

# AI ets labs Innovation Lab.

An Etech Global Services Company

Building breakthrough AI products that power Fortune 500 contact centers worldwide. From our labs to enterprise operations.

**100+**

Enterprise Clients

**1B+**

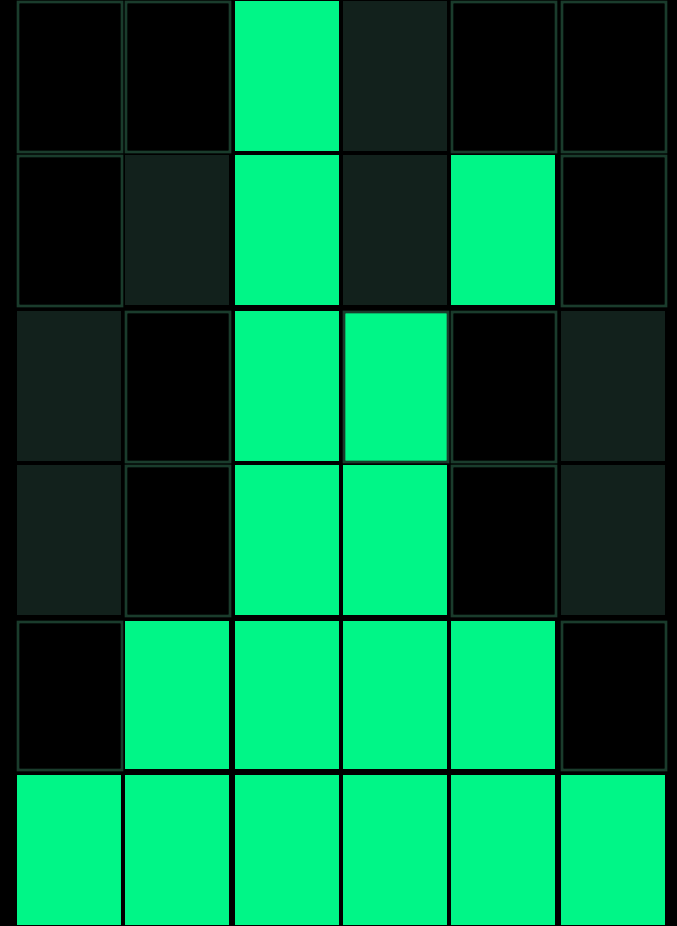
Interactions Processed

**99.9%**

Uptime

**30**

Day Implementation



# ETS Labs Leadership Team



**Matt Rocco**  
Chief Executive Officer



**Jim Iyob**  
President

#### Guiding:

- Customer Success
- Global Development
- Professional Services
- Product & Software Dev.
- Project Management
- AI & Analytics



**Manu Dwievedi**  
AVP – Product Strategy &  
Innovation

#### Innovating & Evolving:

- QEval
- Process Automations
- Data Science
- Artificial Intelligence
- Customer Insights &  
Analytics



**Ileshkumar Sisodiya**  
Director – Software Development &  
Professional Services

#### Developing:

- Custom Client Solutions
- Professional Services
- Software

# ETS Labs - Introduction

Your independent AI innovation partner

## What we do?

### QEval Analytics & Auto QA

100% interaction coverage with explainable scoring, voice of customer insights, intelligent coaching, and automated next-best actions

### ICE Omnichannel Platform

AI-powered routing and workflow orchestration across all channels, getting customers to the right place instantly

### Workflow Automation

Voice Agents, Back-office Agents, RPA, Document AI, and process automation

### Professional Services

Implementation, integrations with Medallia and CCaaS platforms, data services, and dedicated customer success

# Core Capabilities

## AI Professional Services Portfolio

### AI Implementation & Integration

Strategic deployment of QEval and ICE platforms with seamless enterprise system integration and custom configuration.

### ML/LLM Optimization Services

Fine-tuning and optimization of machine learning models and large language models for contact center-specific use cases.

### Contact Center Automation

Strategic AI consulting guidance and optimization from our technical experts. Get the strategic direction needed to maximize your AI investment and scale operations.

### System Architecture & Technical Integration

Enterprise-grade technical consulting for complex system integrations, API development, and cloud infrastructure setup.

### Workforce Management Services

Specialized WFM consulting, real-time analytics implementation, and predictive scheduling optimization for contact centers.

### 24/7 Support & Managed Services

Dedicated technical support, system monitoring, performance optimization, and ongoing maintenance for all ETS Labs platforms.

# Back-End Automation & Integration

## Automated Quality Monitoring

Ingests and transcribes call recordings, creates scorecards, and delivers dashboards for performance insights.

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## Recruitment Test Automation

Automates candidate testing by assigning assessments, analyzing results, and sharing recruiter-ready scorecards instantly.

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## Real-Time Data Integration

Updates rosters dynamically by pulling data from secure sources, ensuring accuracy without manual intervention.

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## Seamless System Integration

Directly connects the Service Provider Portal with your existing order-placement, fulfillment, and tracking systems via APIs—reducing agent workload and process delays.

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## Document & Form Processing

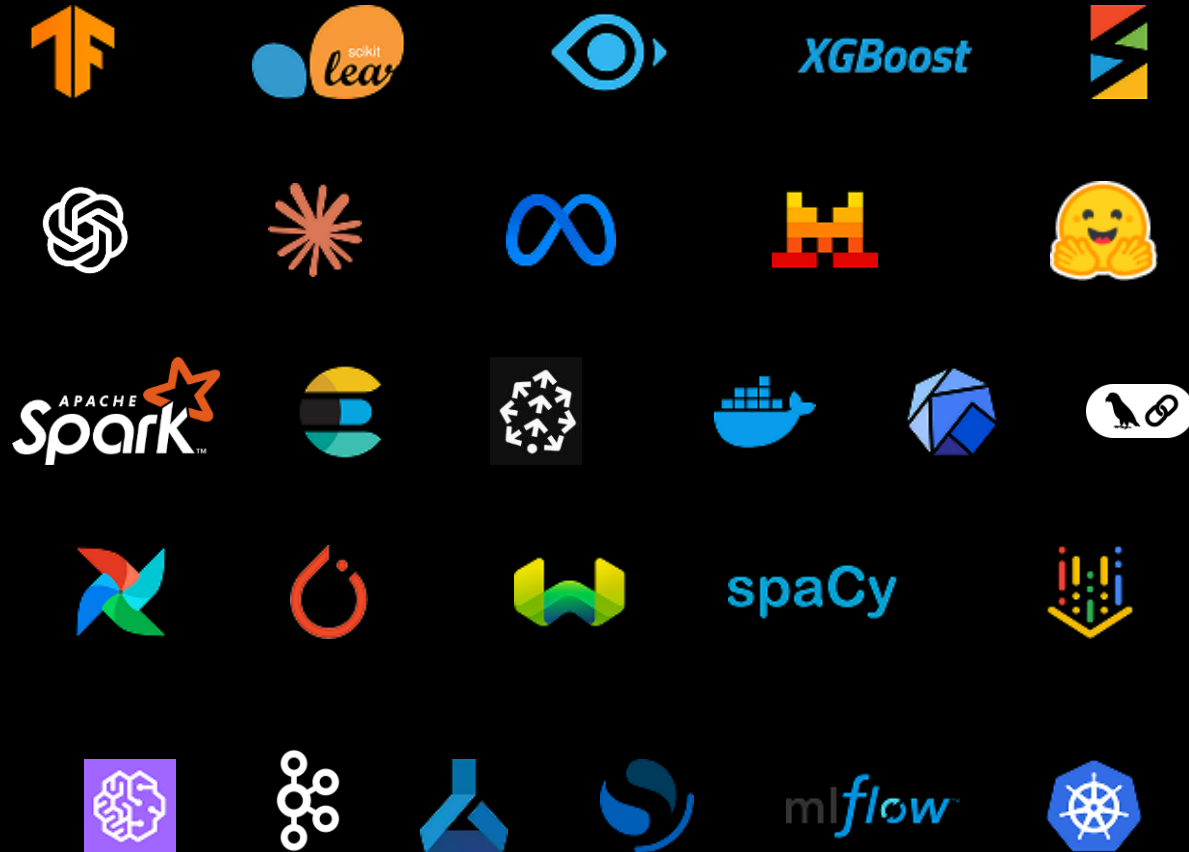
Reads documents, extracts required information, and auto-fills forms—eliminating repetitive manual work.

## Data Lake & API Framework

Centralizes data for advanced analytics and enables seamless interoperability across your enterprise systems.

# Powering Innovation with Proven Technologies

## AI&ML



## Database



## Cloud&DevOps



# Powering Innovation with Proven Technologies

## Front End



## Back End



## CMS & eCommerce



## UI/UX



## Mobile



## QA Automation



# Your Vision, Our Talent Engine.

## AI/ML Specialists

### Prompt Engineer

Designs and optimizes AI prompts for maximum accuracy and relevance

### Gen AI Engineer

Develops and implements generative AI solutions for business applications

### ML Engineer

Builds and deploys machine learning models for production systems

### Data Scientists

Analyzes complex datasets to extract actionable business insights

### Computer Vision Engineer

Develops AI systems for image and video processing

### NLP Engineer

Specializes in natural language processing and text analytics

## Development & Integration

### API Developer

Creates robust APIs for system integration and data exchange

### Integration Engineer

Connects disparate systems and ensures seamless data flow

### Cloud Architect

Designs scalable cloud infrastructure and migration strategies

### DevOps Engineer

Automates deployment pipelines and manages CI/CD processes

### Full-Stack Developer

Handles both frontend and backend development needs

### Mobile Developer

Creates native and cross-platform mobile applications

## Data & Specialized

### Data Engineer

Builds and maintains data pipelines and infrastructure

### Data Labeler

Prepares and annotates datasets for machine learning training

### Security Engineer

Implements cybersecurity measures and compliance protocols

### QA Automation Engineer

Develops automated testing frameworks and processes

### Technical Architect

Designs enterprise-level system architectures

### RPA Developer

Builds robotic process automation solutions

# Enabling Seamless Partner Integrations

## Custom API Development



- RESTful and GraphQL API design and implementation
- Legacy system API wrapper development
- Real-time integration with your order-management systems
- Microservices architecture for scalable solutions
- Complete API documentation and developer portals

## Security & Compliance



- Enterprise-grade API security and authentication
- SOC 2 compliant data handling and transmission
- Rate limiting and performance optimization
- Automated testing and quality assurance
- Compliance monitoring and audit trails

## Partner Technical Support



- End-to-end API development for non-technical partners
- Integration consulting and implementation services
- Training programs for partner technical teams
- Ongoing API maintenance and version management
- 24/7 technical support and troubleshooting

## Quick Deployment Model



- Available in 1–2 weeks
- Dedicated Teams
- Project-based
- Hybrid Support
- Staff Augmentation

# Integration-First Approach

Enhancing your existing systems rather than replacing them



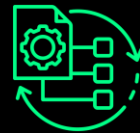
## Direct CRM Integration

Feed insights, tasks, and alerts directly into your existing CRM system. No new dashboards to learn; everything appears where your teams already work with real-time updates and seamless workflow integration.



## Existing Dashboard Enhancement

Embed our analytics and AI insights into your current reporting infrastructure. Enhance what you have rather than forcing adoption of new tools, maintaining familiar user experiences.



## Workflow Automation

Automate processes within your current systems. Our bots and AI agents work behind the scenes to streamline existing workflows without disrupting established business processes.



## Data Flow Optimization

Improve data quality and flow between your existing systems. We connect, clean, and enhance data without disrupting current operations, ensuring seamless information exchange.



## Security Layer Integration

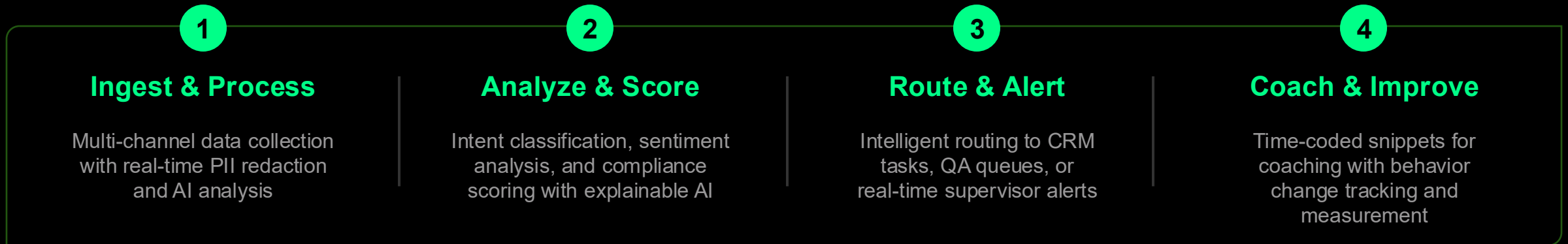
Add AI-powered security and compliance monitoring to your existing infrastructure. Seamless protection without system replacement, maintaining current security protocols.

# Workflow Integration

Seamless data pipeline with actionable insights delivered where work happens

## Unified Data Pipeline

- Calls, chats, emails, and agent notes into a single pipeline
- Channel tagging and unique interaction ID
- PII redaction before storage
- Diarization, intent, sentiment and topic analysis
- Batch outputs  $\leq 2$ h after call end, alerts  $\leq 5$  min from ingest



## Cross-Functional Pod Structure

- Tech lead, integration engineer, data engineer, app engineer
- One backlog with shared SLAs
- Weekly 3-minutes stand-ups
- Tue/Thu change windows with canary deployment
- On-call coverage with same-day escalation
- "Done" includes code, tests, instrumentation, and runbook

# Voice AI Agents & Automation

Enterprise-grade voice AI with sub-300ms response times and 99.4% conversation accuracy

**Sub-300ms**

Response Time

**99.4%**

Conversation Accuracy

**150+**

Language & Dialects

**99.999%**

Uptime Reliability

## Advanced Voice Processing

- Ultra-low-latency TTS with emotional intelligence & brand voice
- Real-time ASR with accent adaptation & noise cancellation
- Voice biometrics, sentiment, and multi-speaker handling
- Natural interruption handling & long-context retention

## Industry-Specific Models

- Healthcare(HIPAA), Finance(SOX/PCI), Insurance, Legal
- Risk, fraud, and compliance expertise baked in
- KYC/AML compliance and regulatory reporting
- Appointment scheduling, insurance verification, claims processing

## Multi-LLM Orchestration

- Dynamic selection between GPT-4, Claude, Gemini, Llama, Mistral
- Custom fine-tuning and continuous learning
- Multi-agent collaboration for complex scenarios
- Explainable AI with auditable decisions

## Omnichannel Integration

- Unified voice, chat, SMS, email, social platforms
- Context preservation across all channels
- Multimodal: image, document, and voice interaction
- Real-time coaching and next-best action recommendations

# Enterprise Development Portfolio

Full-stack solutions across all business domains beyond contact centers

## Customer-Facing Platforms

### E-commerce & Customer Portals

Self-service platforms for order management, billing, and support with integrated AI assistance

### Mobile Applications

Native iOS/Android apps for customer engagement and field productivity

### Partner Portals

Dedicated platforms for channel partners and service providers with API integration

## Enterprise Systems

### Supply Chain Management

End-to-end visibility and optimization of supply chain operations with AI automation

### Financial Management Systems

Billing, invoicing, and financial reporting automation with fraud detection

### Workforce Management

Scheduling, performance tracking, and resource optimization with predictive modeling

## Data & Analytics Platforms

### Data Warehouses & Lakes

Centralized data storage with real-time analytics and AI-powered insights

### Business Intelligence Dashboards

Executive and operational reporting with predictive analytics and automated alerts

### Predictive Analytics Systems

Machine learning models for forecasting, optimization, and strategic planning

## Process Automation

### Robotic Process Automation

Automated workflows for repetitive business processes with intelligent decision-making

### Document Processing

AI-powered document extraction, classification, and workflow automation

### Compliance & Audit Systems

Automated compliance monitoring, reporting, and audit trail management

# Security Without Compromise

Zero findings in external audits across SOC 2 Type II, HIPAA, PCI-DSS, GDPR

## Compliance Certifications

- SOC 2 Type II Certified
- ISO 27001 Certified
- PCI-DSS Compliant
- GDPR Compliant
- HIPAA Ready



## Security Technologies

- Fortinet Network Security
- Trend Micro Host Security
- Nessus Vulnerability Management
- CompTIA Certified Personnel
- Monthly Vulnerability Scans



## Enterprise-Grade Safeguards

- 24/7 Monitoring & Intrusion Prevention
- Data Leak & Vulnerability Management
- Web Application Security
- PCI-compliant redaction
- Deep Packet Inspection



## Proven at Scale

Trusted by Fortune 500 enterprises to safeguard sensitive data and ensure regulatory compliance across all industries

# Safeguarding Trust Through Compliance



**ISO 27001 Certified**



**PCI-DSS Certified Compliant**



**SOC 2 Type II Certified**



**GDPR Compliant**



**Network Security**

24x7 Monitoring  
Deep Packet Inspection  
Intrusion Prevention  
Data Leak Prevention



**Host Security**

Host Intrusion Prevention  
Integrity Monitoring  
Web Application Security  
Log Inspection



**Vulnerability Management**

Monthly Vulnerability Scans  
Web Application Scanning



**Individual Certifications**

CompTIA CySA+  
CompTIA Security+  
CompTIA Network+  
CompTIA A+

# Why ETS Labs?

The strategic technology partner you need to accelerate indirect channel growth and digital transformation

## Proven Track Record

Already delivering results across hundreds of enterprise with established relationships, security clearances, and deep understanding of your infrastructure

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## Rapid Partner Enablement

Custom API development for non-technical partners, enabling them to integrate with your systems without costly infrastructure investments

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## Integration-First Philosophy

Enhance your existing CRM, order-management, and analytics systems—rather than forcing adoption of new tools—delivering value where teams already work

## Comprehensive Technical Talent

20+ specialized roles—from AI engineers to API developers—available in 1–2 weeks, scaling your team without hiring delays

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## Advanced Voice AI & Automation

Sub-300ms voice AI with 99.4% accuracy, multi-LLM orchestration, and enterprise-grade security for next-generation customer experiences.

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## Measurable Business Impact

Documented results: 7–50% conversion-rate improvement, 100% interaction coverage, and automated coaching that drives performance

**CX DNA. Modern Engineering. Enterprise Scale.**