



## CONVERSATION ANALYTICS DONE RIGHT

# A Masterclass on Effective Implementation Strategies

### Expert Speakers

Jim Iyoob, Chief Customer Officer - Etech Global Services

Kim Howell, Chief Operating Officer - Ascent Business Partners

Manu Dwievedi, Director – Etech Global Services

# Meet Our Speakers for Today



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# Jim Iyooob

Recognized as a Top CX Thought leader by:



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## About Me

Jim is a 34-year veteran of the call center/BPO industry. He is passionate, driven, and an energetic business leader with a strong desire to remain ahead of the curve in outsourcing solutions and service delivery.

Jim has an impeccable track record of innovation and advanced business intelligence. He has been instrumental in setting up solutions for brands looking to optimize and automate their daily customer experience needs.

# Etech Global Services – Our Journey

## OUR STORY



## OUR BUSINESS



**Customer Engagement Solutions**

Inbound & Outbound Interactions, Chat, Sales, Service, and Tech Support



**Etech Insights**

Actionable Insights for Total Quality Management to Enhance Operational Efficiency and Customer Experiences



**Technology Solutions**

**Etech Technology Solutions**

Software/Application Development, Custom Reporting, WFM

## OUR AWARDS



**SOC 2  
TYPE II  
CERTIFIED**



# Agenda

01

Choosing the Right Speech Analytics Platform

02

Identifying the Right Use Cases

03

Planning Implementation

04

Managing Accuracy

05

Gaining Stakeholder Buy-In

06

Surgical Insights vs. Superficial Insights

07

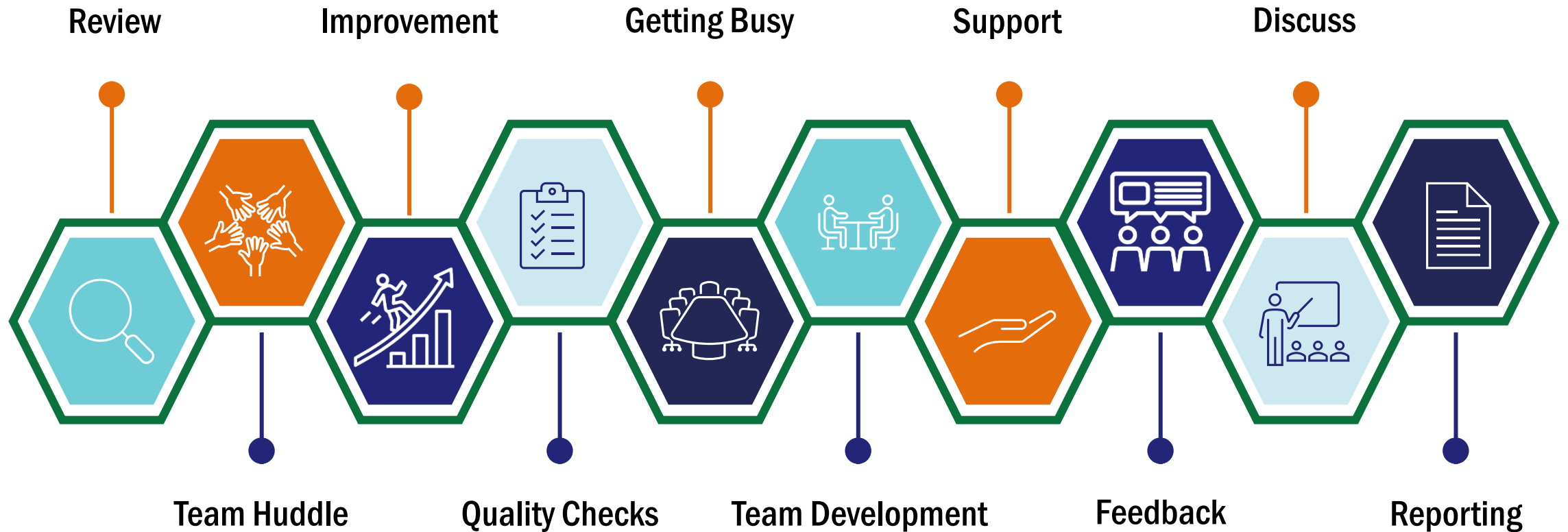
Enrolling Agents

08

Potential Benefits of Speech Analytics

**At the End: Valuable bonus resources like Project planner templates, Scorecards, and Accuracy analysis formulas to streamline your implementation**

# Day Of A Call Center Supervisor



**AI Won't Replace Your Job, Someone Who Understands and Leverage AI Will.**  
- Richard Baldwin, Economist

# Manu Dwievedi

Recognized as AI Thought Leader of the Year by:



Subscribe to  
Manu's  
Newsletter



## About Me

Manu joined Etech in March 2014 as an Online Chat Representative. During his tenure, Manu has held responsibilities in various facets of call center, including operations, training as well as quality monitoring & analytics.

Manu is driven and passionate about customer experience management, data science, natural language processing, machine learning, and driving innovative conversational AI solutions for business growth.

Manu is recognized by LinkedIn as:

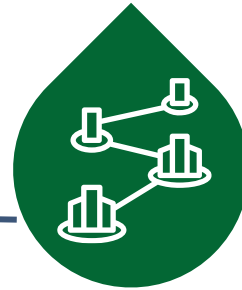
- Top Data Science Voice
- Top Artificial Intelligence (AI) Voice

# Choosing the Right Speech Analytics Platform - Features

Accuracy



Scalability and  
Flexibility



Feature Comparison



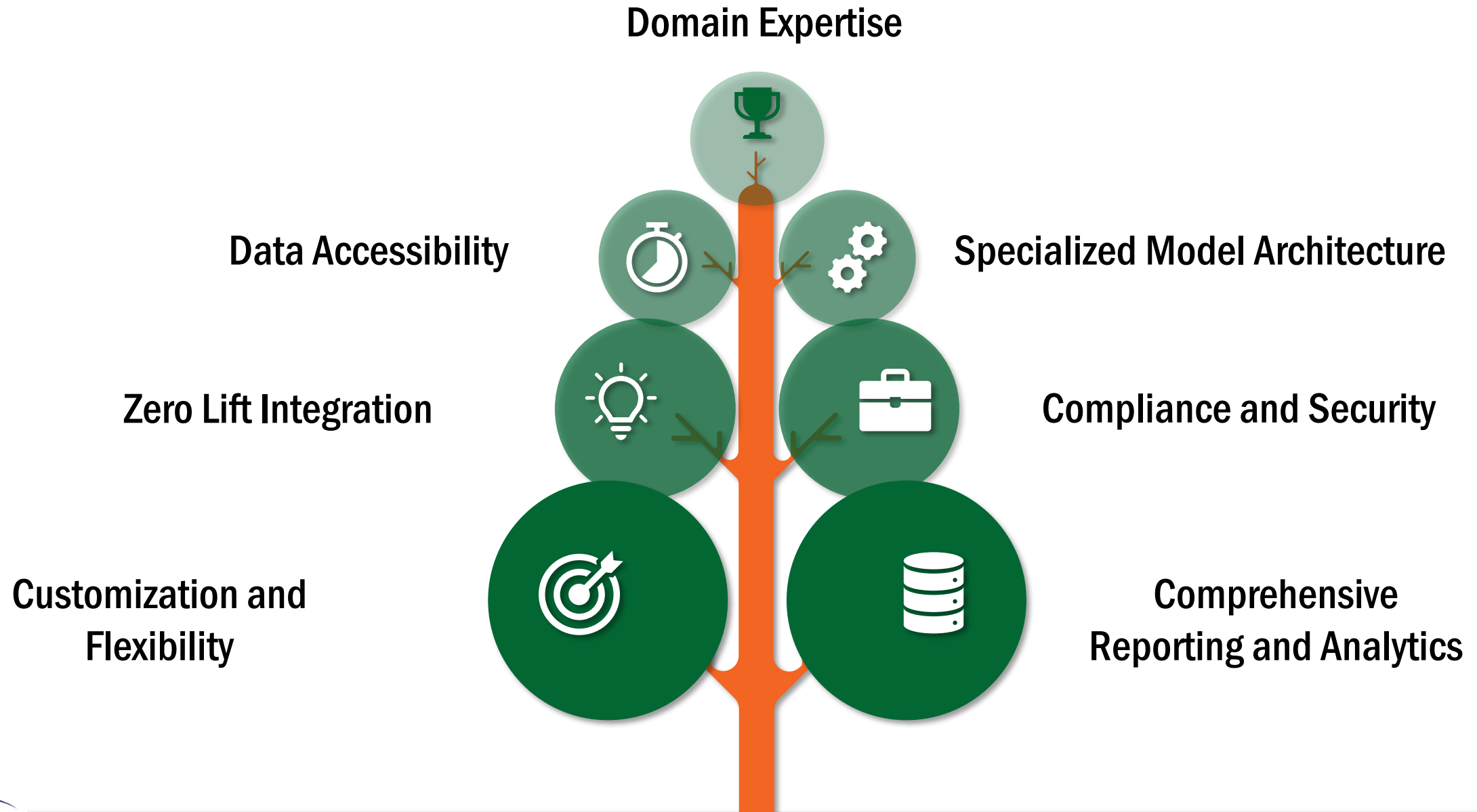
Integration with Existing  
Systems



Cloud-based vs. On-  
Premises Solutions



# Choosing the Right Speech Analytics Platform – Must Haves



# Use Cases of Speech Analytics

## Agent Performance and Training

Identify and improve call handling issues

Improve agent training and coaching

Streamline quality assurance and monitoring

## Customer Experience and Engagement

Monitor and enhance customer experience

Identify cross-selling and upselling opportunities

Enhance first-call resolution

## Compliance and Risk Management

Ensure compliance and mitigate risks

Detect and prevent fraud

Support remote and hybrid work models

## Operational Efficiency and Optimization

Optimize call routing and staffing

Analyze and optimize scripts

Facilitate knowledge management

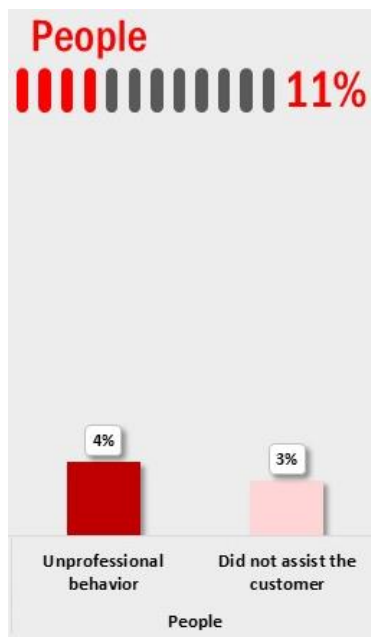
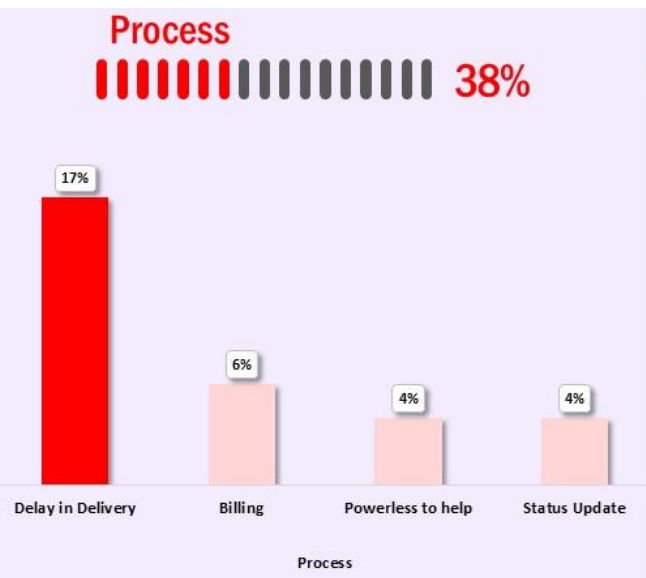
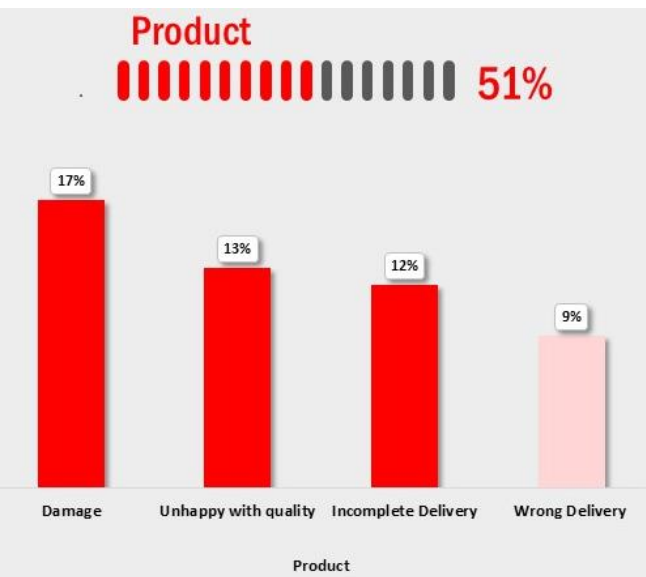
## Business Intelligence and Innovation

Enhance product and service offerings

Identify and resolve recurring issues

Improve employee engagement and retention

# Customer Experience Analysis



Understand customer sentiment and emotions



Identify pain points and areas for improvement



Analyze agent performance and effectiveness



Monitor adherence to scripts and protocols



Gain insights into customer journeys and touchpoints

# Sales and Marketing Insights



Analyze customer interests, objections, and buying signals



Identify cross-selling and upselling opportunities



Monitor adherence to sales scripts and best practices



Gain insights into competitor mentions and market trends



Understand customer preferences and feedback on products/services

Primary Probing



Understanding Benefits



Tie Downs



# Planning Implementation

# Implementation of AI in Contact Center

## Initiation

1

Access Needs and Business Understanding



2

Define Key Metrics, Category Roadmap and Status file



3

Data Collection and Storyboarding



## Planning & Execution

4

Train the Speech Analytics Tool



5

Testing and Category Accuracy  $\geq 85\%$



6

Analysis and Insights



7

Integration with QEval



## Performance Management

8

Agent Training, Feedback and Continuous Improvement



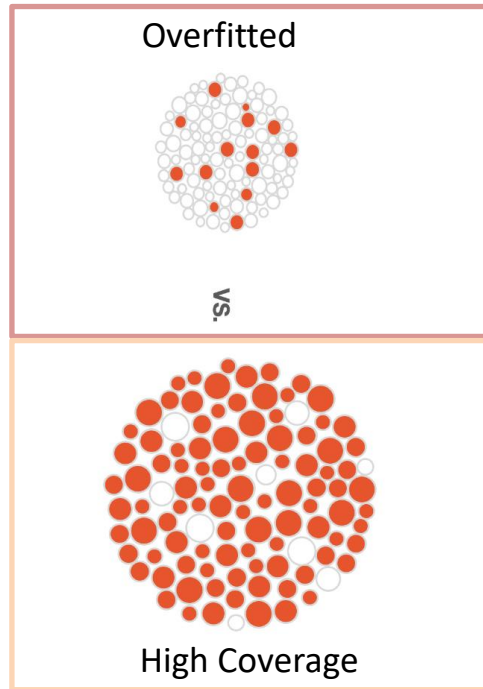
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Performance Evaluation and Feedback Loop

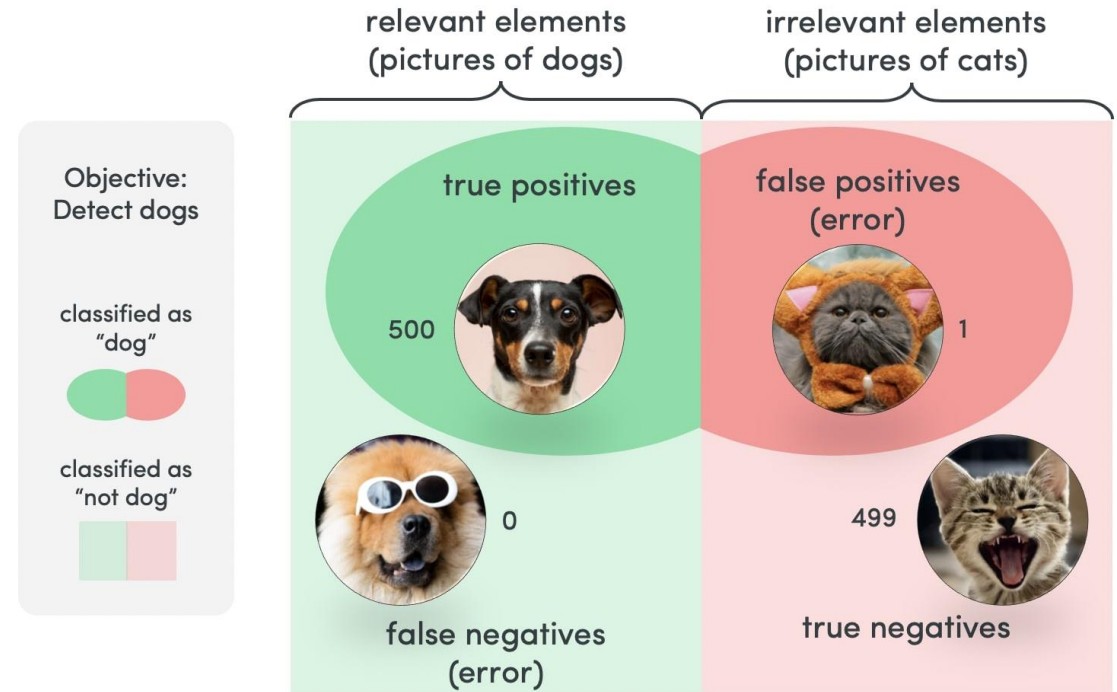


# Why Accuracy Matters?

# 85% Accuracy Out of Box



**Diverse Population**



**Accurate Results**

# Kim Howell

Chief Operating Officer



## About Me

Kim Howell, a seasoned C-level executive, boasts over 25 years in contact centers, emphasizing digital transformation and growth strategy. As the recent COO and Chief People Officer, she managed a global presence across 7 countries.

Proficient in the full CX process, Kim excels in strategy, execution, and driving tech innovation. Renowned for navigating uncharted areas and collaborating with stakeholders, her hands-on approach and knack for integrating people and technology have consistently propelled company success.



Connect with  
Kim on LinkedIn

A photograph of four business professionals in a modern office setting. A Black man in a light grey suit is shaking hands with a man in a dark grey suit and glasses. A woman in a light blue blazer and glasses stands between them, holding a clipboard. A blonde woman in a light beige blazer stands to the right, holding a folder. The background is a bright, out-of-focus office space with large windows.

# Gaining Stakeholder Buy-In

# Communicating Benefits and ROI



Clearly articulate the tangible and intangible benefits

Quantify the ROI

Align with organizational priorities and goals

Provide real-world examples and case studies

Address potential challenges and concerns upfront

# Addressing Privacy and Security Concerns

## Data Privacy & Compliance

- Adhere to relevant regulations (e.g., GDPR, CCPA, HIPAA)
- Implement robust data governance and access control policies
- Anonymize or pseudonymize sensitive data (e.g., personally identifiable information)
- Obtain necessary consents and provide opt-out options

## Data Security

- Employ robust encryption and access controls
- Implement secure data transfer protocols
- Regularly conduct security audits and penetration testing
- Partner with reputable and compliant service providers

## Ethical Use of Speech Analytics

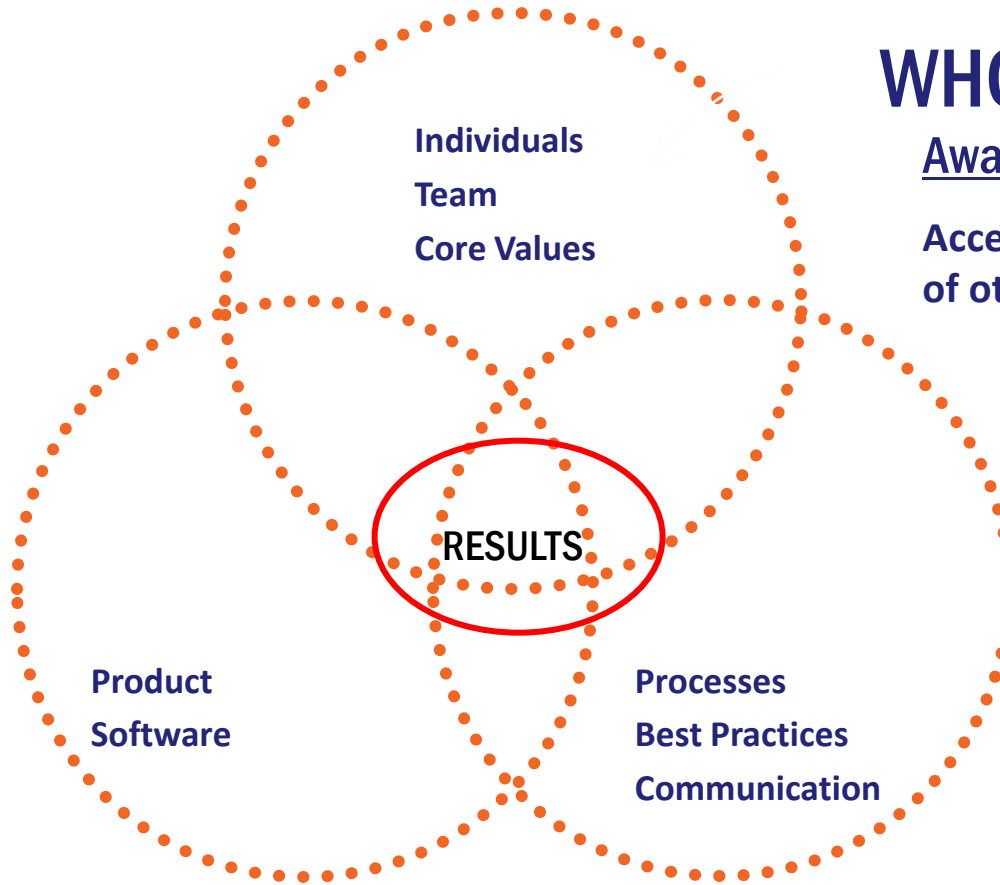
- Establish clear guidelines and safeguards
- Ensure transparency and accountability
- Respect individual privacy and civil liberties
- Provide training on ethical use and bias mitigation

# Change Management Strategies

## WHAT

### Tech Stack

Quality Monitoring |  
Performance Management |  
Speech & Text Analytics



## WHO

### Awareness

Accelerate self awareness and acute awareness of others to drive empowerment

## HOW

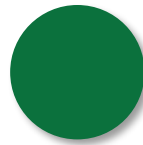
### Goal Setting

Set goals, cascading goals “12-week years.”

### Cross-Functional Collaboration

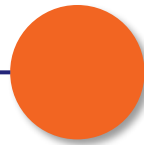
Dynamic Communication process accelerates sustainable collaboration

# Championing Change: Early Adopters and Change Leaders



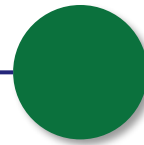
## Importance of Change Management

- Significant organizational/cultural change required
- Crucial for user adoption and long-term success



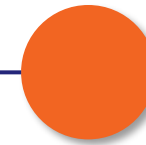
## Identifying and Empowering Early Adopters

- Engage influential individuals/teams across departments
- Provide early access, training, and support to build expertise
- Leverage enthusiasm to drive momentum



## Cultivating Change Leaders

- Identify respected leaders/decision-makers as champions
- Equip with knowledge/tools to advocate for initiative
- Leverage authority/influence to overcome resistance



## Building a Community of Advocates

- Foster collaboration/knowledge-sharing among early adopters and leaders
- Celebrate successes and share best practices
- Encourage peer support/mentoring

# How to make your CX Transformation initiative a success?

## Avoid Common Misconceptions

- CX is holistic, not just friendliness
- CX is an organization-wide responsibility
- Small changes can have big CX impact
- Customers have high expectations and low patience
- Improve all touchpoints, not just one interaction

## Best Advice for CX Practitioners

- Walk in customers' shoes to build empathy
- Develop deep listening skills without judgement
- Use data to guide decisions
- Adopt a test-and-learn mindset
- Advocate for customers internally
- Maintain clear customer focus across teams
- Provide consultative guidance to colleagues

**The key is avoiding a narrow view of CX. Take a broad, customer-focused approach across the organization to drive transformation success.**

# Lessons Learned

✓ The AI Movement is 10X Faster Than Anticipated...

✓ Think Big & Bold; Start Small...

✓ Inaction Is The Greatest Risk!

# Ask the Experts



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## Stay Updated with Latest CX Trends



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# Why data quality is important?



- Basing decisions on bad data is risky
- Inaccurate data = poor decisions and inefficiencies
- Leads to misguided strategies and alienated customers
- Can't judge call center agents unfairly due to bad data.

# Key takeaways when trying to find a partner?

If you have directional data, you don't have to count cards in your head.



- **DOMAIN expertise, and AI expertise**
- Complex & bad data destroys integrity, introduces risk, promotes inaccurate decisions
- Data should tell a story!
- Customizable metadata in data models equals surgical output
- Translate data into **intuitive, easy UI/visualization for actionable insights**