



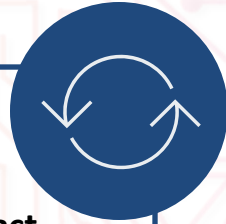
YOUR TRUSTED ADVISOR FOR
Remarkable Customer Experiences

Etech delivers next generation BPO solutions. A global minority owned business, Etech has created and trademarked how to turn your data into strategic insights. Leveraging the power of artificial plus human intelligence Etech enhances training and coaching to focus on critical behaviors creating improved customer experiences and shareholder value.

360° Contact Center Performance Management

Intelligent Topic Mining

Identify, repeat contacts, reason for contact, contact trends, pattern shifts in near real time to identify customer effort, isolate impact points and implement corrective actions in the moment.



Automated Compliance Monitoring

Compliance Audit on 100% of the customer interaction insuring we are identifying compliance issues in near time, triggering self education actions to the agents within moments of a call being taken instead of weeks old feedbacks.



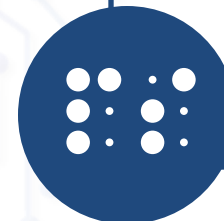
Complete Knowledge Sync

360 Degree view into performance with self serve Behavior monitoring customized for FTR to identify agent response patterns that do not match the ideal state, indicating a knowledge gap, tech stack utilization patterns among teams/agents/vendors, survey responses, handle time etc.



Data Driven Hybrid QA

Allocate Human Guided Reviews automatically to QA Team based on predefined triggers like Sentiments, Silence Time, AHT, Conversation topics like Truck Roll etc.



Analysis Overview

■ Descriptive Analytics

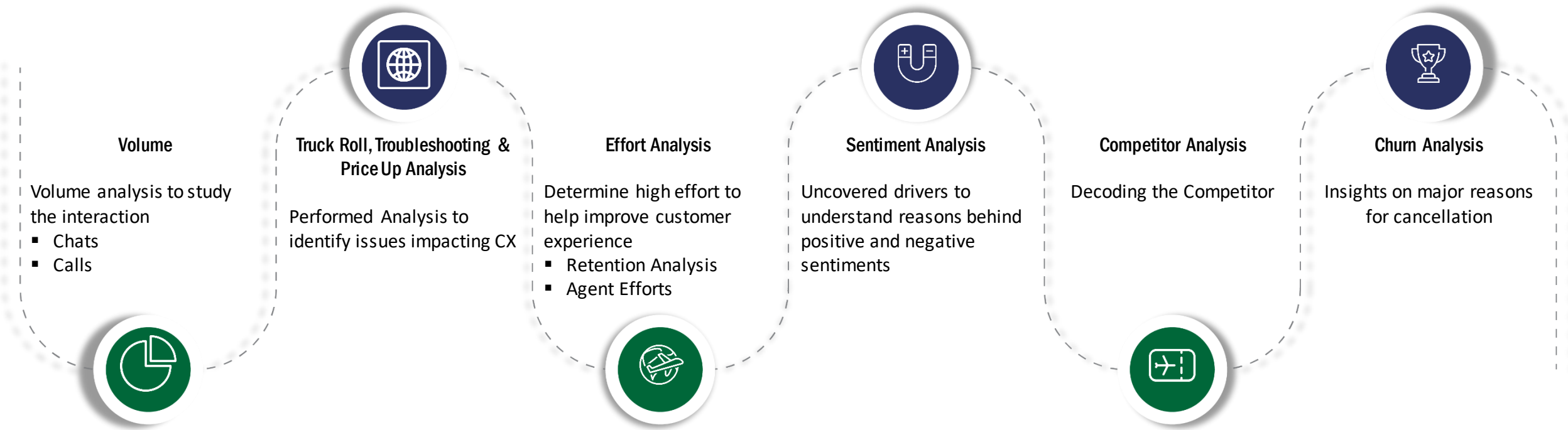
Team created categories to uncover data points

■ Diagnostic Analytics

Performed analysis using techniques such as Level 2 drill down, data discovery, data mining to determine root cause

■ Prescriptive Analytics

Utilized data to determine an optimal course of action to drive outcomes

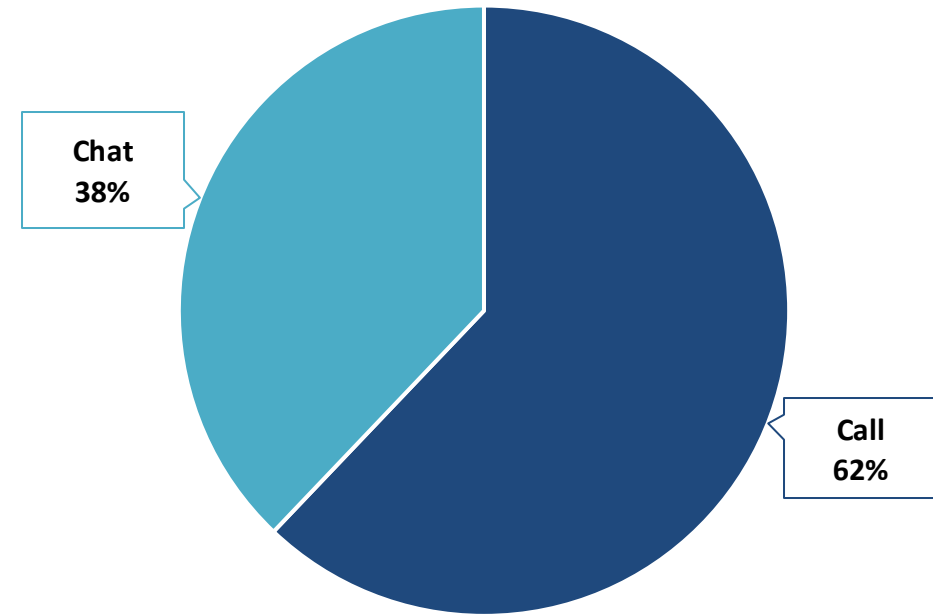


Interaction Volume Distribution

Total Interaction – 4,295,041

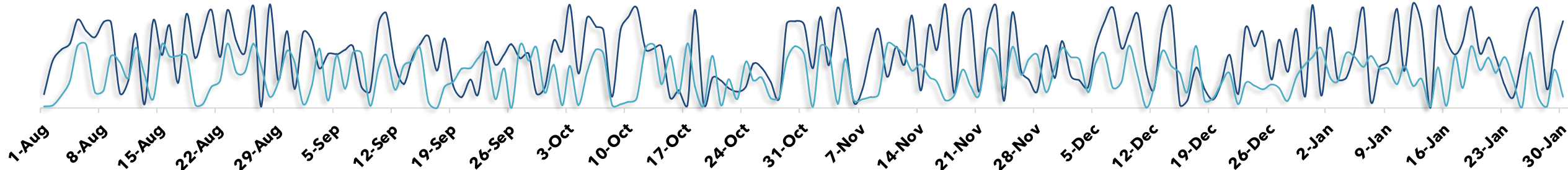
Month	Call	Chat
August	711,123	433,785
September	▲ 796,326	▲ 485,759
October	▼ 696,632	▼ 424,946
November	▲ 796,511	▲ 485,872
December	▼ 436,966	▼ 266,549
January	▲ 532,598	▲ 324,885

Overall Volume Distribution by Interaction Type



Interaction Type Volume Trends

— Call — Chat



The Outcome – Etech’s Trusted Advisor Partnership Model

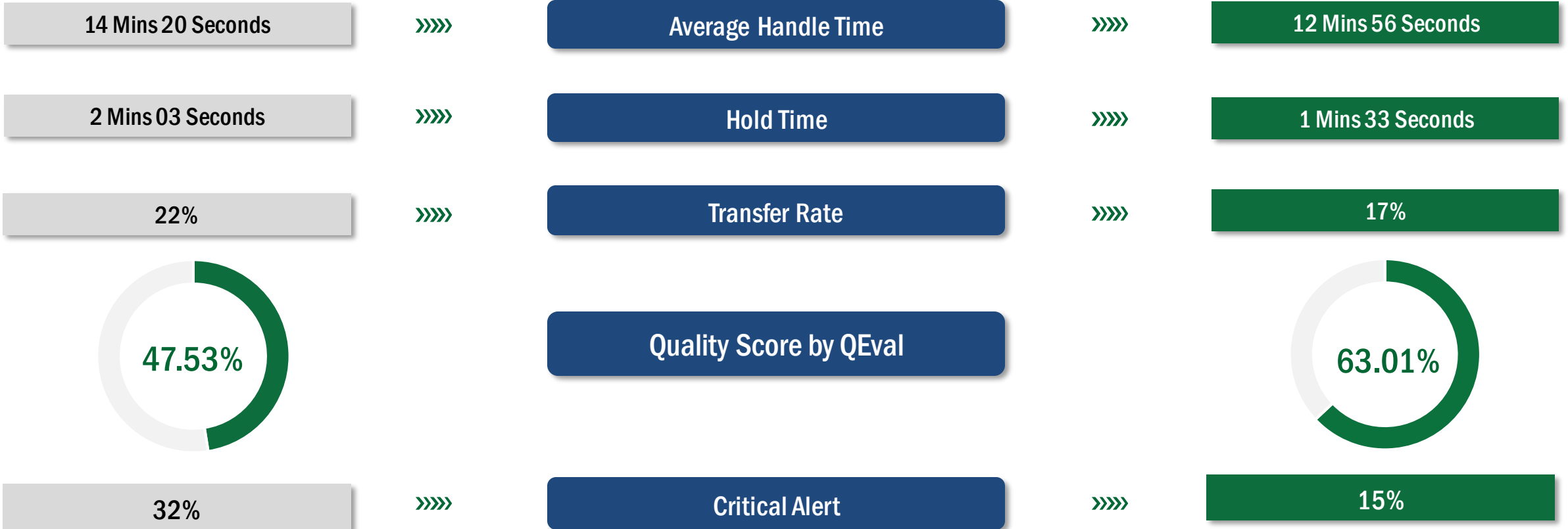
When Started Aug'23




Savings

\$2,946,130

After 6 Months Jan'24



A blue-tinted photograph of four call center agents in a professional office setting. They are wearing headsets and are gathered around a computer monitor, appearing to be in a collaborative work environment. The background shows office cubicles and windows.

Interaction Type:
Calls – 3,970,156

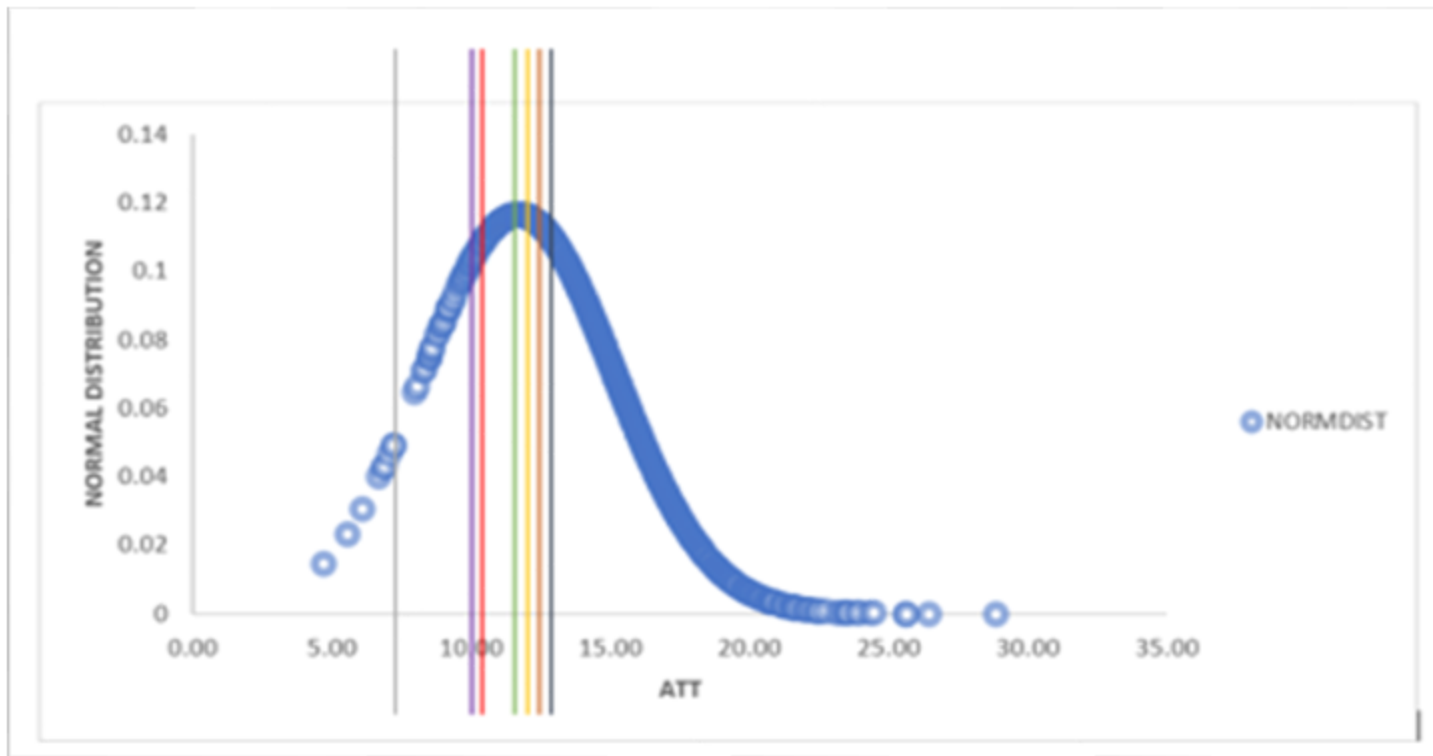
AHT Outliers



On average, an agent spends 11.69 minutes with a customer resolving their issues. Agents in TSO LOBs are spending the most time at 13.17 minutes per interaction.



When we look deeper to understand the average time taken by agents at different centers standing at 12.55 minutes is highest among the group with the ATT Ranging from 7.50 minutes to 12.55 minutes

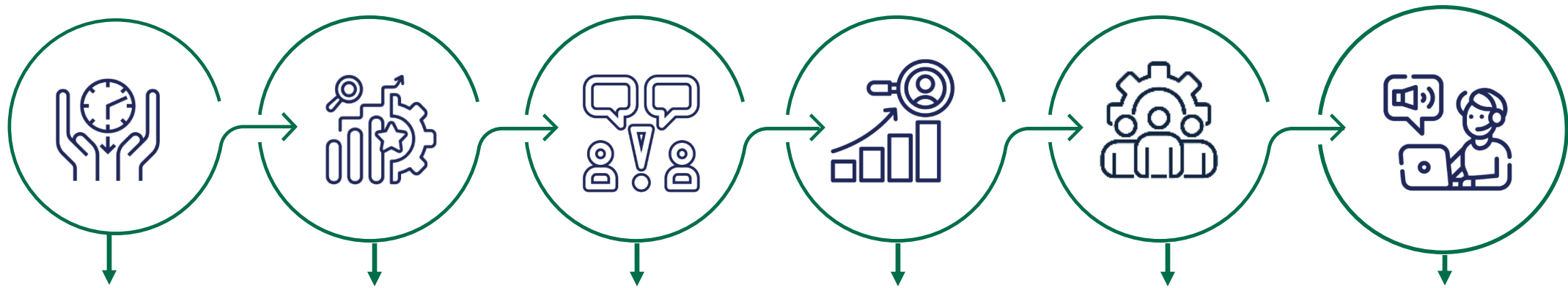


Agent level distribution of the average talk time below clearly indicated outliers beyond 1 sigma of the mean at 15 minutes are 147 with an average talk time of 29.67 Minutes.



Total Talk Time these agents spent on phone =
23,624 Hours

Closed Looped Monitoring Framework for Service Assurance



3 Evaluations/ Agent/ Week

EI strategy to monitor per agent/week evaluations to receive frequent feedback.

Call Evaluation on Key Performance Behavior Matrix

Determine KPB and focused evaluations to have a maximum impact towards process improvement.

Daily Performance Reporting

Stay on top of the metrics/KPIs and insights on agent performance drilling it down by supervisor, LOB and Center.

Weekly Trends & coaching effectiveness reporting

Making coaching an effective and integral component – showcasing agent, supervisor, LOB and center level weekly trends.

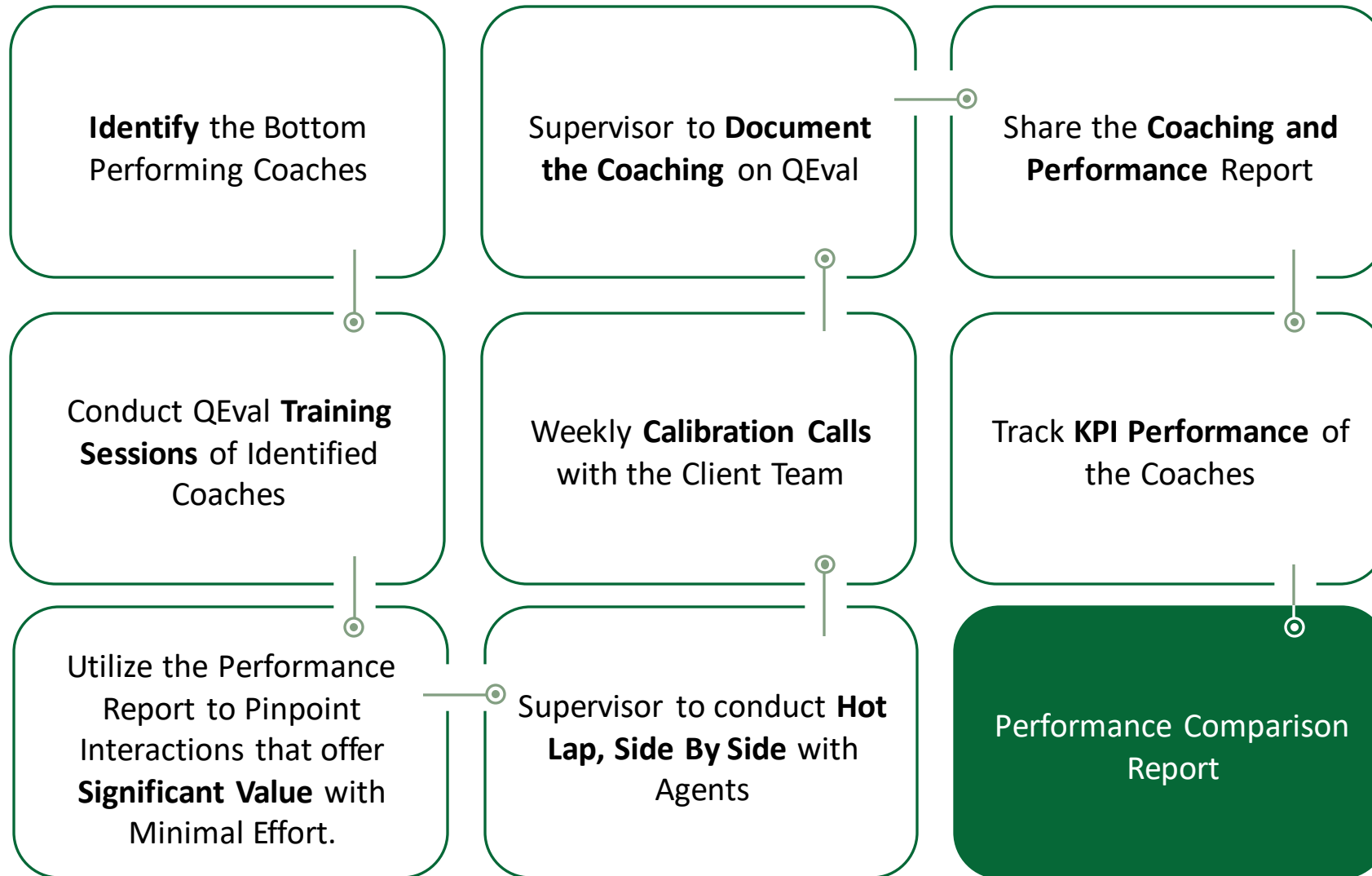
Bimonthly Calibration Sessions & Monthly Reviews

Ensuring consistent scoring, which is the basis for measuring the performance of agents, help assure precise measurements and streamline scoring and understanding towards scorecard across the board.

Monitor & Control

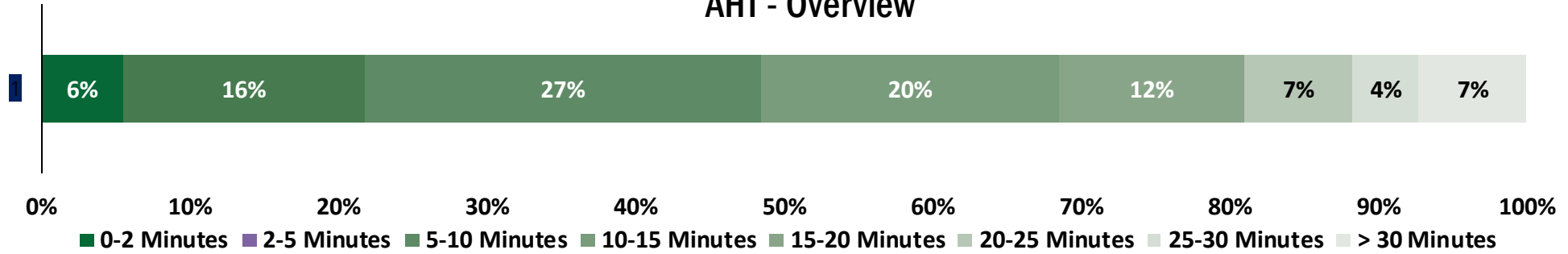
Continuous process of data collection, coaching, Actionable Feedback, Acknowledgement & Follow-ups

Process Improvement Plan

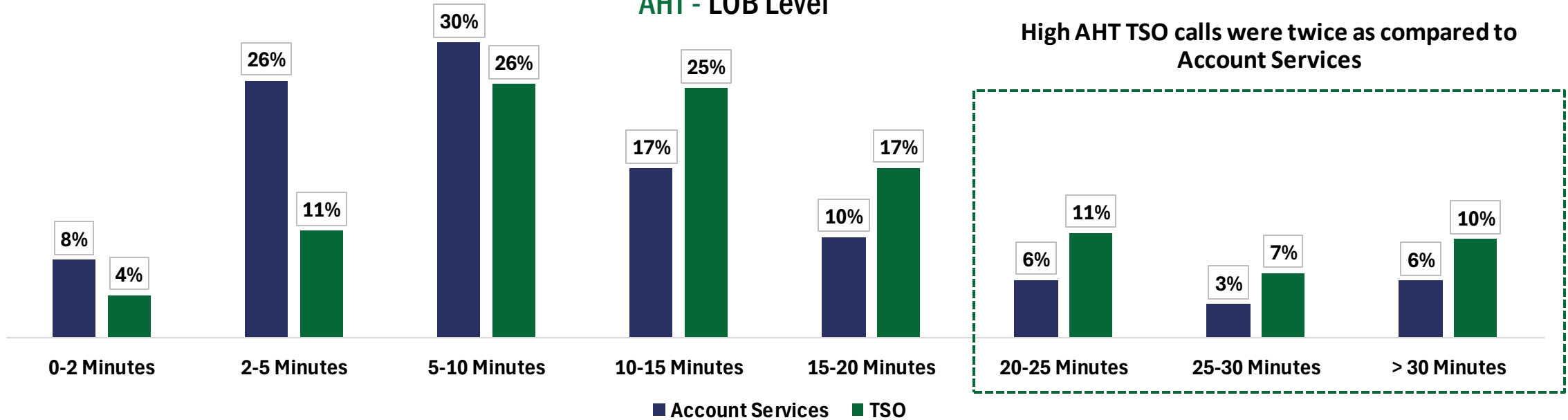


AHT Analysis

AHT - Overview

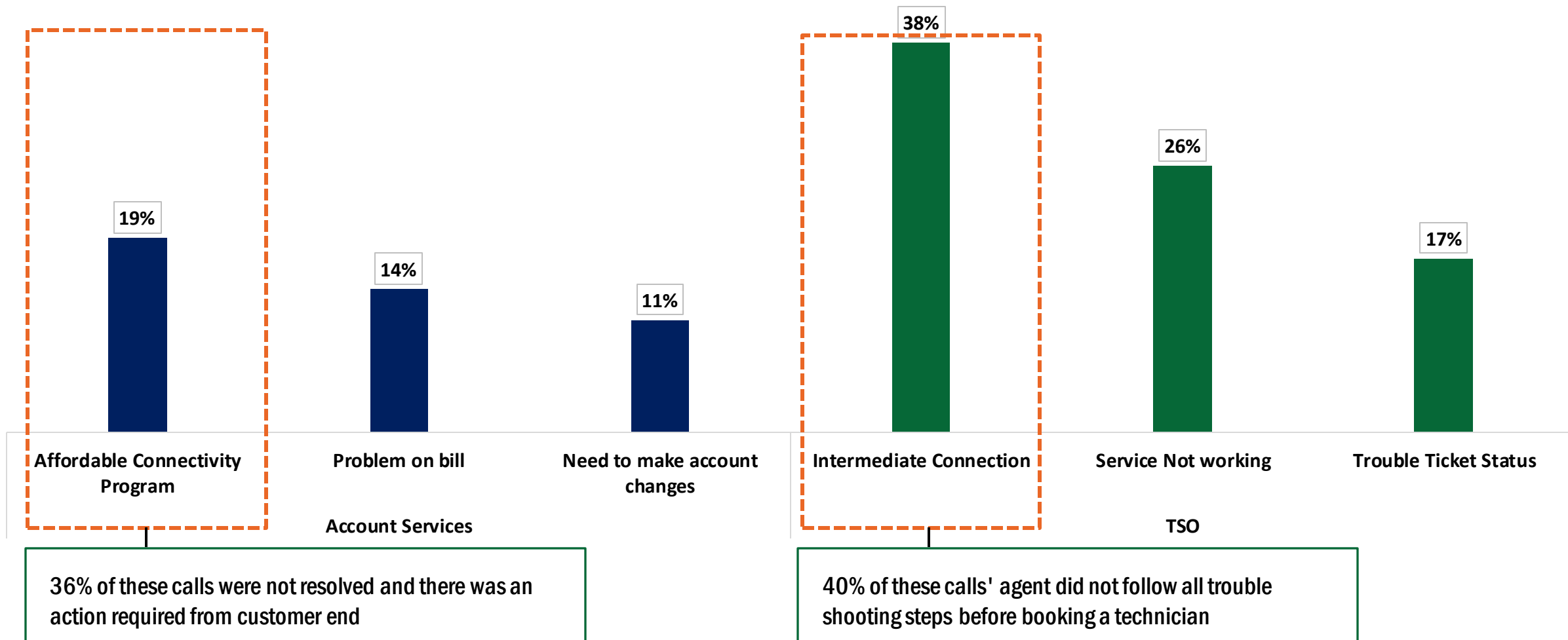


AHT - LOB Level



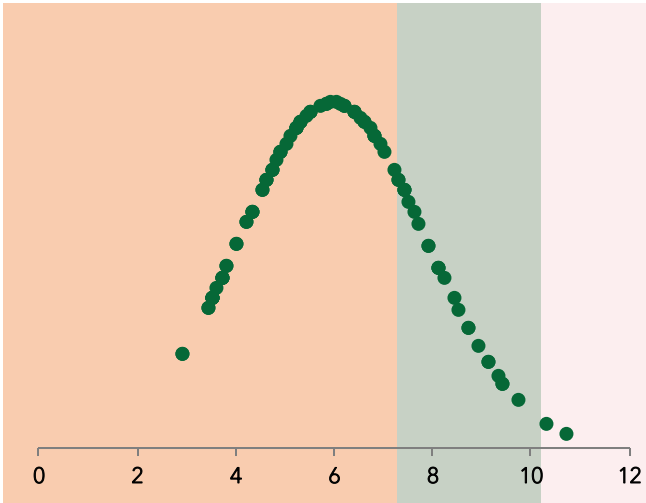
Call Reasons – High AHT Calls

Call Reasons - High AHT Calls



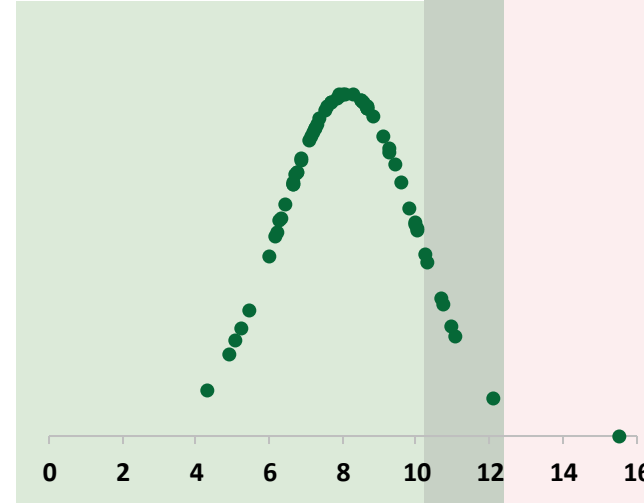
AHT Analysis Vs Call Reasons

Billing Issue



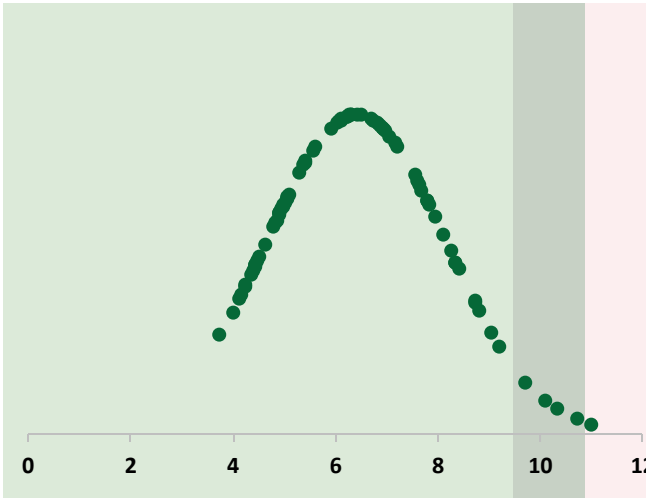
Agent Name	Volume	Average Talk Time
Alpha	57	9.4
Beta	49	9.4
Gamma	37	9.7
Delta	29	10.3
Epsilon	25	10.7

ACP



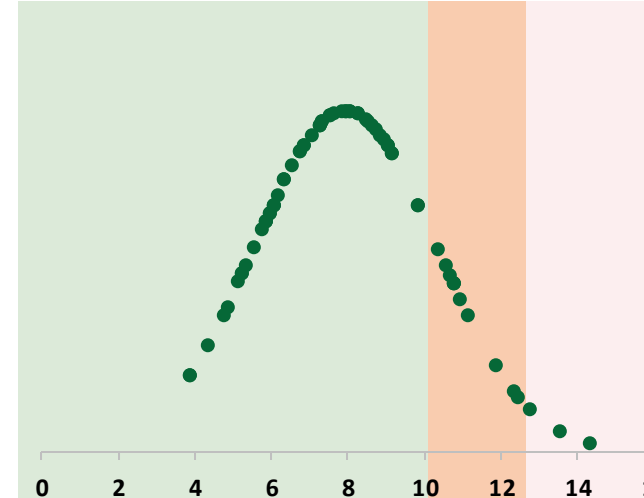
Agent Name	Volume	Average Talk Time
Zeta	30	10.7
Eta	21	10.9
Theta	15	11.1
Iota	15	12.1
Kappa	10	15.5

Billing Information



Agent Name	Volume	Average Talk Time
Lambda	25	9.7
Mu	13	10.1
Nu	10	10.3
Xi	7	10.7
Omicron	6	11.0

Installation

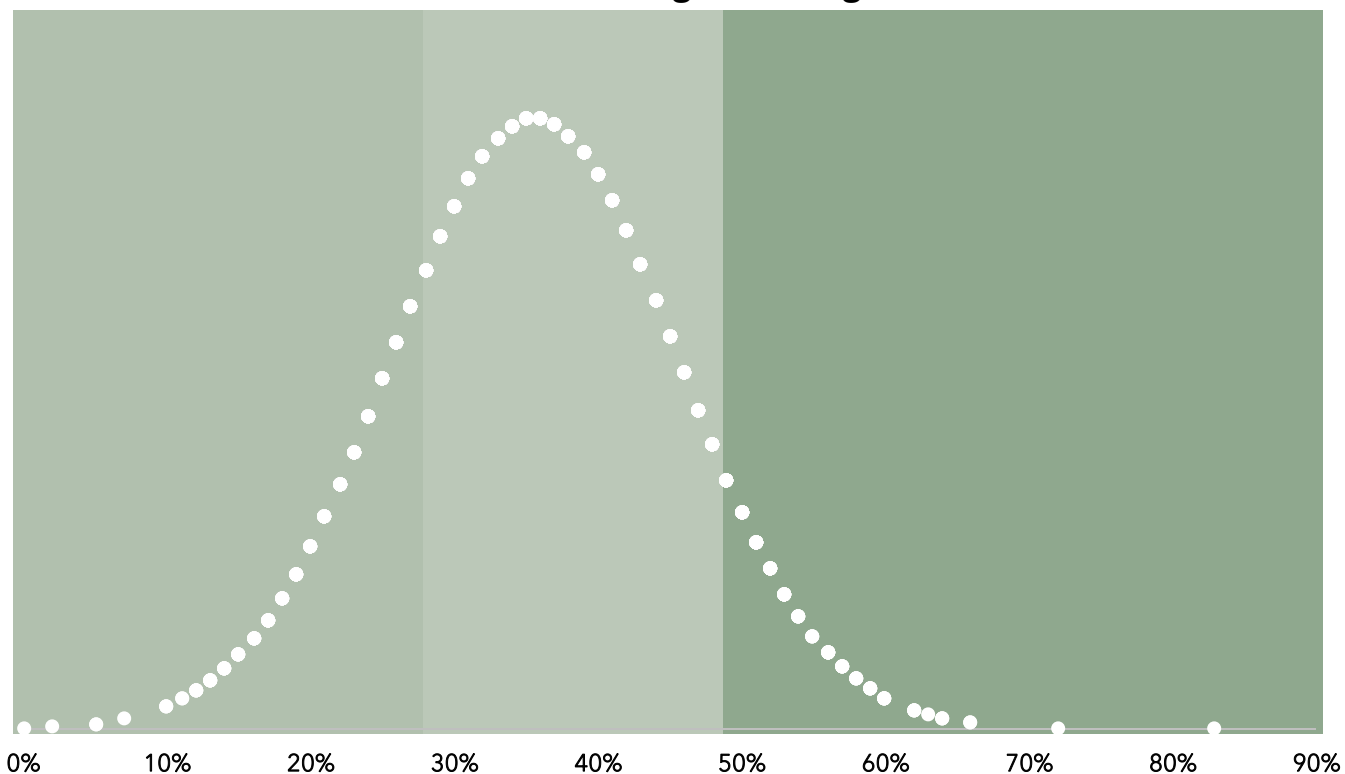


Agent Name	Volume	Average Talk Time
Iota	11	12.3
Kappa	8	12.4
Lambda	6	12.7
Mu	4	13.5
Nu	2	14.3

Silence Time - Normal Distribution Analysis

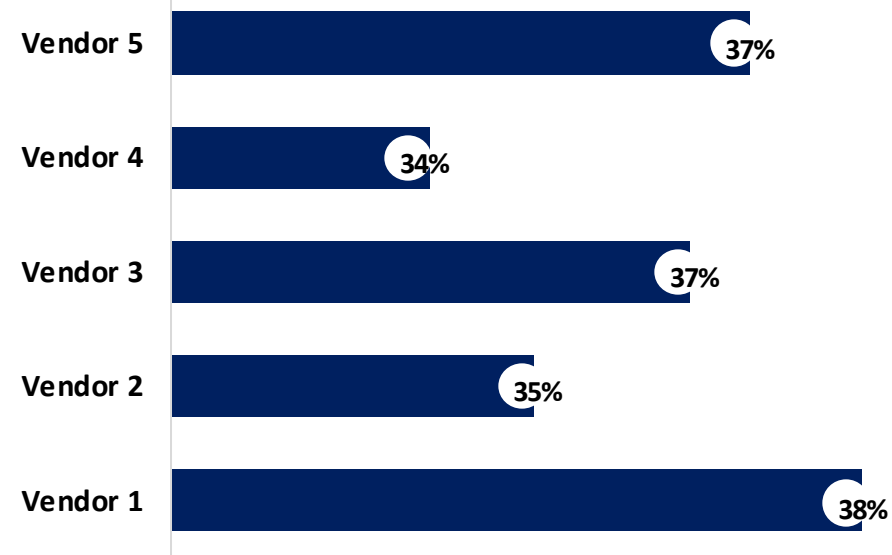
Meets Expectation Range	Needs Improvement Range	Unacceptable Range
Below 25.56%	25.56% - 45.61%	Above 45.61%
220 Agents	938 Agents	220 Agents

Normal Distribution - Average Handling Time

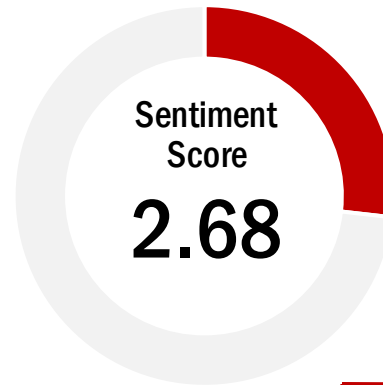


LOB	Silence Time
Copper	32%
Fiber	35%
Account Services	34%

Vendor Level - Silence time



Sentiment Analysis



Positive VOC



Great representatives! **Worked to get my issue handled** and had everything taken care of before the end of our conversation! Because i was very impressed by your patience,

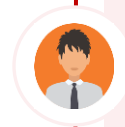


I have been with you for a few years now, and **I am very happy with the service**. Great communications, and **very helpful with solving issues**.



The installation guy was awesome at his job and explained everything to us that we needed to know about the error

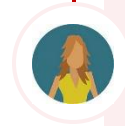
Negative VOC



Bill prices are getting higher and higher every day and i can't afford the same



First of all, let's just say **I've been on the phone for 53 minutes** with you the same three stupid songs. **That's ridiculous**. Number one, number **two you're way overpriced**,

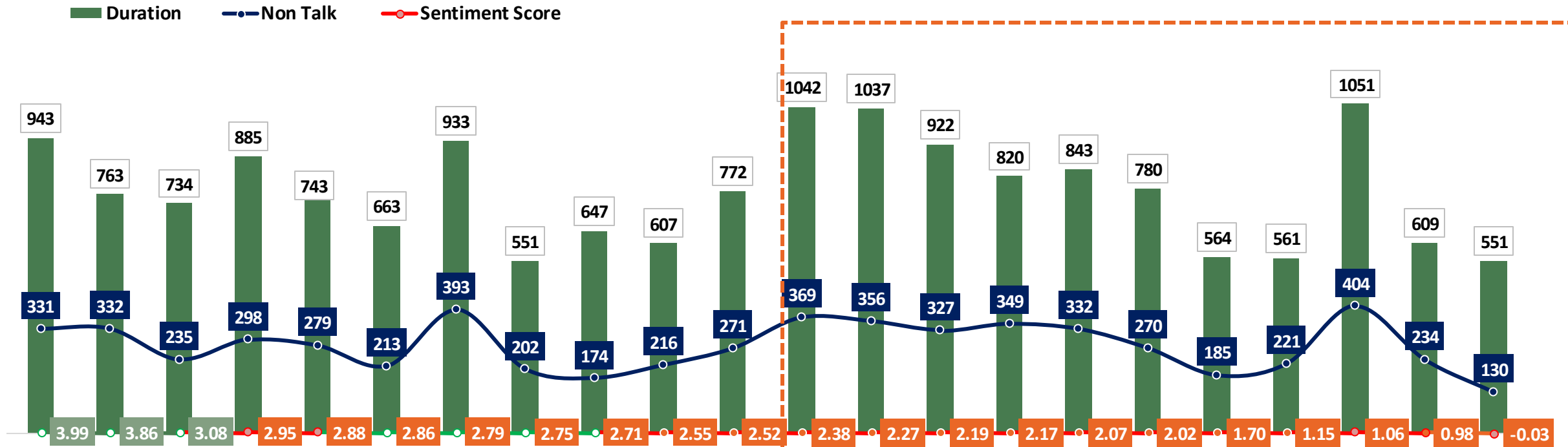


I did not have a very good and pleasurable time with the customer service. Also, I have been facing issues with the autopay and you all **want me to wait for 24 hrs. for restoration of services** after making the payment

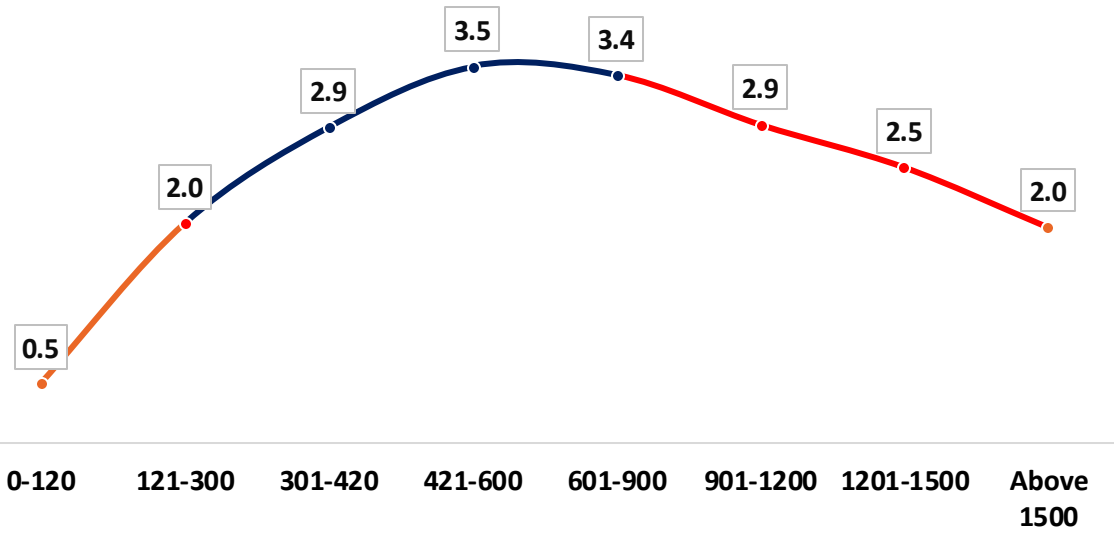


Call Reasons Sentiment VS Non-talk Time VS Duration Analysis

The overall Sentiment Score averages **2.68**. However, specific call reasons such as Data, Video, Troubleshooting, and Account Inquiry exhibit notably low sentiment scores despite being among the most common reasons for calls. Additionally, calls with prolonged Non-Talk and Duration tend to have lower sentiment scores.



Call Duration And Non-talk Time - Sentiment Score



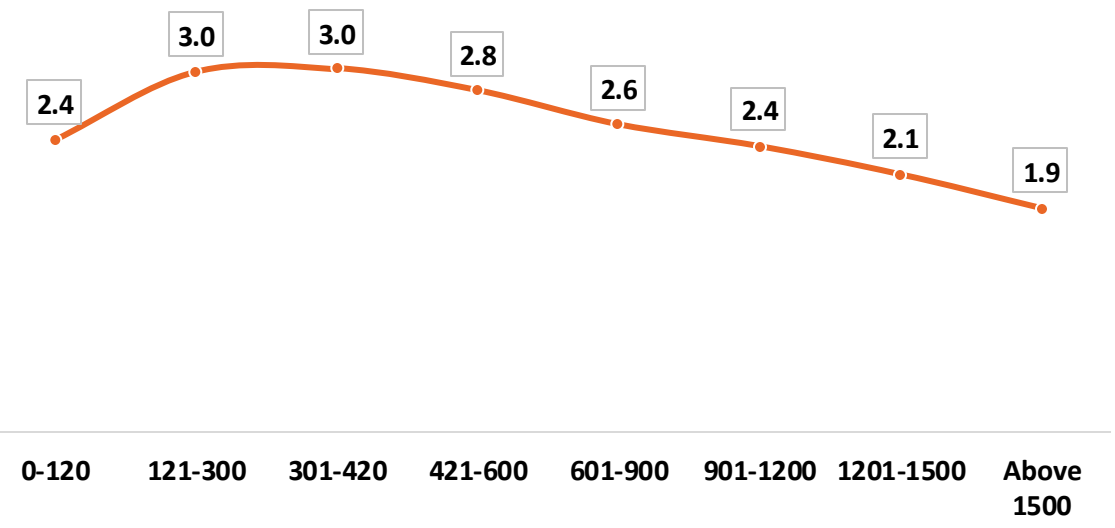
Call Duration Vs Sentiment Score

Very low and high Average Handling Time (AHT) of a call negatively impacted the sentiment score. For calls lasting less than 0-120 seconds, the sentiment score is 0.5, while calls exceeding 1200 seconds have a sentiment score below 2.6. It is evident that AHT has a greater impact on sentiment score compared to Non-Talk Time.



Non-Talk Time Vs Sentiment Score

An increase in Non-Talk Time has a noticeable impact on the Sentiment Score, leading to a decrease. The sentiment score drops notably when the Non-Talk Time exceeds 1500 seconds, reaching a low of **1.9**, indicating a significant negative effect.



Top And Bottom Supervisor & Agent Outliers- Sentiment Score

Supervisor Performance

Top 5 Supervisors	Sentiment Score
Group Omicron	5.22
Group Pi	5.04
Group Rho	4.98
Group Sigma	4.96
Group Tau	4.94

Bottom 5 Supervisors	Sentiment Score
Group Upsilon	0.48
Group Phi	0.45
Group Chi	0.31
Group Psi	0.30
Group Omega	-0.42

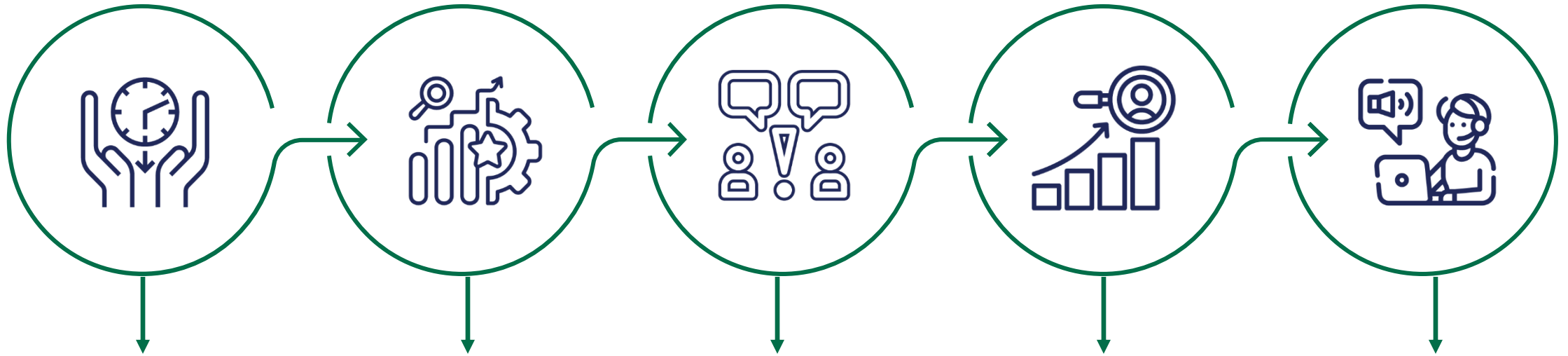
Outliers

Identified considering $-2 \text{ Sigma} = -0.26117$

Note – Below show first 50 outliers in the table

Agent Name	Supervisor Name	Sentiment Score	Non Talk Time	Duration in secs
Alpha	Group Omicron	-1.39	16	292
Beta	Group Pi	-1.23	74	255
Gamma	Group Rho	-0.90	86	530
Delta	Group Sigma	-0.42	46	661
Epsilon	Group Tau	-0.41	36	114
Zeta	Group Upsilon	-0.33	156	518
Eta	Group Phi	-0.32	247	672
Theta	Group Chi	-0.16	11	11
Iota	Group Psi	-0.14	178	578
Kappa	Group Omega	-0.13	55	190
Lambda	Group Omicron	-0.08	7	48
Mu	Group Pi	-0.06	83	146
Nu	Group Rho	-0.06	187	794
Xi	Group Sigma	-0.04	20	63
Omicron	Group Tau	0.00	143	840
Pi	Group Upsilon	0.02	18	18
Rho	Group Phi	0.04	377	1183
Sigma	Group Chi	0.08	25	49
Tau	Group Psi	0.13	252	636
Upsilon	Group Omega	0.21	300	859
Phi	Group Omicron	0.27	361	950
Chi	Group Pi	0.28	314	922
Psi	Group Rho	0.29	220	549
Omega	Group Sigma	0.31	546	1611
Wey	Group Tau	0.32	359	835
Ray	Group Upsilon	0.38	161	562
Goku	Group Phi	0.39	239	615
Chi	Group Chi	0.42	193	910
Yamcha	Group Psi	0.45	113	843
krillin	Group Omega	0.45	299	827

Recommendations: To Improve Sentiment Score



Reducing Non-Talk Time

With the help of regularly monitoring and analyzing agent performance metrics, including non-talk time, to identify areas for improvement and provide targeted coaching and support.

Improving AHT

Encourage agents to utilize the Knowledge Base and promptly respond to customer queries. Additionally, monitor their performance to ensure adherence to call scripts.

Communication Issue

Identifying outliers related to Communication Issues, providing targeted feedback on areas for improvement, determining which team experiences the highest frequency of issues to prevent overall customer sentiment impact, and resolving issues with minimal customer effort.

Improving FCR%

Failure to achieve FCR results in a low sentiment score. It's recommended for all agents to follow up with customers after resolving their issues to ensure satisfaction and complete resolution.

Actively Listening

Encourage agents to actively listen to customers' concerns and thoroughly comprehend the issue's nature before offering a solution. This ensures that the resolution aligns with the customer's needs and expectations.

A group of five diverse people (three men and two women) are sitting around a table in a meeting. They are engaged in a discussion, with one man in the center gesturing while speaking. A laptop is open in front of him. The entire image is overlaid with a semi-transparent blue filter.

Special Studies

Price Up Study

Sample Reviewed for High Price

3,150



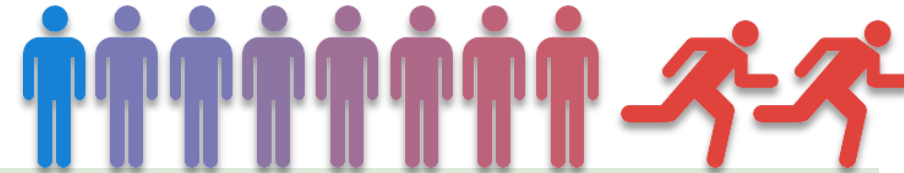
Agents failed to fully explain reason for price rise

1,150



Agents neglected to offer the option of ACP, AutoPay and Paperless Billing to help reduce the bill

381*



\$

REVENUE LOSS



\$2000

X

381

=

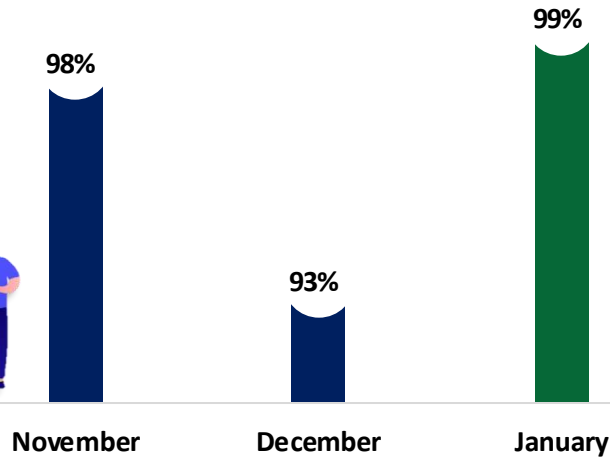
\$762,000

Lifetime Margin of a customer (Churn)

*Total Churn Customers

Truck Roll Analysis

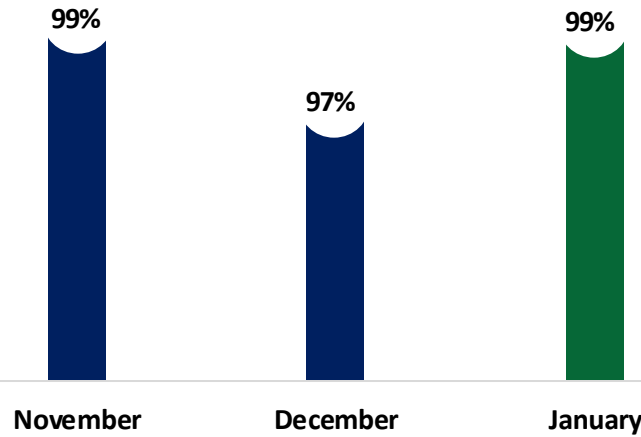
Repeat Appointment Date



6%

We've seen an increase of 6% in January over December - attributed to agents Repeating Appointment Date

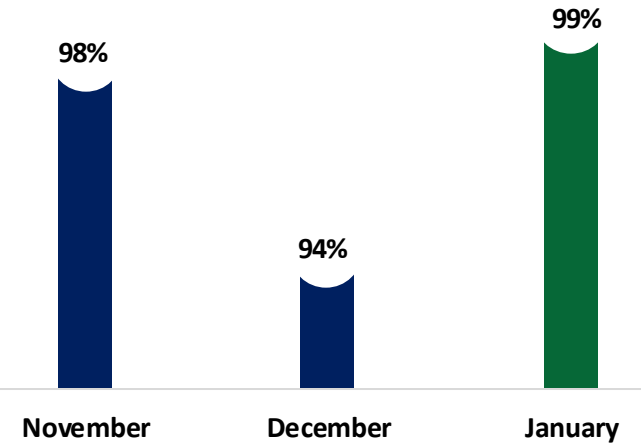
Honor Customers Availability



2%

We've seen an increase of 2% in January over December - attributed to agents honouring the customer's availability

Follow Workflow as per Screen

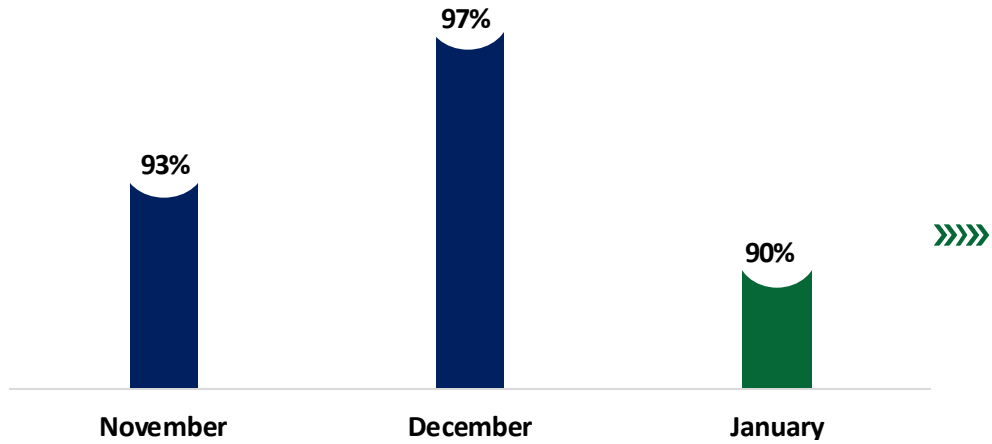


5%

We've seen an increase of 5% in January over December - attributed to agents following the Workflow as per the screen

Troubleshooting Steps

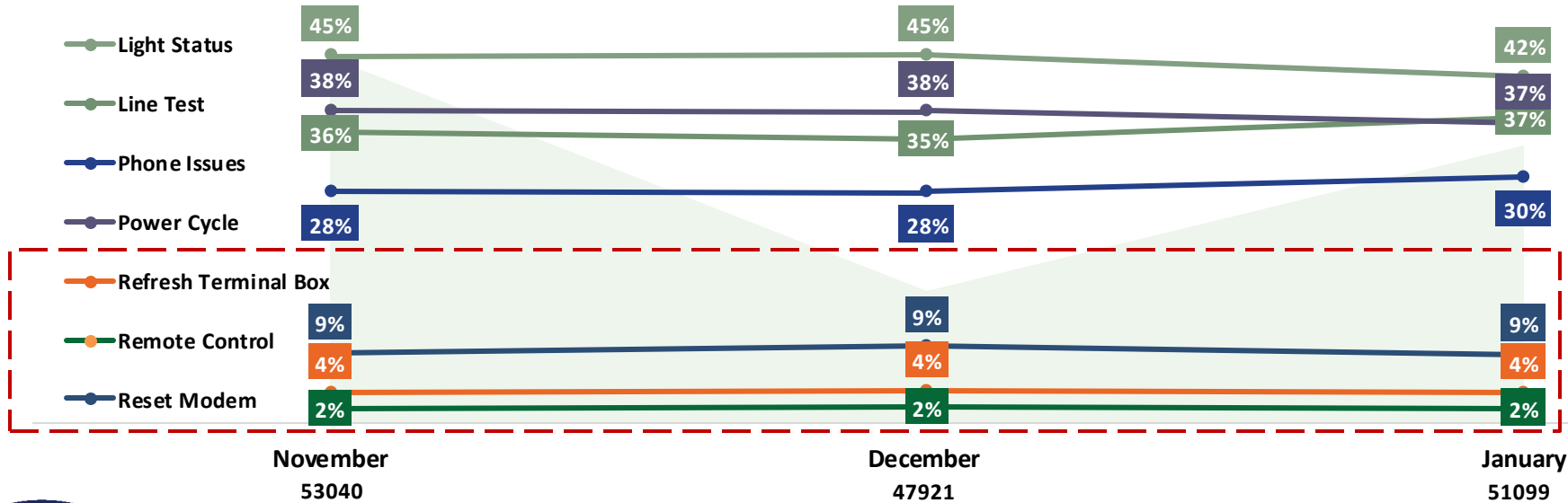
Monthly Trend



7%
 We've seen a decline of 7% in January over December - attributed to agents performing all troubleshooting steps



Troubleshooting Steps Followed



We've seen on majority of the calls, agents are missing these three Troubleshooting Steps i.e., Refresh Terminal Box, Remote Control and Reset Modem

Truck Roll Study

Sample Review Truck Roll

3021



Bookings **without** undertaking any troubleshooting steps before scheduling the Truck Roll

230*



\$

REVENUE LOSS



BOOKING
CANCELLED

\$180

Estimated expense per booking

X

230

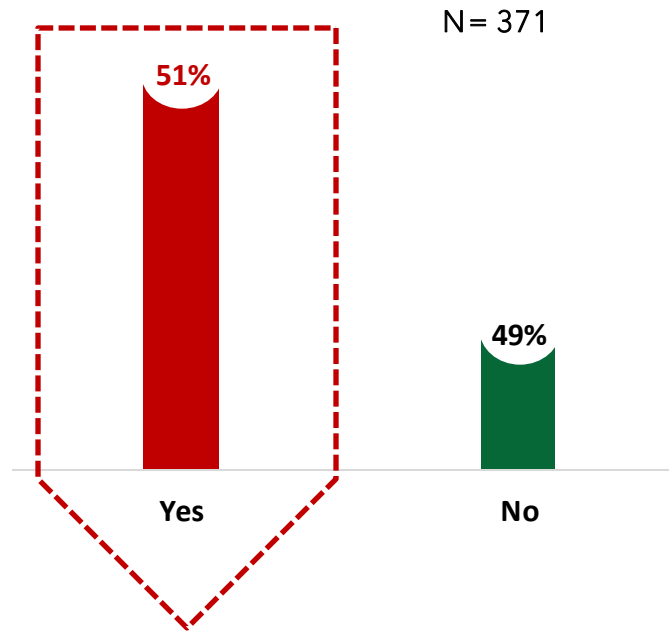
*Unnecessary Truck Rolls Booked

=

\$41,400

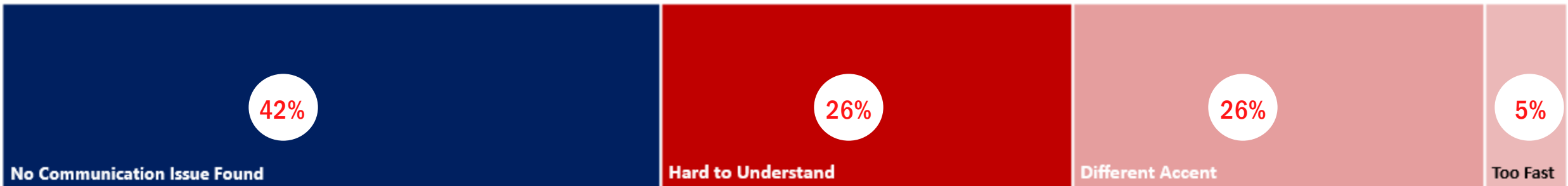
Language Issues - Analysis

Communication Issue - Comment

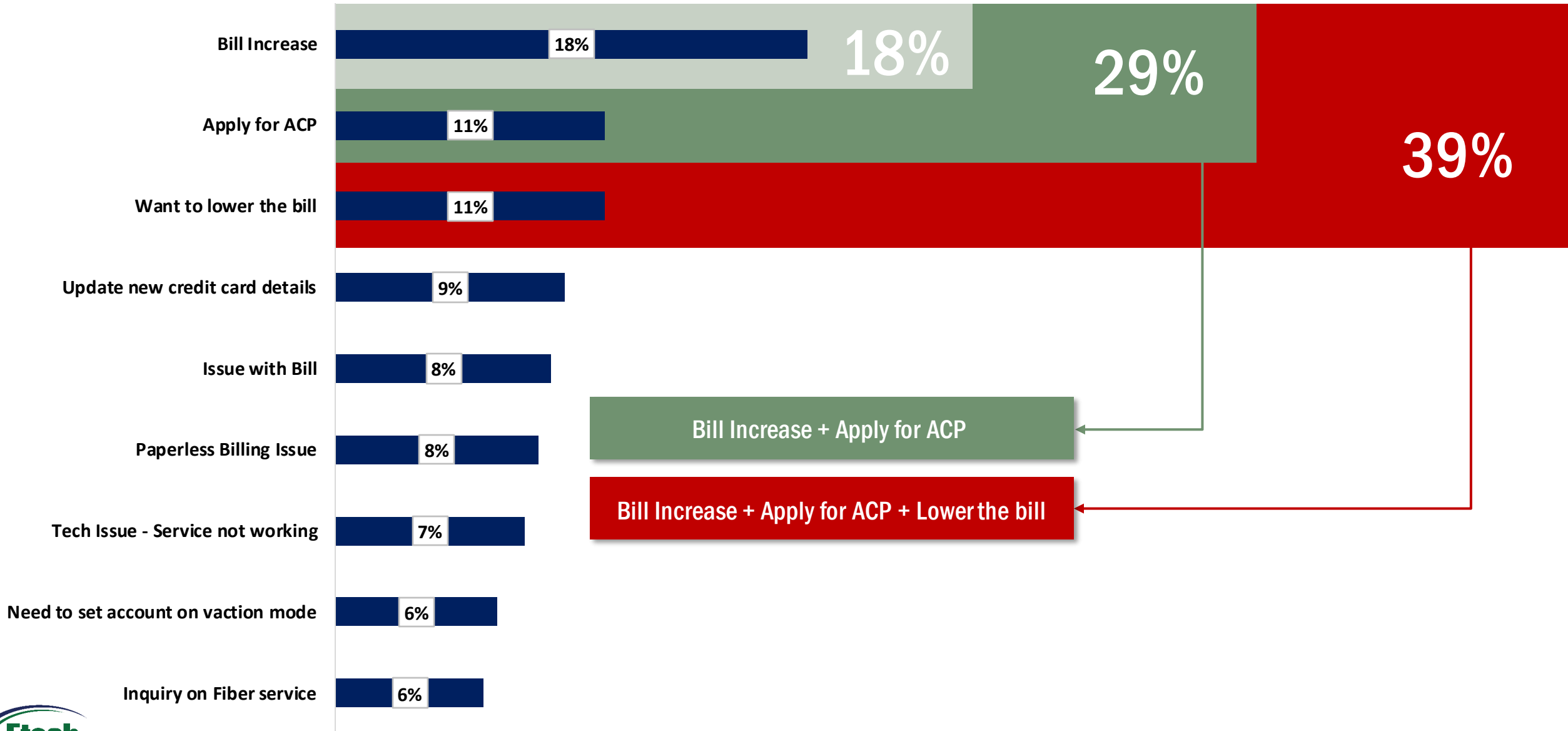


Among the 371 surveys audited, as per customer VOC communication issue found on **51%** surveys

Communication Issue - Results



Communication Issues - Reasons

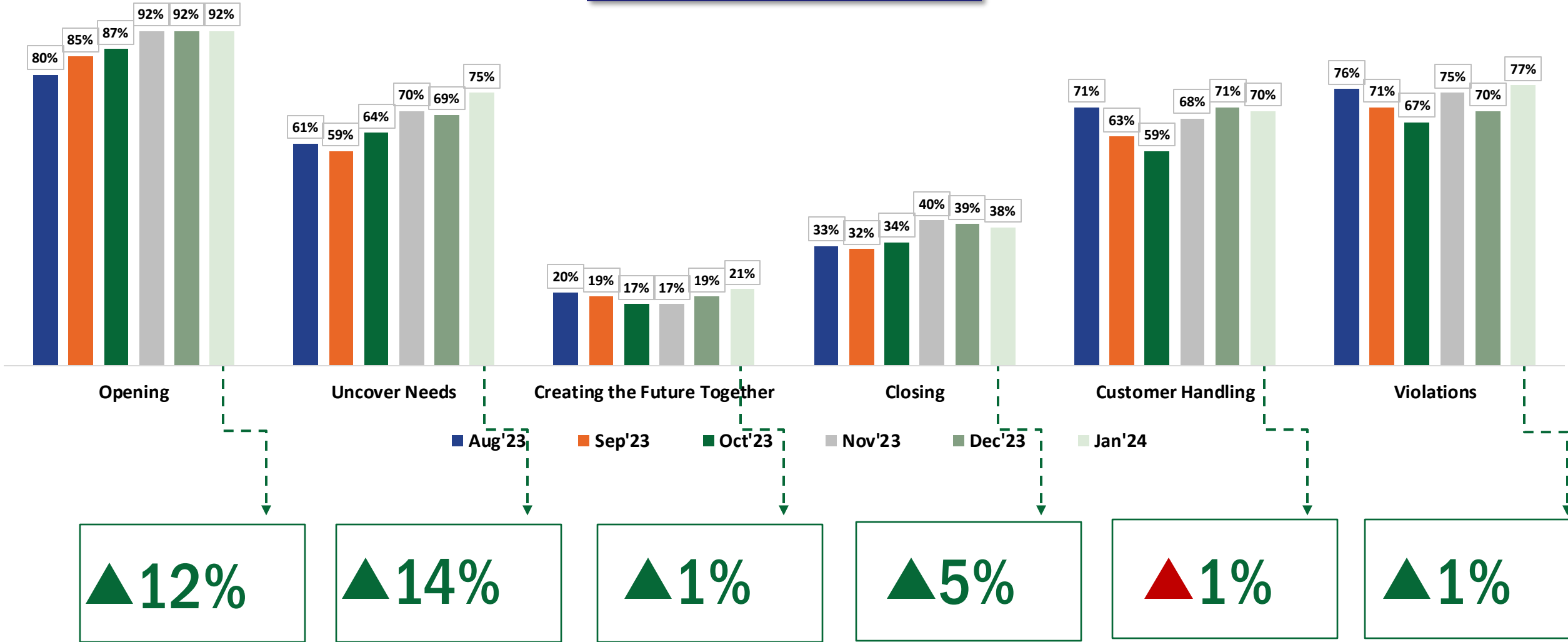


A blue-tinted photograph showing the silhouettes of business professionals in a meeting room. On the left, a woman and a man are shaking hands. In the center, two people are seated at a table, looking at documents. On the right, a woman stands holding a clipboard. The background features large windows with a view of a city skyline.

Retention

Section Level - Retention

M.O.M. Section Performance



Comparing Aug to Jan Performance

Performance – Heat Map

Supervisor Name	Location	QA Score With Auto Failure	Opening	Uncover Needs	Creating the Future Together	Closing	Customer Handling	Violations
Alpha	Universe 1	44.99%	94.51%	83.52%	25.04%	36.70%	66.67%	79.82%
Beta	Universe 1	43.96%	91.18%	75.44%	28.41%	38.20%	67%	77.27%
Gamma	Universe 1	41.80%	81.90%	79.10%	23.48%	43.20%	68.89%	76.62%
Delta	Universe 1	39.31%	92%	76.25%	21.50%	34.51%	65.19%	77.42%
Epsilon	Universe 1	39.28%	88.74%	86.21%	17.38%	41.76%	63.95%	71.43%
Zeta	Universe 1	38.77%	86.54%	77.32%	23.52%	46.13%	63.92%	70.75%
Eta	Universe 1	38.46%	89.58%	79%	19.79%	33.02%	69.59%	73.95%
Theta	Universe 1	36.07%	81.10%	71.21%	18.88%	30.45%	63.44%	72.73%
Iota	Universe 1	34.96%	90.14%	70.13%	20.42%	42.02%	65.16%	65.17%
Kappa	Universe 1	34.08%	77.97%	75.27%	20.10%	29.35%	65.83%	72.73%
Lambda	Universe 1	33.48%	92.62%	69.62%	17.53%	33.33%	65%	68.89%
Mu	Universe 1	29.36%	83.90%	67.69%	8.06%	29.82%	54.43%	67.86%

Retention Analysis

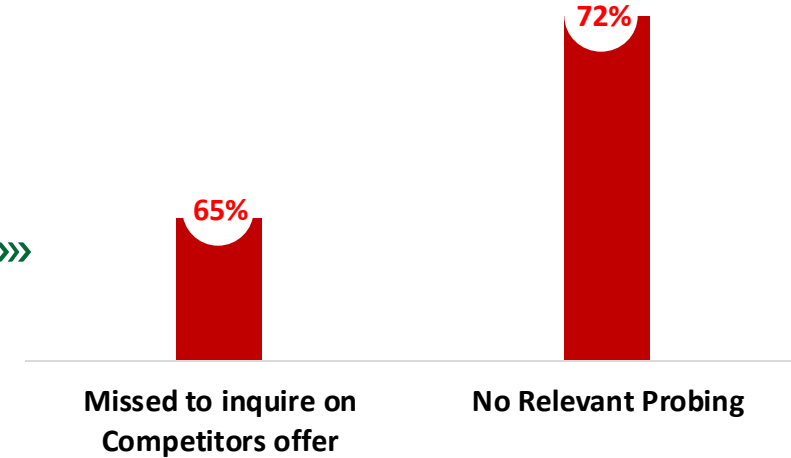
Deactivation Retention Deep Dive - **Competitor**

Sample Deactivation Calls

1820



92% were linked to customers opting to transfer their services to a competitor



61%

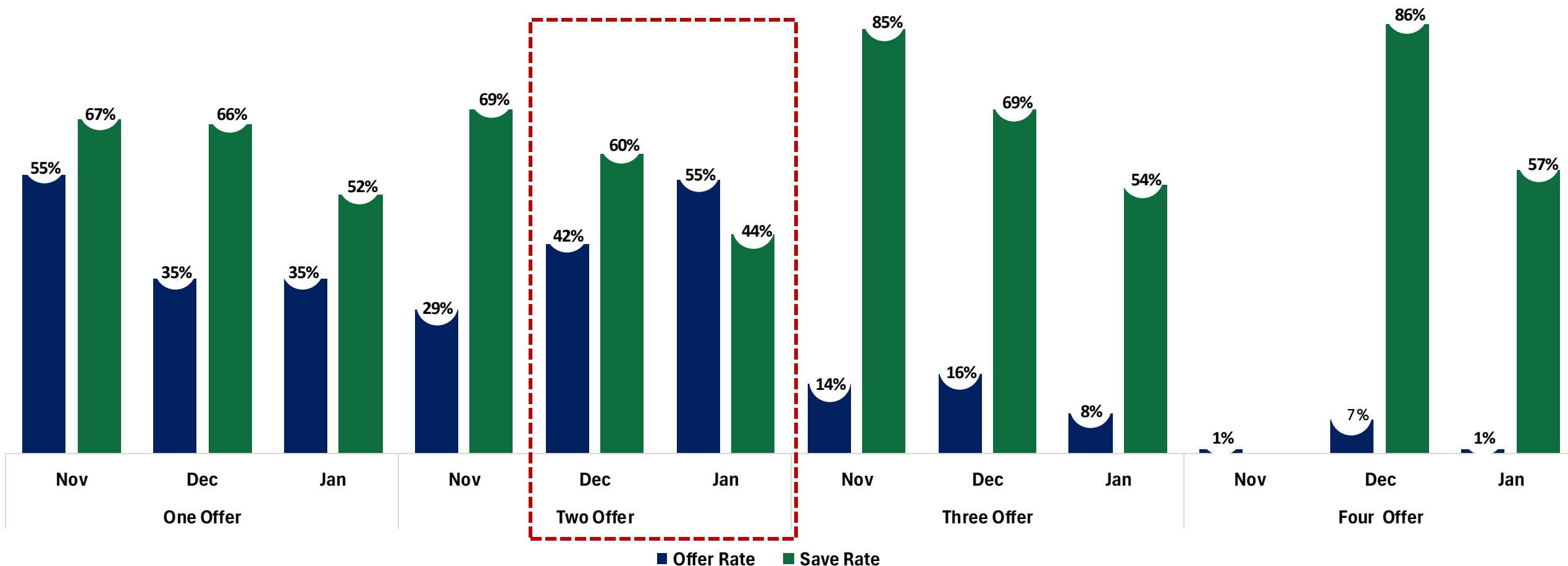
Calls had the chance to retain customers by asking pertinent probing questions or by presenting product benefits and suitable retention offers to them.

Retention Offer Provided Analysis

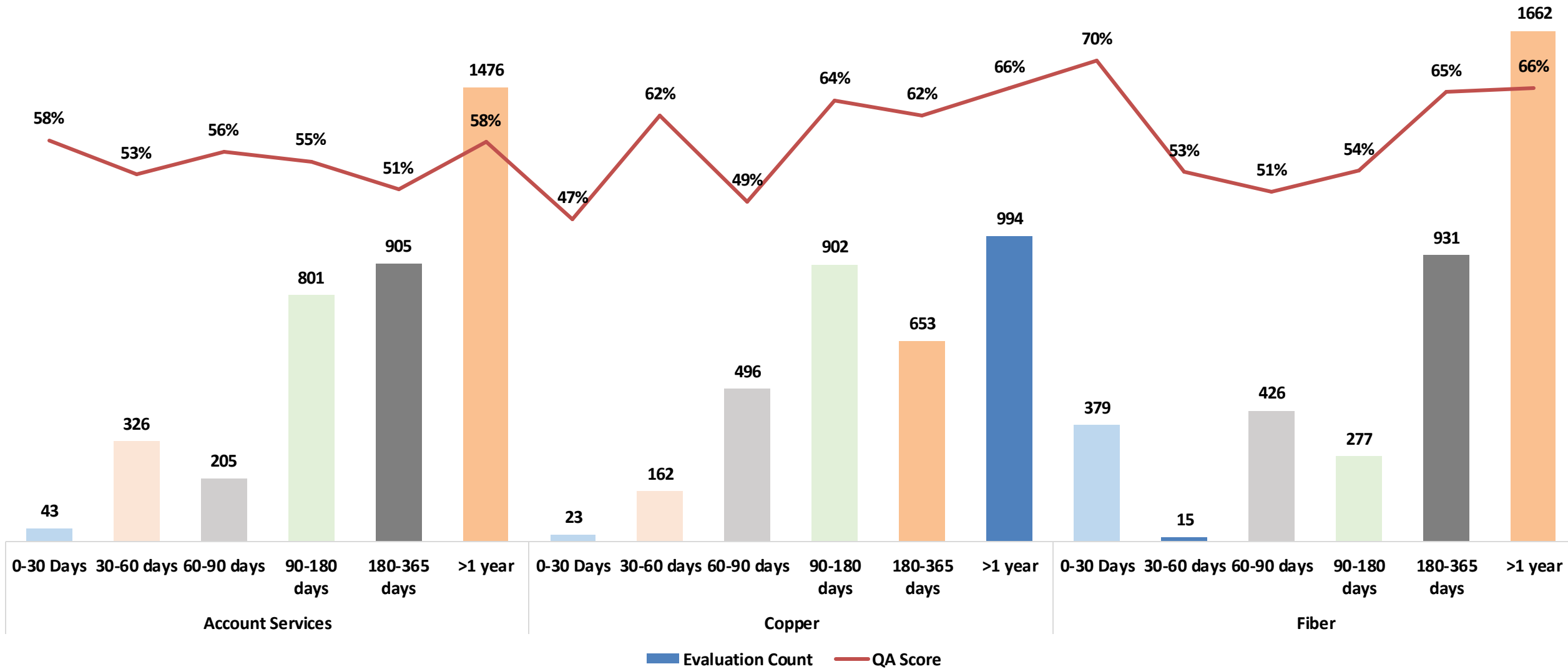
16%

Agents missed providing at least two offers to customers, and this percentage decreased in January compared to December. This decline impacted the Save Rate, reducing it by 16%. This clearly indicates that providing offers directly affects the Save Rate.

Save Rate on Two Offers



Tenure Level Overview

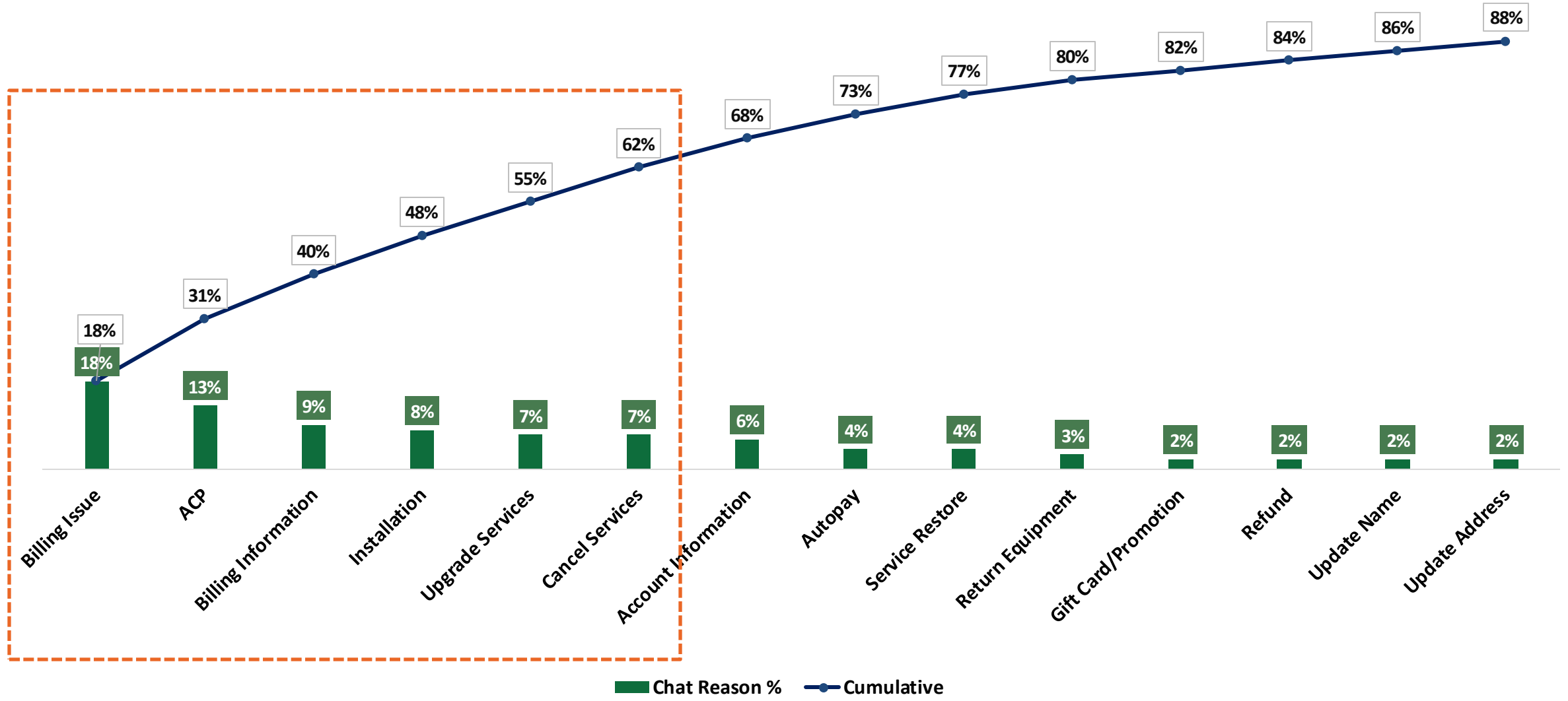




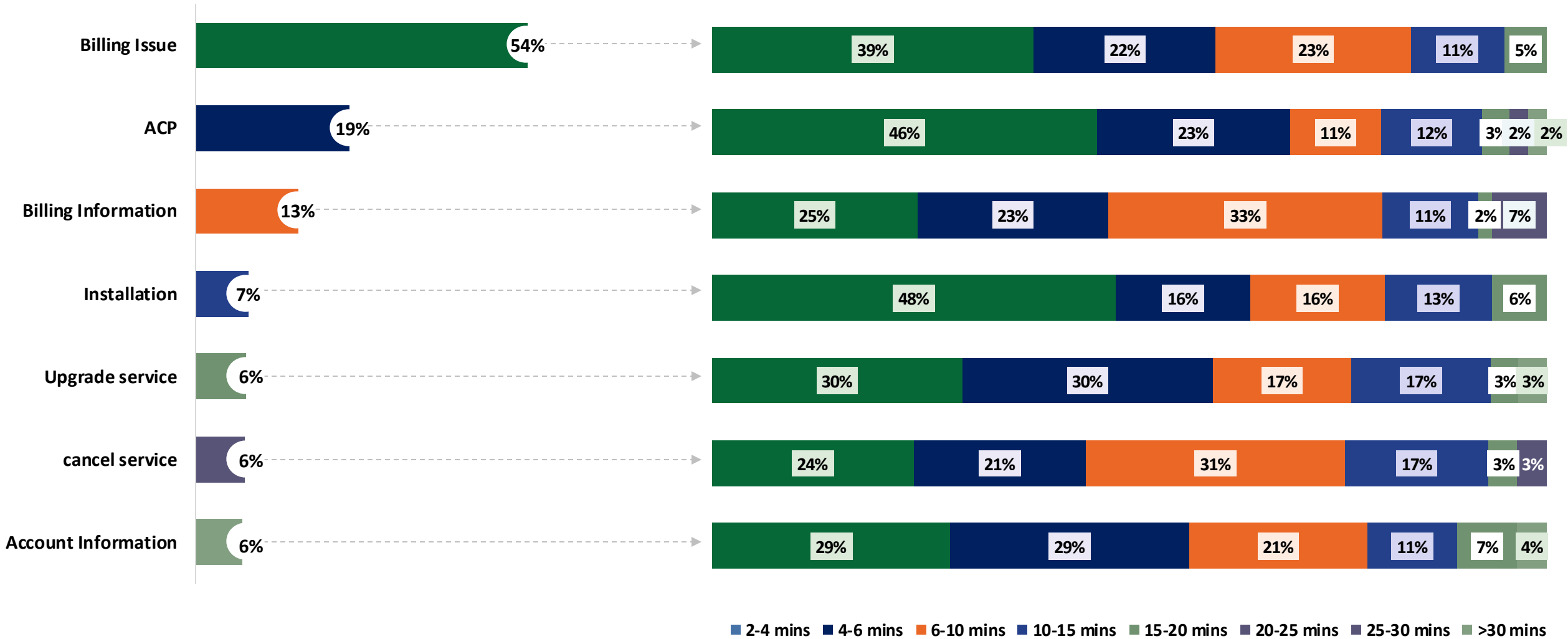
Interaction Type:

Chats – 2,421,796

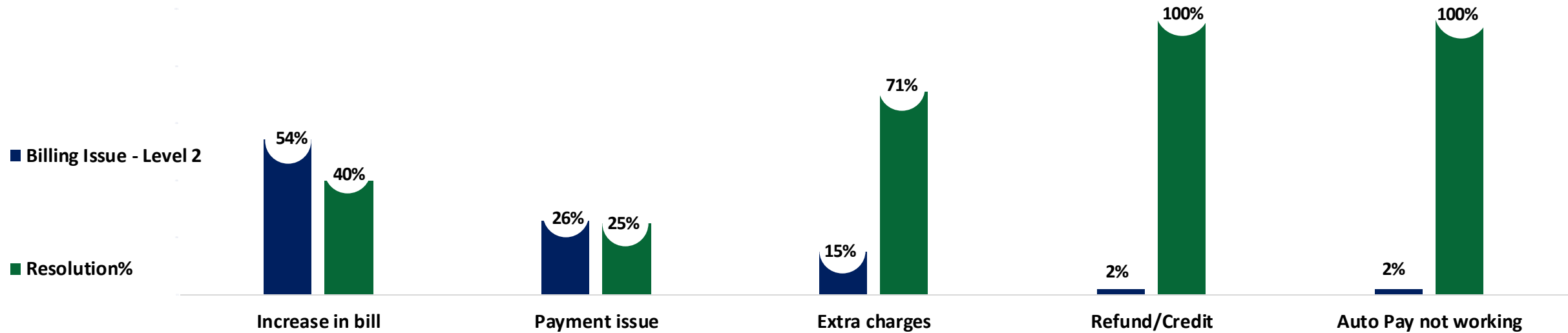
Chat Reason



Chat Reason v/s Duration



Chat Reason – Billing Issue Level II



Billing Issue was **not resolved** because of following reason

1. Additional Discount/promotion requested by Customer **(65%)**
2. Payment Gateway Issue – Customer unable to login and pay **(12%)**
3. Customer looking to remove addition charges applied on account **(9%)**



Jim Iyooob
Chief Customer Officer



Thank You!

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