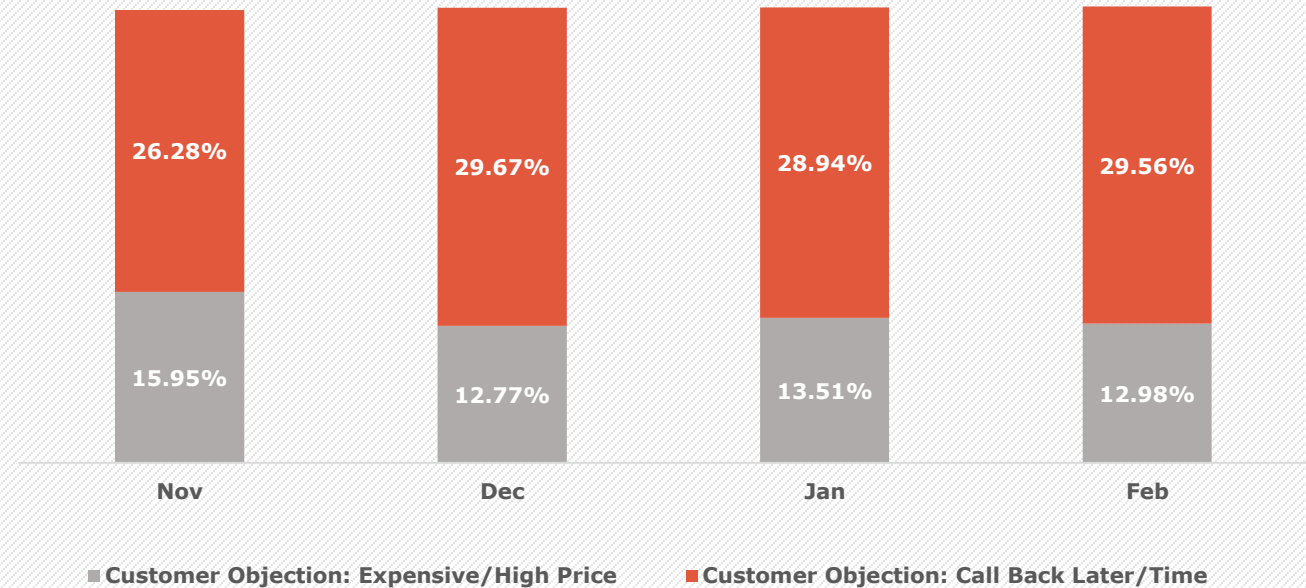
❑ 282 calls from the total population of 2172 calls

29.56%

❑ 29.56% of times noticed customer objections on Call Back Later/Time is not right

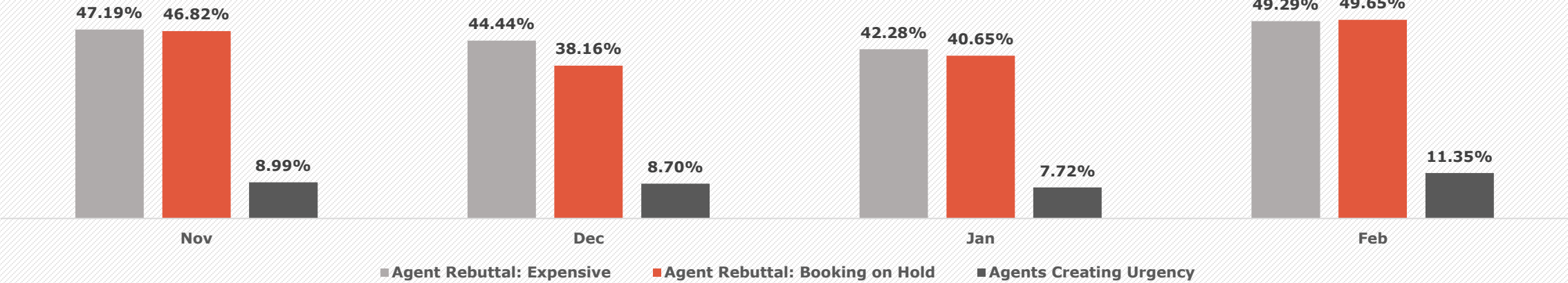
❑ 642 calls from the total population of 2172 calls

Monthly Trend: Customer Objections – Expensive and Call Back Later

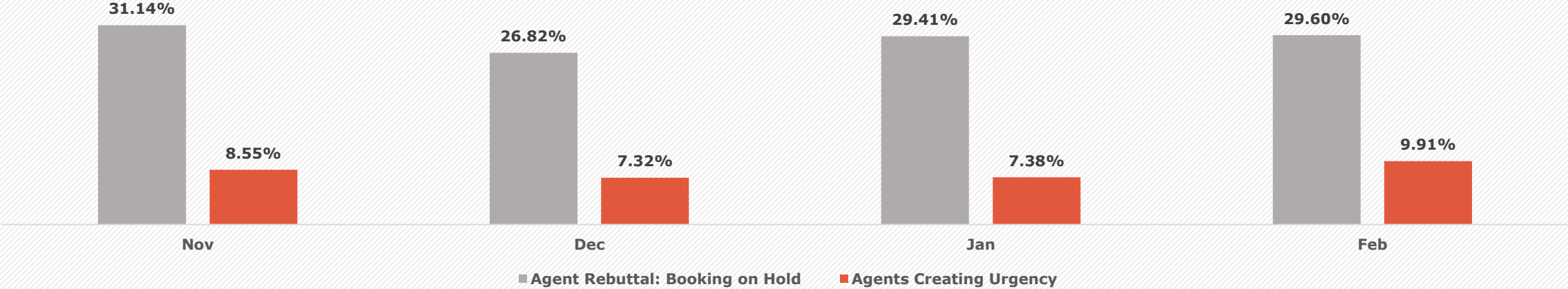


Customer Objection Analysis

Monthly Trend: Agent Rebuttals to Customer Objection: Expensive/Price is High




Monthly Trend: Agent Rebuttals to customer Objection: Call Back Later/Time





Customer Objection Analysis: Rebuttal Adherence


Rebuttal Type	Rebuttal	Adherence
Rebuttal Expensive	that's the best/lowest price	46.04%
	the least expensive	31.65%
Booking on Hold	Put it on/Twenty Four Hours Hold	56.12%
	Courtesy Hold	51.80%
Creating Urgency	Price/Rate are subject to change	26.62%
	Just/get/gonna/wanna/ get that/you are locked in	12.23%


Sample Calls


 **Customer:** I just was gonna get the cheapest rental car for the period of time

 **Customer:** no don't do that I'm gonna call back

 **Customer:** let me call them back and see if they wanna do it that way

 **Agent:** Alright, let's go and get the names on here we'll get this price locked in

 **Agent:** if you don't hold of that prices are not guaranteed and when you call back the prices are subject to change

 **Agent:** you can call us back and would love to put on hold for you



Customer Objection Analysis: EI Recommendations

Customer Objection: Expensive/Price is High

- In the below table we have recommended six specialized methods for handling objections: *Substitution, Boomerang, Question, Superior Point, Denial, and Third Party* (**Customer Objection Checklist for every agent**)
- Based on the preferred rebuttals used on the calls, agents can prepare a checklist and use on calls to overcome **customer objection: Expensive/Price is High**

Customer Objection	Method	Agent Response
<ul style="list-style-type: none"> Is there cheaper flight on the app and if they left later Whatever is most affordable Anything cheaper than that I think it's over their budget No I can't afford to get this I know I can find it cheaper 	Substitution	Please allow me a moment. Let me look out for another Hotel/Affordable Rooms/Flight which will best fit your needs
	Boomerang	I can understand your concern on High Price/Expensive/Cheaper flights; however, let me share something here (add benefit/value statements or \$\$ customers will save)
	Question	To make sure I get you the best Hotel/Room/Flight, could you please let me know your budget?
	Superior Point	I understand. Our prices are slightly higher, but with good reason. (add benefit/value statements or amenities customers will receive)
	Denial	I completely understand your concern; however, this is the best affordable Hotel/Flight/Room preferred by most of the customers
	Third Party	Kelby, one of my customers, questioned and had a same concern on Price when he confirmed the booking a year ago. However, recently we received a letter in which he praises the service and hospitality he received at Hotel/Room/Flight

Customer Objection Analysis: EI Recommendations

Customer Objection: Call Back Later/Time

- While analyzing calls, we observed that the majority of the agents failed to overcome Customer Objection: Call Back Later/Time.
- We were only able to capture 7 calls (1.09%) wherein agents gave an effective rebuttal to customer Objection: Call Back Later/Time. Most of the agents either inform the customer to keep their booking on Hold (Agent Rebuttal: Hold) or Creating Urgency on Calls (Agent Creating Urgency)
- Taking into consideration the current call flow, we recommend agents to follow the below suggested 3 steps process whenever they experience Customer Objection: Call Back Later/Time on the call

Questioning

&

Establishing a Sense of Urgency

OR

Rebuttal: Booking on Hold

Ask open-ended questions to encourage customers to talk and understand the actual reason

Use "Creating Urgency" Reason along with the Open ended question to let customer know the importance of Booking a reservation right now on the call

Use this technique in case agent fails to overcome the objection or fails to identify the objection

Could you please let us know what is holding you back from doing the reservation today?

OR

I completely understand your concern and you can definitely call us back and book your reservation

Let me tell you that Prices/availability are subject to change

OR

However, I want to finish your booking today because I cannot guarantee you the price you're getting today

OR

I would recommend you to finish your booking since prices/rates might change.

I do respect your decision and would you like to keep this booking on twenty four hours hold?

OR

Would you like me to go ahead and keep this booking on twenty four hours courtesy hold?

CALL FILTERS

- Cancellation (General, Flight, Hotel, Vacation)
- Booking Number: Asked

ASK FOR SALE

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CREATING URGENCY

- Monthly Trend
- Urgency with Booking Number: Provided
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TA Sales

CONFIRMED BOOKING & SUCCESSFUL PAYMENT

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- Confirmed Booking – Ask for sale Vs Didn't ask for sale
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- Predictive Analysis: Successful Payment & Estimated Revenue

CROSS SELL: TPP & TPP+

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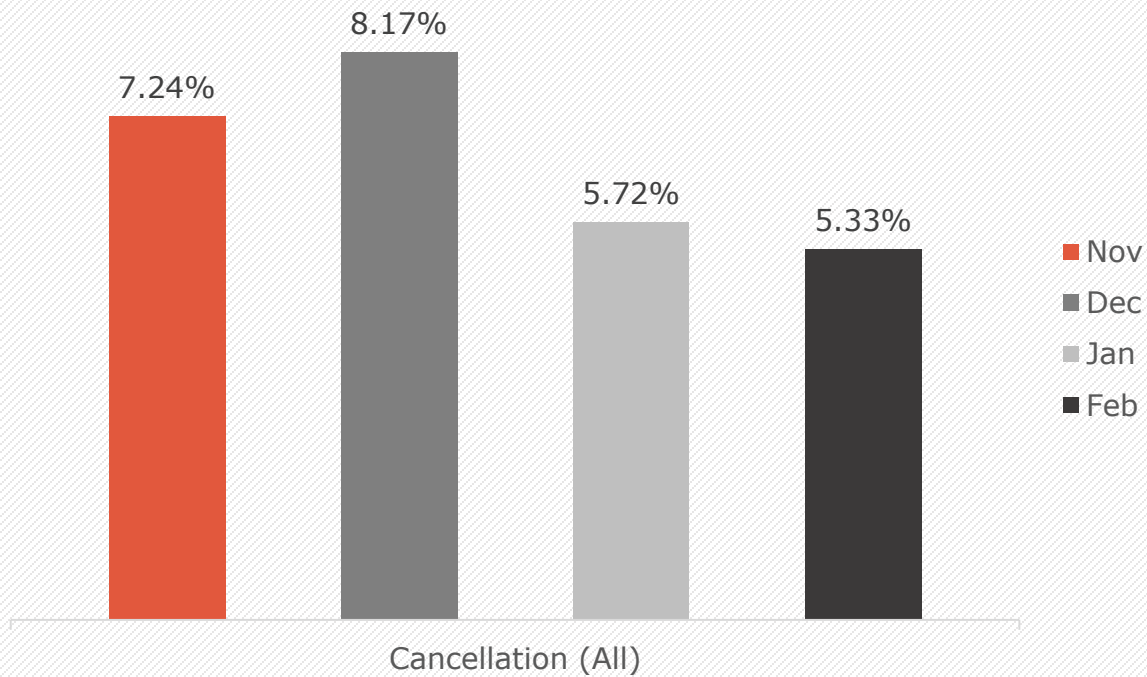
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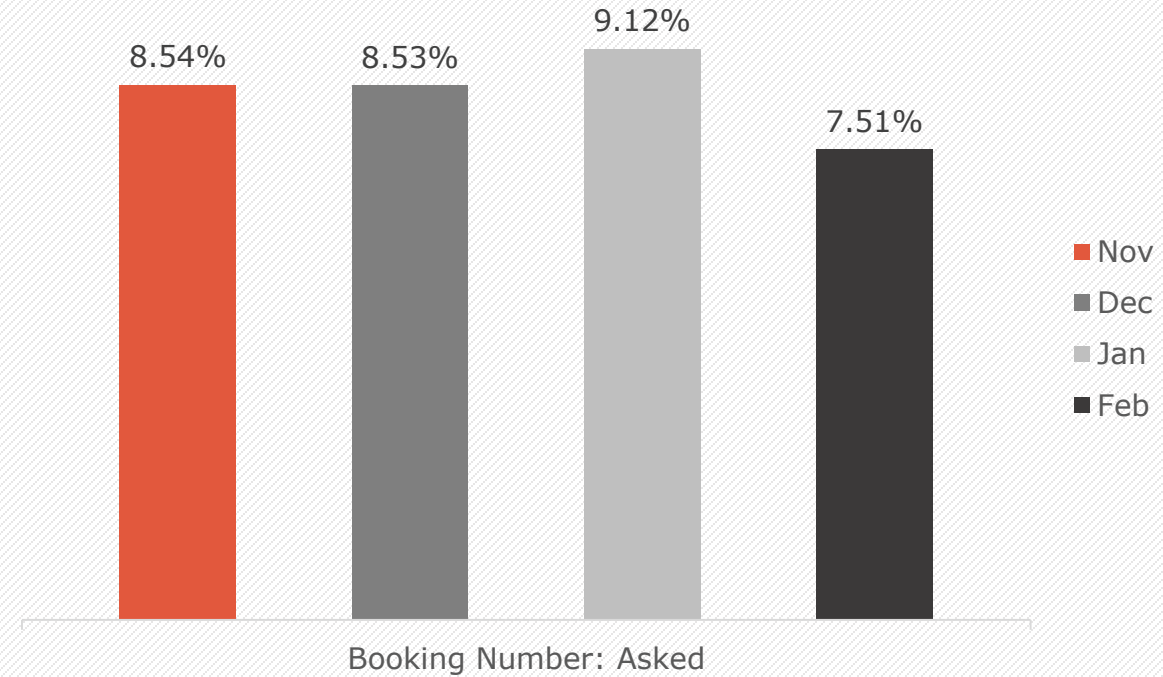
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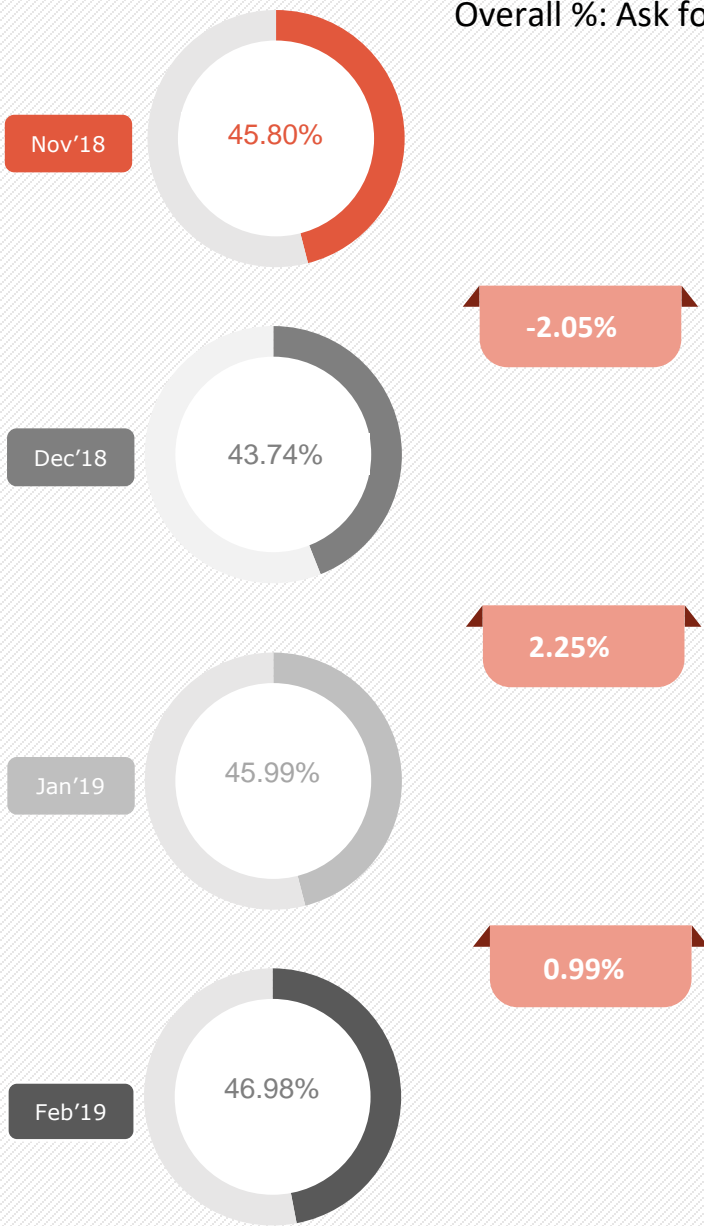
Monthly Trend: Cancellation calls



Monthly Trend: Booking Number Asked

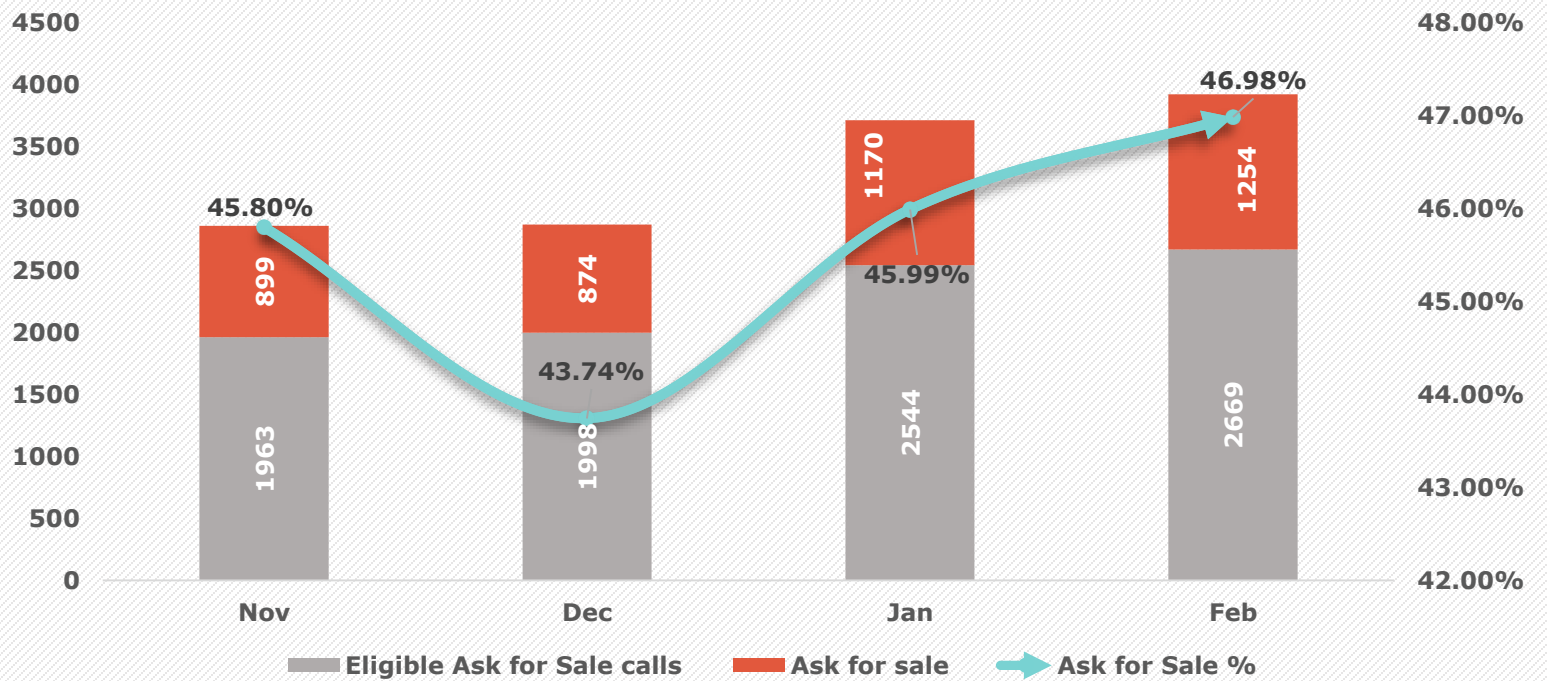


Overall %: Ask for sale



Focal Point: Ask for Sale

Monthly Trend: Ask for Sale



Ask for Sale: Phrase Adherence

Phrase Adherence

Top 5 Phrases	1	2	3	5
Phrase	“Go Ahead”	“Get Started”	“Put on Hold”	“Book It’
Adherence	60.55%	48.11%	44.46%	43.23%
When to use it?	<ul style="list-style-type: none"> • After discussing the package price • Before making the payment • After offering the package price 	<ul style="list-style-type: none"> • After/while discussing the package components • After pricing the package 	<ul style="list-style-type: none"> • After/While pricing the package • After pricing and recap of the package • Before Payment 	<ul style="list-style-type: none"> • After pricing of the package • After discussing about the package details • While discussing about the package components

Phrase In Adherence

1	2
No Obligation	Confirm Today
22.22%	16.88%

Ask for Sale: Agent Arcade

☐ Top Performers

Agent	Eligible Ask for Sale calls	Ask for Sale	% (Dec'18 - Feb'19)
Denae	51	43	84.31%
Nancy	96	79	82.29%
Paula	118	95	80.51%
Marlene	85	67	78.82%
Gloria	129	101	78.29%
Matthew	92	72	78.26%
Nancy	58	45	77.59%
Cindy	68	51	75.00%
Diana	56	42	75.00%
David	66	49	74.24%

☐ Bottom Performers

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Dahn	62	32	51.61%
Brenda	83	41	49.40%
Roger	57	27	47.37%
Jonathan	53	25	47.17%
Lisa	81	36	44.44%
Kelly	62	27	43.55%
Robert	138	57	41.30%
Michelle	52	21	40.38%

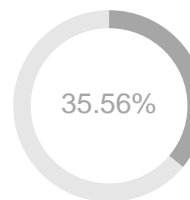
Best Practices – Ask For Sale

Successful Payment

01

Cross Sell Insurance & **Ask for Sale**

Total Eligible Calls: 2669
Cross Sell Insurance & Ask for Sale: 949 (**35.56%**)

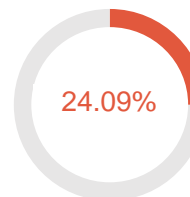


5.06%

02

Price out/Quote Package Price & **Ask for Sale**

Total Eligible Calls: 2669
Price Out & Ask for Sale: 643 (**24.09%**)

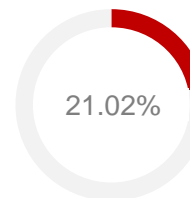


4.82%

03

Ask for Sale & Cross Sell Insurance

Total Eligible Calls: 2669
Ask for Sale & Cross Sell Insurance: 561 (**21.02%**)

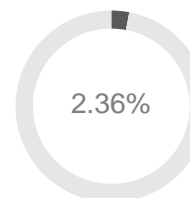


6.06%

04

Creating Urgency & **Ask for Sale**

Total Eligible Calls: 2669
Created Urgency & Ask for Sale: 63 (**2.36%**)





4.76%


Best Practices – Ask For Sale


Sample Calls

1) Cross Insurance & Ask for Sale


 **Agent :** Did you want me to include the cancel for any reason Insurance transactions?


 **Agent 9:50:** You want me to put that on a courtesy


 **Agent: :** Okay so the Insurance would be two zero nine per person and the standard would be one forty four per person


 **Agent: :** Okay and now I just need to get their names and I don't have passport

2) Price out/Quote Package Ask for Sale


 **Agent :** we're looking at three thousand one hundred nine dollars and sixty-eight cents on that booking


 **Agent :** Do you wanna go ahead and hold the reservation today?


 **Agent :** I am getting a total package price of one thousand five hundred thirty dollars and fifty three cents


 **Agent :** Do you wanna put a name and put this on hold at this time

3) Ask for Sale & Cross Sell Insurance


 **Agent :** Do you want to put this on hold?


 **Agent: :** And hey did you want the insurance plan on this package

 **Agent :** We can do a payment if you want

 **Agent: :** I'm getting Insurance in case anybody has to cancel for any reason

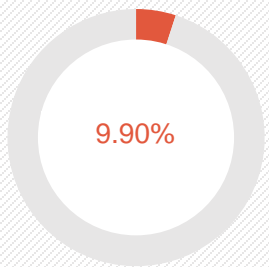
4) Urgency & Ask for Sale

 **Agent :** Right of course, the price is subject to change

 **Agent :** Right now, we're gonna hold what we have

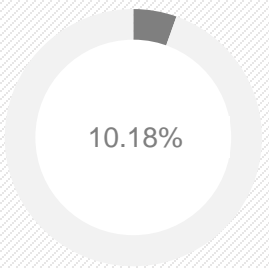
Overall %: Creating Urgency in Sales

Nov'18



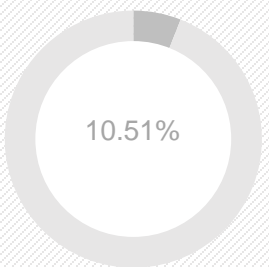
0.28%

Dec'18



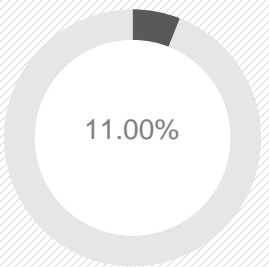
0.33%

Jan'19



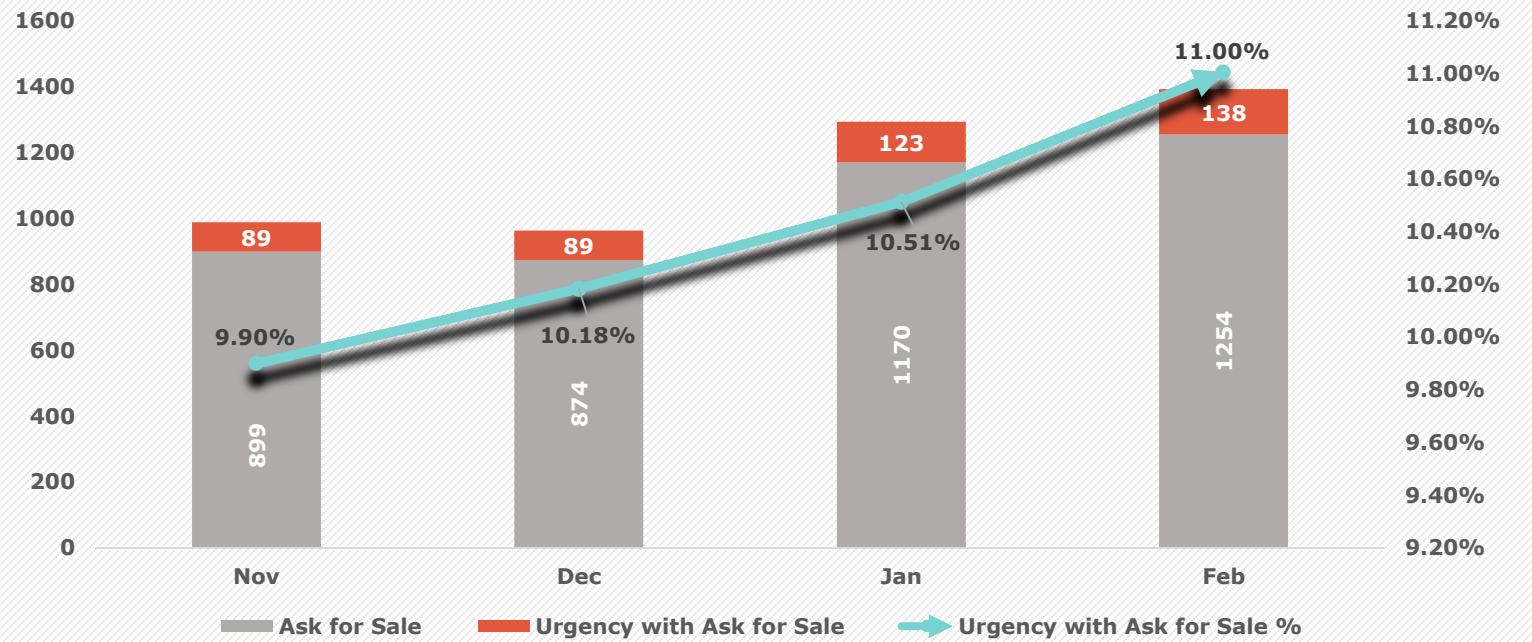
0.49%

Feb'19



Creating Urgency in Sales

Monthly Trend: Creating Urgency in Sales



Agent Arcade: Creating Urgency

Top Performers

Agent	Eligible Ask for Sale Calls	Create Urgency	% (Dec'18 - Feb'19)
Alicia	46	8	17.39%
Charity	66	10	15.15%
Lisa	61	9	14.75%
Leann	47	6	12.77%
Gloria	159	20	12.58%

Bottom Performers

Agent	Eligible Ask for Sale calls	Didn't Create Urgency	% (Dec'18 - Feb'19)
Brandie	17	12	70.59%
Marlene	130	84	64.62%
Matthew	146	94	64.38%
Nancy	48	30	62.50%
Kimberly	107	62	57.94%
Sian	127	71	55.91%
Lindsey	117	65	55.56%
Gloria	159	87	54.72%
Denae	81	44	54.32%
Diana	49	26	53.06%





Phrase Adherence: Creating Urgency


Phrase Adherence


Key Words	Adherence
Prices/Availability are subject to change	35.14% (65 calls)
based on availability	23.24% (43 calls)
Price/Rates may/might change	16.76% (31 calls)
get locked in	10.27% (19 calls)
Can't Guarantee Price	7.57% (14 calls)
Last/Few/Only Left	4.86% (9 calls)
Prices Fluctuate	2.16% (4 calls)


Sample Calls


 **Agent:** If you didn't hold it, the prices are always subject to change based upon availability

 **Customer:** The total that I gave them was just hundred and fourteenth per person

 **Agent:** Well if we don't have the names to lock it, that's gonna matter because it's based on availability

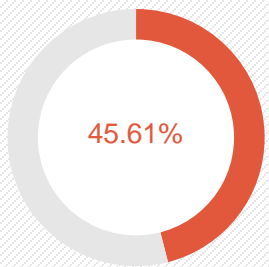
 **Customer:** When he set me up the information, he failed to put the other person's name in there and you guys still have birth dates correct

 **Agent:** They can book it I think up to three weeks before they can travel but the rate is gonna be based on availability

 **Customer:** Okay so it's just I could say hey you know I'm all booked book within two weeks

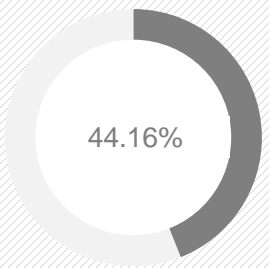
Overall %: Confirmed Booking

Nov'18



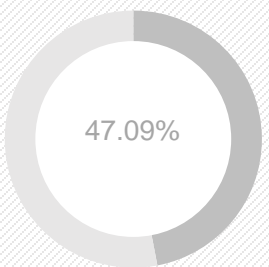
-1.44%

Dec'18



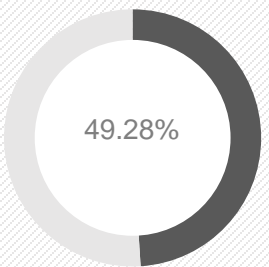
2.93%

Jan'19



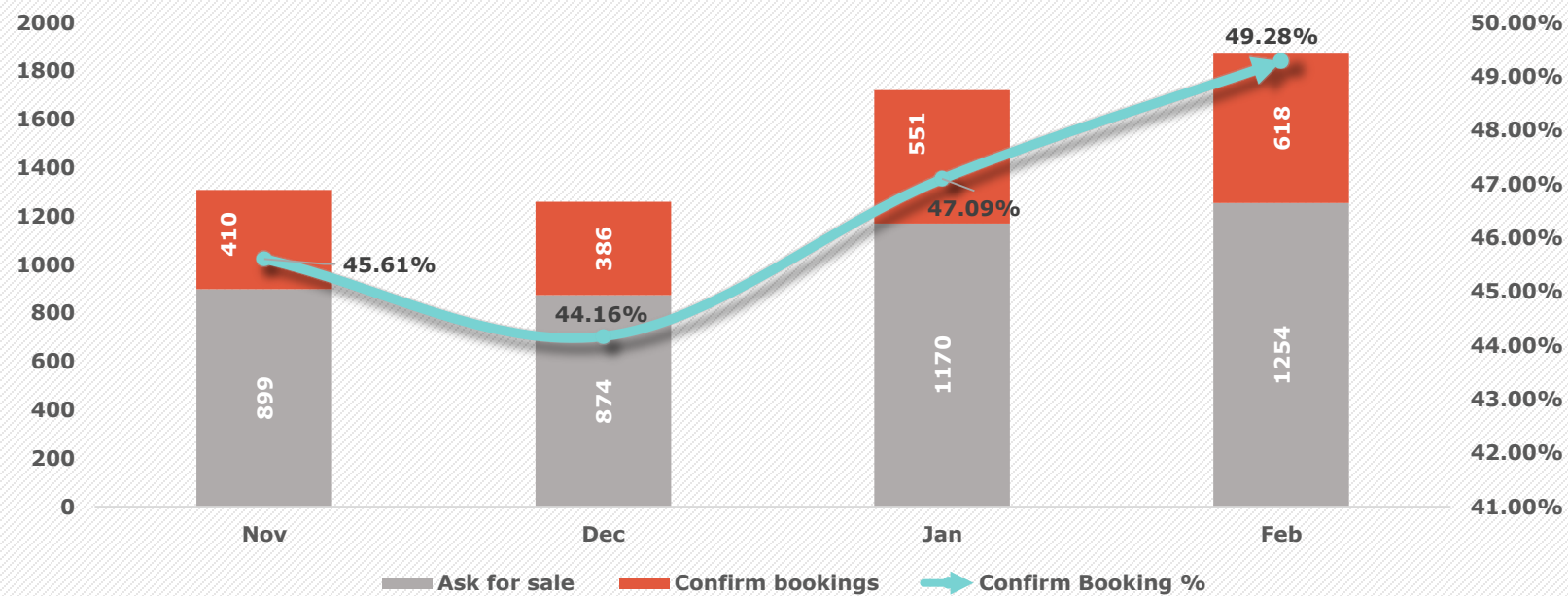
2.19%

Feb'19



Confirmed Booking: Booking Number Provided

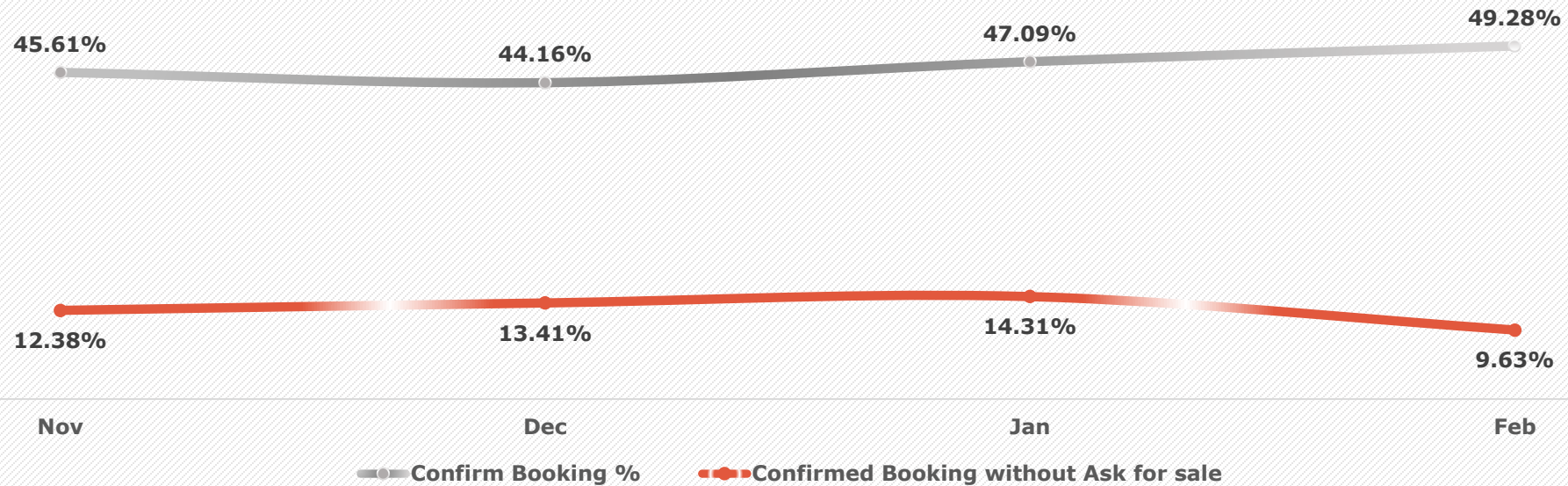
Monthly Trend: Booking Number Provided



Confirmed Booking: Ask for Sale Vs Didn't Ask

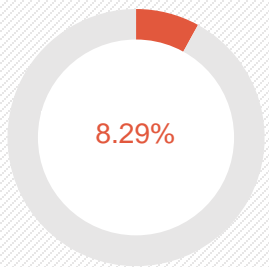
The below chart shows the trending on Booking Number (booking number: Provided) when agents are effectively asking for sale and instances wherein agents didn't ask for sale. The probability of confirmed Booking is almost **Three Times** more (**34.11%**) when agents are asking for sale

Monthly Trend on Agents asking for Sale V/s Agents who didn't ask for Sale



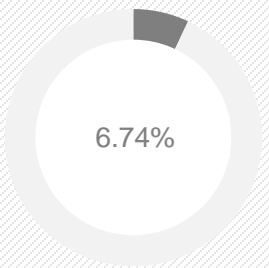
Overall %: Successful Payment

Nov'18



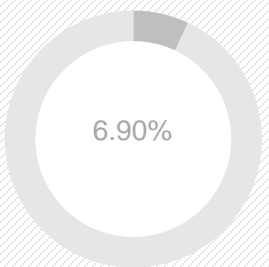
-1.56%

Dec'18



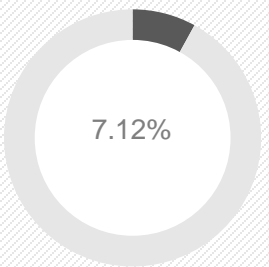
0.16%

Jan'19



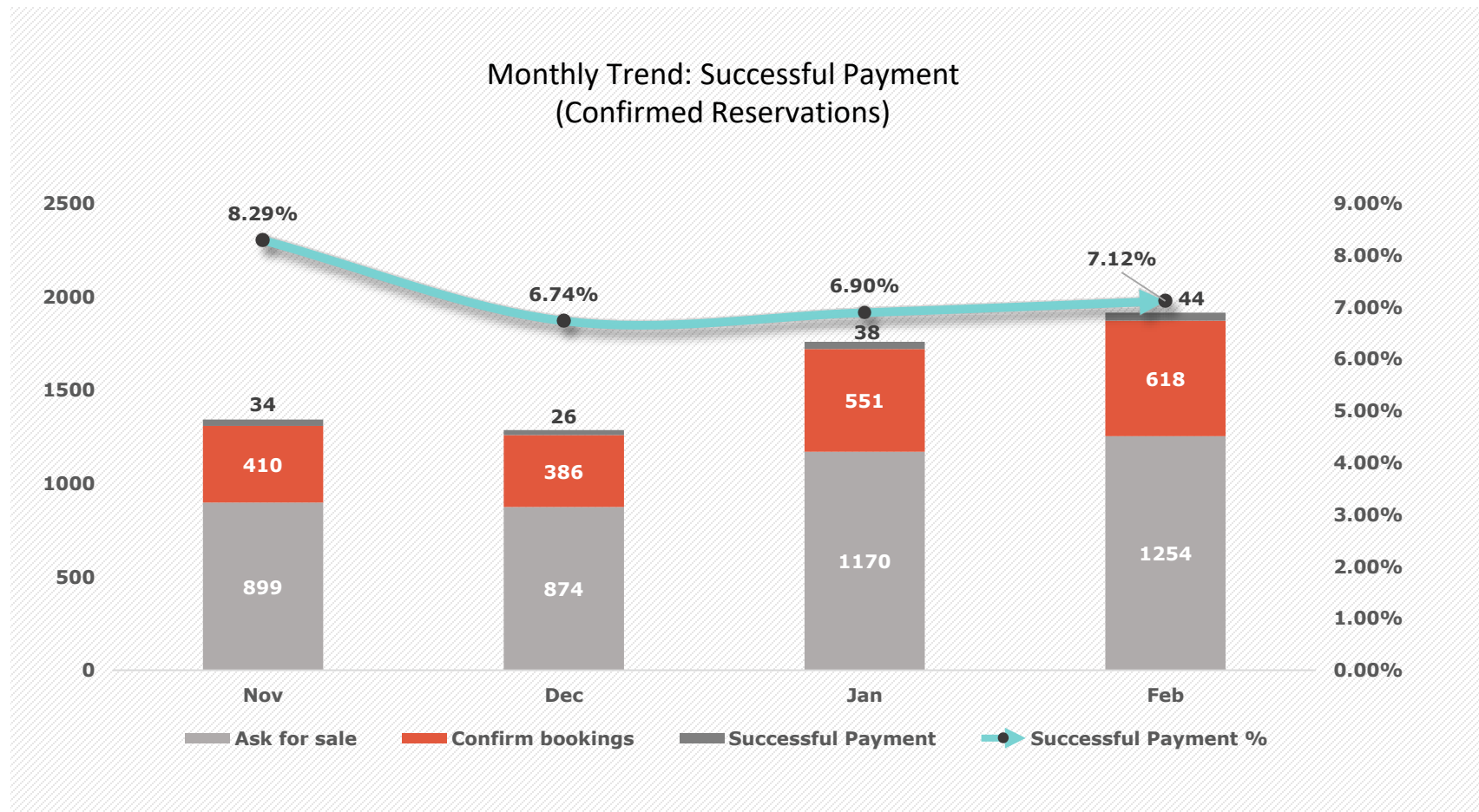
0.22%

Feb'19



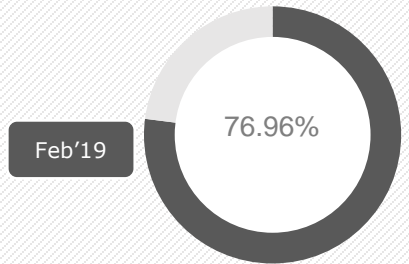
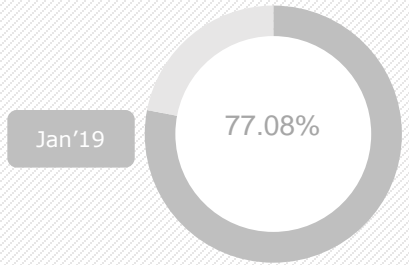
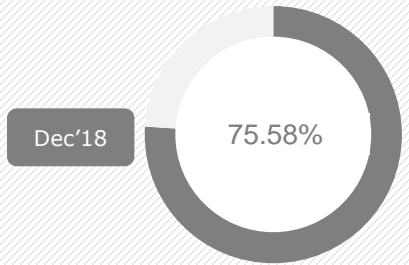
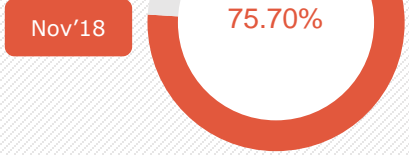
Confirmed Sales: Payment Successful

Monthly Trend: Successful Payment (Confirmed Reservations)



Focal Point: Cross Sell TPP & TPP Plus

Overall %: Cross Sell:
TPP & TPP+

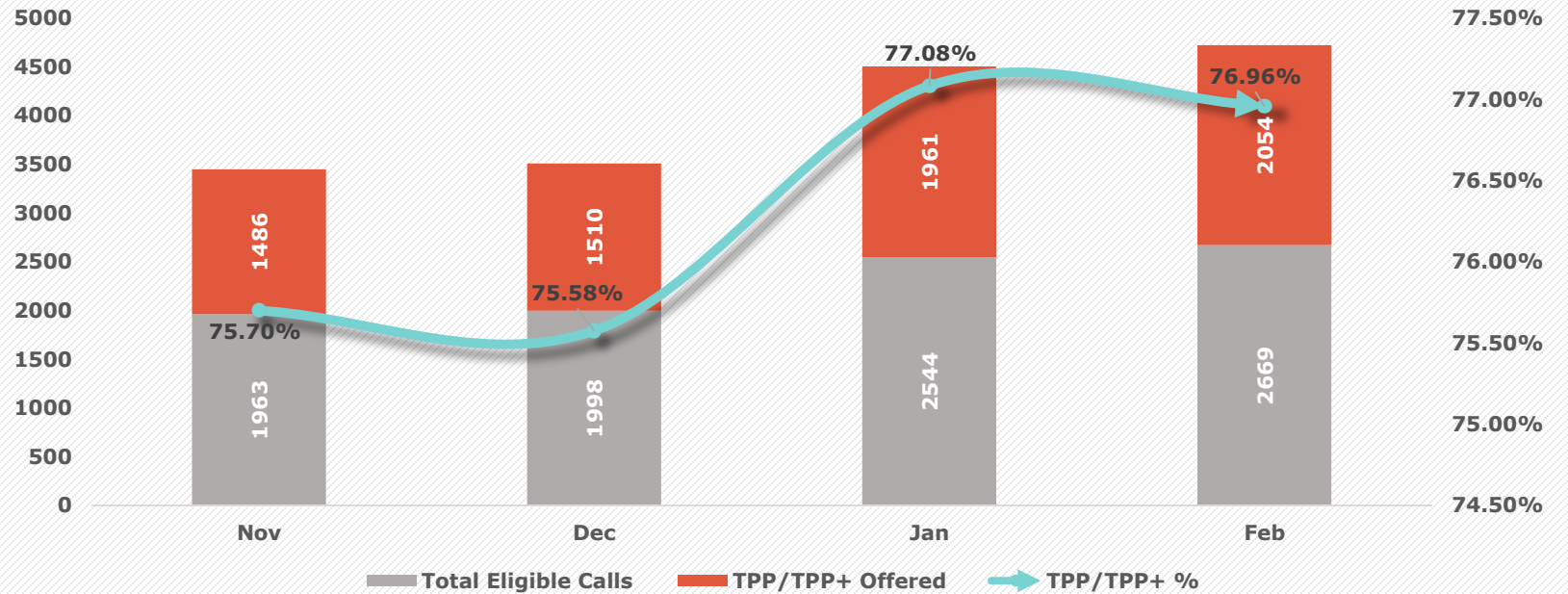


-0.12%

1.51%

-0.13%

Monthly Trend: Cross Sell TPP & TPP+



Cross Sell TPP & TPP+: Phrase Adherence

Phrase Adherence

Top 3 Phrases	1	2	3
Phrase	“Cancel For Any Reason”	“Add/Want/Include/Interested in Insurance”	“Add/Want/Include/Interested in Travel Protection”
Adherence	57.21%	10.03%	10.03%
When to use it?	<ul style="list-style-type: none"> • While Pricing the package • After Recap & Total Pricing • Recommending Hotel/Room/Flight/Vacation Package • Before/After Asking for Sale 		

Phrase In Adherence

1	2	
Two options/two different plans	How/what About Insurance/Travel Protection	Are we doing any kind of/type of Insurance/Travel Protection?
2.00%	1.70%	1.07%



Cross Sell TPP/TPP+: Agent Arcade

☐ Top Performers

Agent	Eligible Cross Sell TPP Calls	Cross Sell TPP/TPP+	Cross Sell TPP/TPP+ %
Paula	118	114	96.61%
Lisa	58	55	94.83%
Matthew	92	84	91.30%
Craig	89	81	91.01%
Dawn	172	156	90.70%
Jolene	75	68	90.67%
Kelly	62	56	90.32%
Kimberly	111	100	90.09%
Rhonda	90	81	90.00%
Laurie	55	49	89.09%

☐ Bottom Performers

Agent	Eligible Cross Sell TPP Calls	Didn't Cross Sell TPP/TPP+	Cross Sell TPP/TPP+ %
Leann	54	37	68.52%
Sidney	61	28	45.90%
Jonathan	53	23	43.40%
Roger	57	24	42.11%
Maylasia	62	26	41.94%
Chad	41	17	41.46%
Karen	80	31	38.75%
Cynthia	71	25	35.21%
Jackie Garcia	60	20	33.33%
Kristine	54	18	33.33%



Customer Objection Analysis

13.75%

❑ 13.75% of times noticed customer objections on High Price/Too Expensive/Can't Afford

❑ 367 calls from the total population of 2669 calls

19.75%

❑ 19.75% of times noticed customer objections on Call Back Later/Time is not right

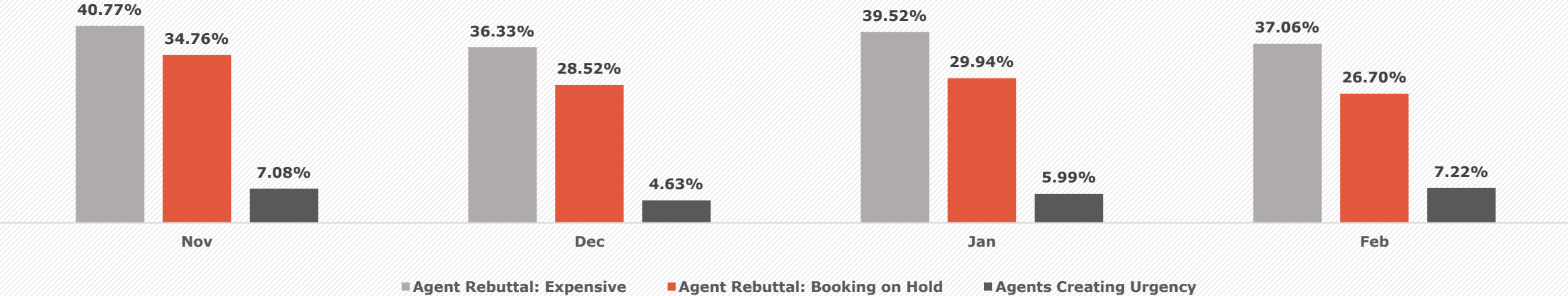
❑ 527 calls from the total population of 2669 calls

Monthly Trend: Customer Objections – Expensive and Call Back Later

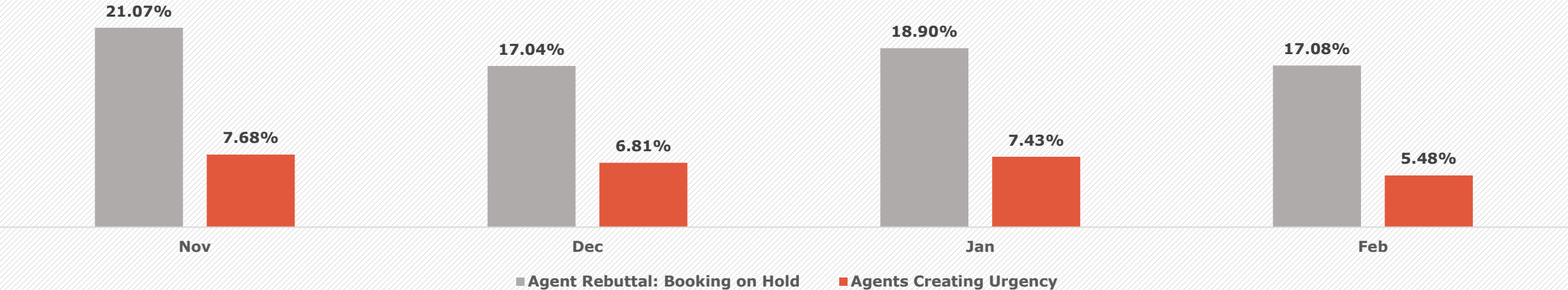


Customer Objection Analysis

Monthly Trend: Agent Rebuttals to Customer Objection: Expensive/Price is High




Monthly Trend: Agent Rebuttals to customer Objection: Call Back Later/Time





Customer Objection Analysis: Rebuttal Adherence


Rebuttal Type	Rebuttal	Adherence
Rebuttal Expensive	that's the best/lowest price	41.91%
	the least expensive	33.09%
Booking on Hold	Put it on/Twenty Four Hours Hold	28.68%
	Courtesy Hold	27.21%
Creating Urgency	Price/Rate are subject to change	8.09%
	Just/get/gonna/wanna/ get that/you are locked in	3.68%


Sample Calls


 **Customer:** Then I'll be probably hopefully giving you a call back

 **Customer:** Thank you so much I am gonna look into this and I will call you back

 **Customer:** She is going along so would it be less expensive if she didn't

 **Agent:** Keep in mind I can't guarantee pricing until it's booked

 **Agent:** If you wanna hold something then we can hold it for twenty four hours for you

 **Agent:** That's the least expensive room at this time for the reservation

Thank You!

