



# AI Analytics That Work: Beyond the Hype

## Expert Speakers



**Jim Iyob**  
*Chief Customer Officer*  
*Etech Global Services*



**Dana Lloyd**  
*Sr. Director Customer Care*  
*Synovus*



**Shawndra Tobias**  
*SVP - Customer Experience*  
*Etech Global Services*



**Manu Dwievedi**  
*Sr. Director of Insights*  
*Etech Global Services*



# Meet the Team

**Jim Iyoob**

CCO | **Etech Global Services**

Jim is a 35-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.



**Dana Lloyd**

Sr. Director | **Synovus**

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**Shawndra Tobias**

SVP | **Etech Global Services**

Shawndra is a 25-year veteran of the call center/BPO industry. She received her professional certification in Data Science from Johns Hopkins University, Business Analyst Certification from UPenn/Wharton School of Business and is a 3 Star IBM Recognized Data Expert.

She also has extensive Project Management experience applying PMI philosophy and Six Sigma fundamentals.



**Manu Dwivedi**

Sr. Director | **Etech Global Services**

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.

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Recognized as a Top CX  
Thought leader by:



Connect with Jim on  
LinkedIn



# Agenda

## Visit Etech's Booth #1401



AI Analytics: Beyond the 80% Failure Rate



Domain-Specific Models Outperform Generic AI



From Data Overload to Actionable Intelligence



Agent Augmentation vs. Replacement Philosophy



The 80/20 Rule of Implementation Success

# 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

**Etech Technology Solutions**

Software/Application Development, Custom Reporting, WFM

## OUR AWARDS



# The **80%** Failure Rate Crisis

Despite billions invested, most AI analytics implementations fail to deliver promised value.

**\$4.7M**

Avg. Revenue Loss/Year  
(Missed Opps)

**22%**

Increase in Churn  
(Undetected Warnings)

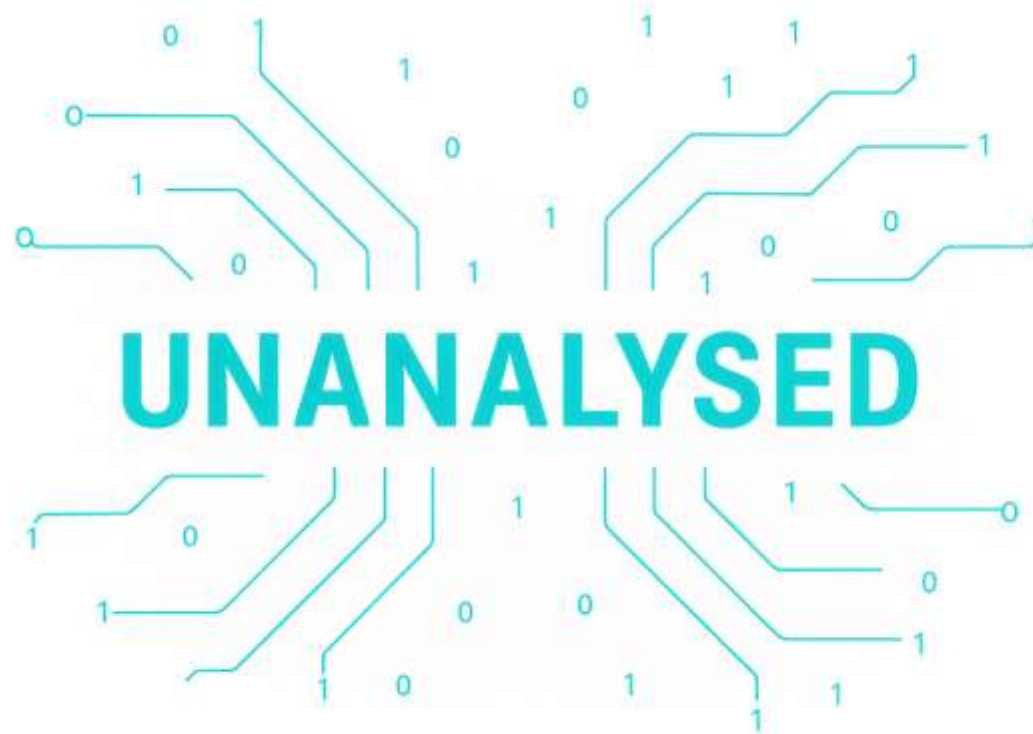
**\$2.3M**

Compliance Penalties  
(Overlooked Violations)

**43%**

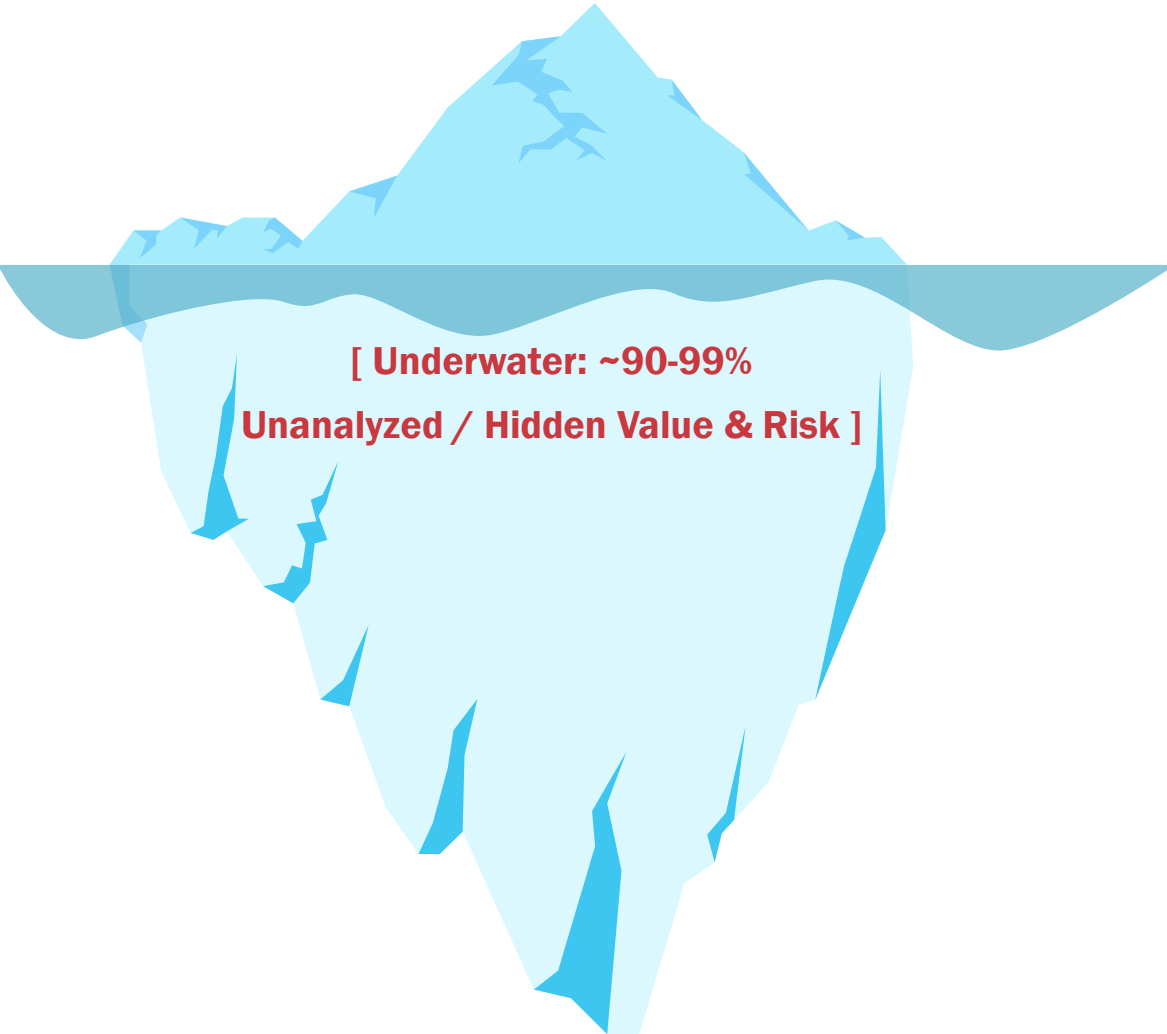
Agent Burnout Rate  
(Lack of Actionable Guidance)

**While you're reading this, your contact center missed ~27 critical insights impacting your bottom line.**



# What You Don't See **IS** Costing You

[ Visible Tip: ~1-10% Monitored ]



## In the unanalyzed interactions:

- 15%** Contain critical compliance issues
- 23%** reveal potential revenue opportunities
- 18%** show early churn signals
- 37%** contain product/service insights

*"The most expensive analytics is the one that misses with matters"*

# The Transformation Opportunity

Results Achieved by Analytics Leaders vs. Industry Average

## Industry Average

- Customer Satisfaction (CSAT) **65%**
- Average Handle Time (AHT) **8.5 min**
- Operational Cost Savings **\$0.5-1M**
- First-Call Resolution (FCR) **68%**
- Sales Conversion Rate **12%**

## Analytics Leaders

- Customer Satisfaction (CSAT) **92% ↑ +42%**
- Average Handle Time (AHT) **5.5 min ↓ -35%**
- Operational Cost Savings **\$2-6M ↑ +300%**
- First-Call Resolution (FCR) **86% ↑ +27%**
- Sales Conversion Rate **14% ↑ +19%**

 **Analytics without action is just expensive noise...**

# Manu Dwivedi

*Sr. Director | Etech Global Services*

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



**Recognized as AI Thought Leader of the Year by:**



**Connect with Manu on LinkedIn**



# Why Contact Centers Need Specialized AI Solutions

1.

## Multi-Model Approach

### General AI:

Single model struggles with diverse contact center tasks.

### Specialized AI:

'Mixture of Experts' - dedicated models for compliance, sentiment, sales, churn, etc.

2.

## Accuracy Benchmarks & Method

### Method:

Contextual classification engines understand nuance without hallucination.

### Benchmarks:

- Industry Average: 65-70%
- QEval Classification: 94%+
- QEval Compliance: 98%+

Industry Avg 65-70%

QEval 94%+

3.

## Domain Expertise

Requires training on vast amounts of actual contact center data.

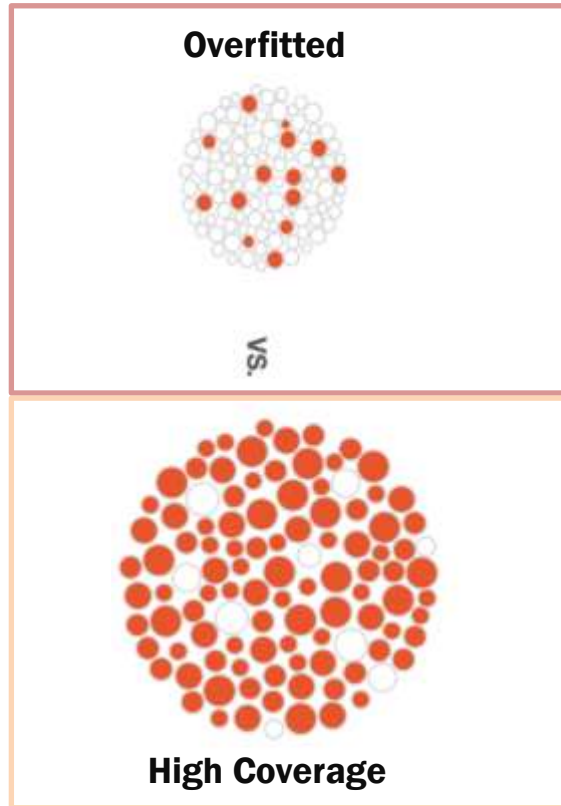
### QEval Advantage:

Trained on 138M+ interactions.

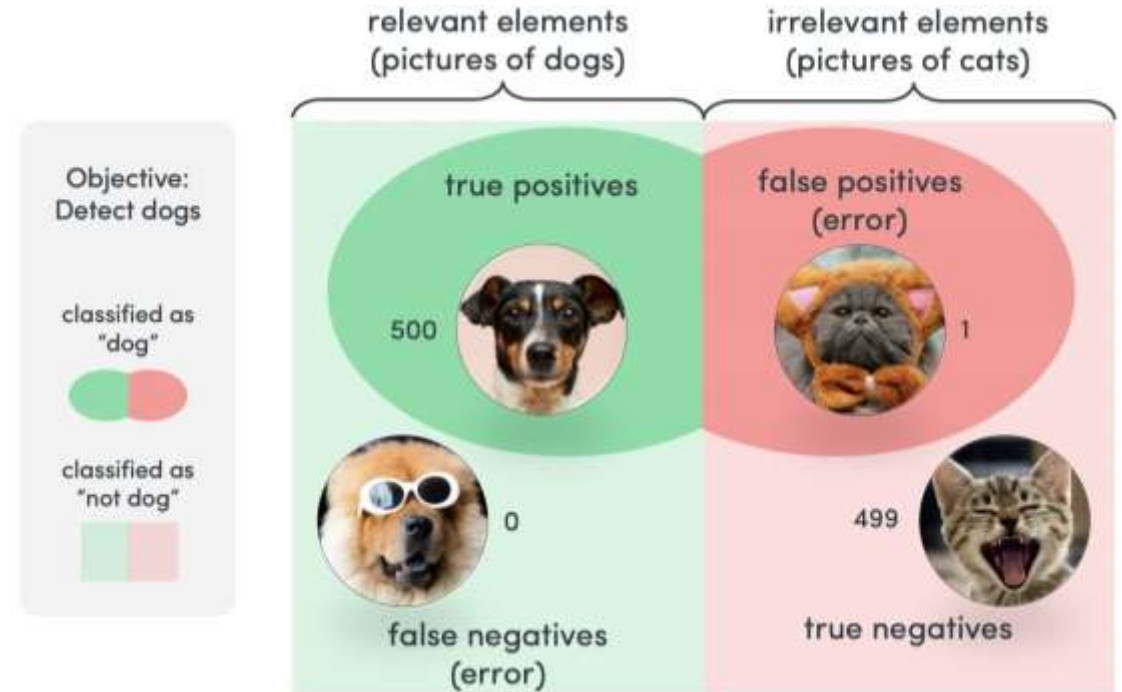
### Benefits:

Understands unique language, jargon, abbreviations, and emotional cues specific to customer service.

# Accuracy Out of Box



**Diverse Population**



**Accurate Results**

# Manual vs. Advanced Analytics: What Gets Missed

## Typical Human Review

(60s)

- Basic script compliance
- General tone ("customer angry")
- Standard QA metrics (AHT)
- Obvious policy violations
- *...limited depth*

## Advanced Analytics

(Instant)

- 5 specific upsell opportunities w/ probabilities
- 3 compliance risks w/ regulatory references
- 7 sentiment shifts indicating churn risk
- 4 agent coaching opportunities w/ impact
- 2 competitive intelligence data points
- Process inefficiency (47s potential save)
- *...and much more*

# From Data Overload to Actionable Intelligence

## The Problem

- Overwhelming dashboards
- Analysts drowning in reports
- "Data rich, insight poor"
- Supervisors spending **40%**-time hunting for coaching moments

### Before

AHT: 328s

CSAT: 3.7/5

QA Score: 84%

FCR: 67%

Hold Time: 98s

Transfers: 12%

Script Adherence: 91%

Sentiment Score: -2

Agent Survey: 3.2

CES: 4.1

NPS: 24

After Call Work: 122s

## The Solution

- Prioritized insights by impact
- Clear next-best-actions per role:
  - **Agents:** "Focus on these 3 behaviors..."
  - **Supervisors:** "Coach these 5 agents..."
  - **Managers:** "Address these 2 process issues..."
  - **Executives:** "Strategic insights needing attention..."

### After

High Priority

#### Agent Coaching Opportunity

Focus on verification process with Taylor Smith - could reduce AHT by 42s

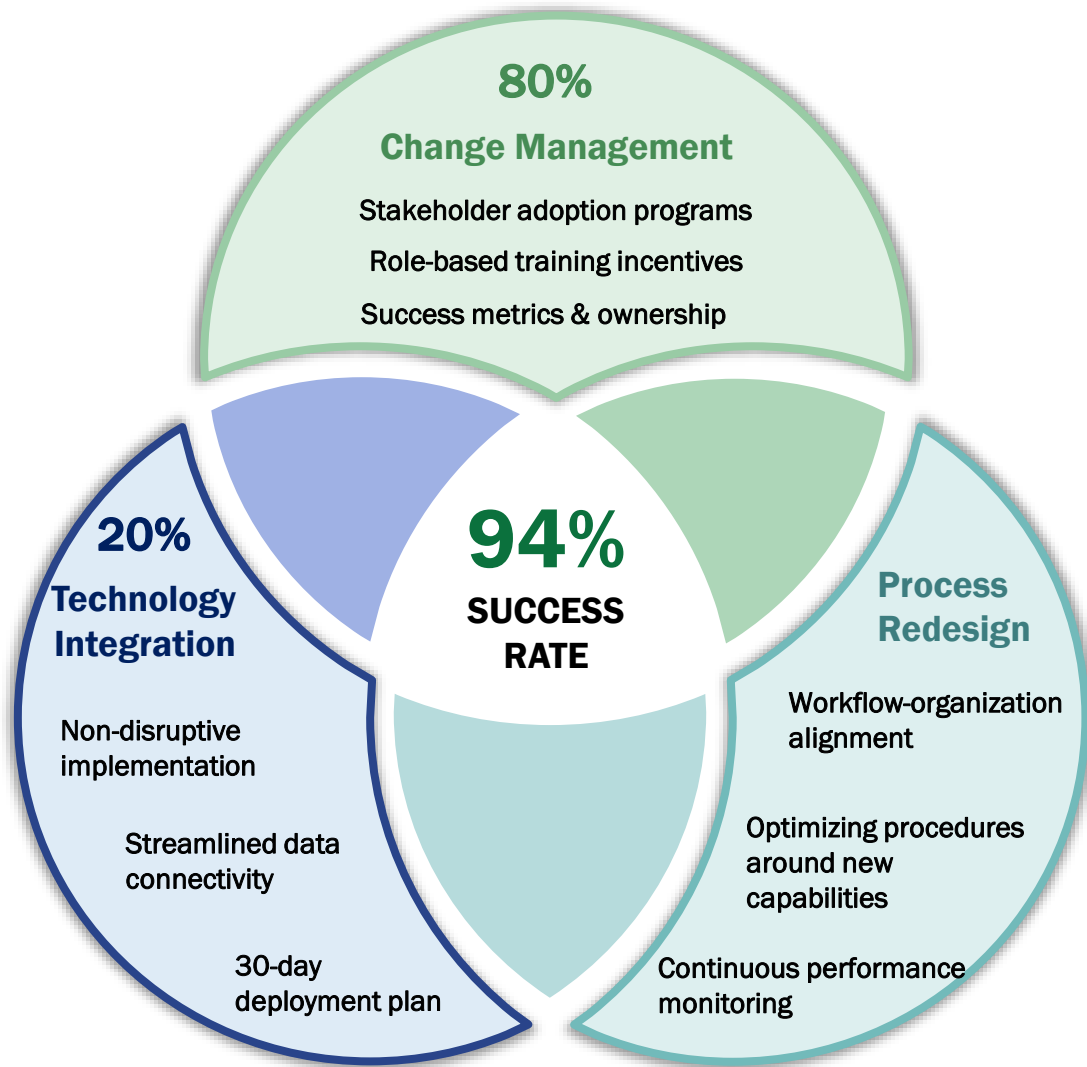
High Priority

#### Revenue Opportunity

5 agents missing upsell cues on Premium Service (estimated \$45K monthly impact)

# The 80/20 Rule of Implementation Success

Weaving technology into your organizational fabric through balanced implementation.



Metric	Traditional (80% Tech Focus)	Process Redesign
Timeline	6-9+ months	30 days
Adoption Rate	28% (72% fail target)	94%
Feature Utilization	46% (54% unused)	85%

# Data Driven Implementation

## Baseline Assessment - Understanding Current Agent

Change Management

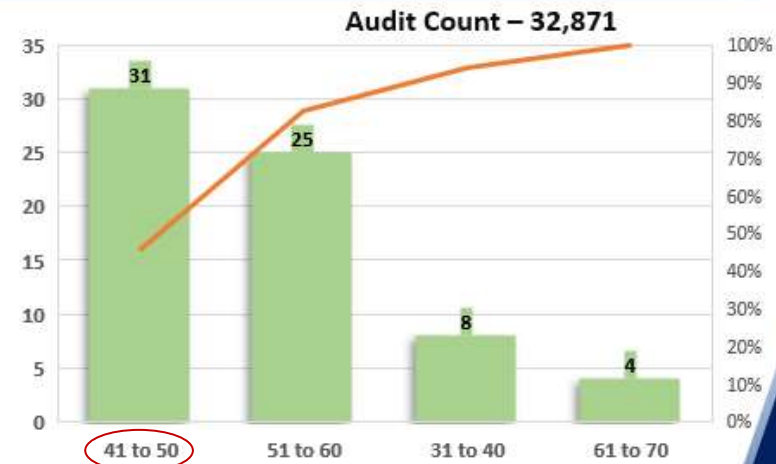
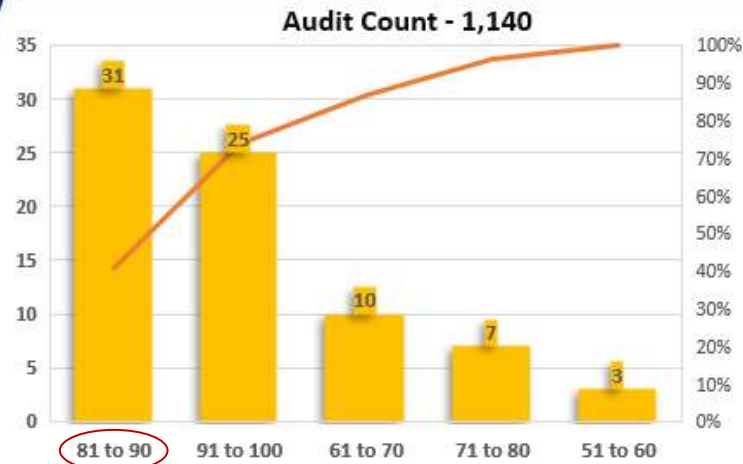
HI - AI AUDITS

QA SCORE

HI Average

AI Average

Agent head count Vs QA score

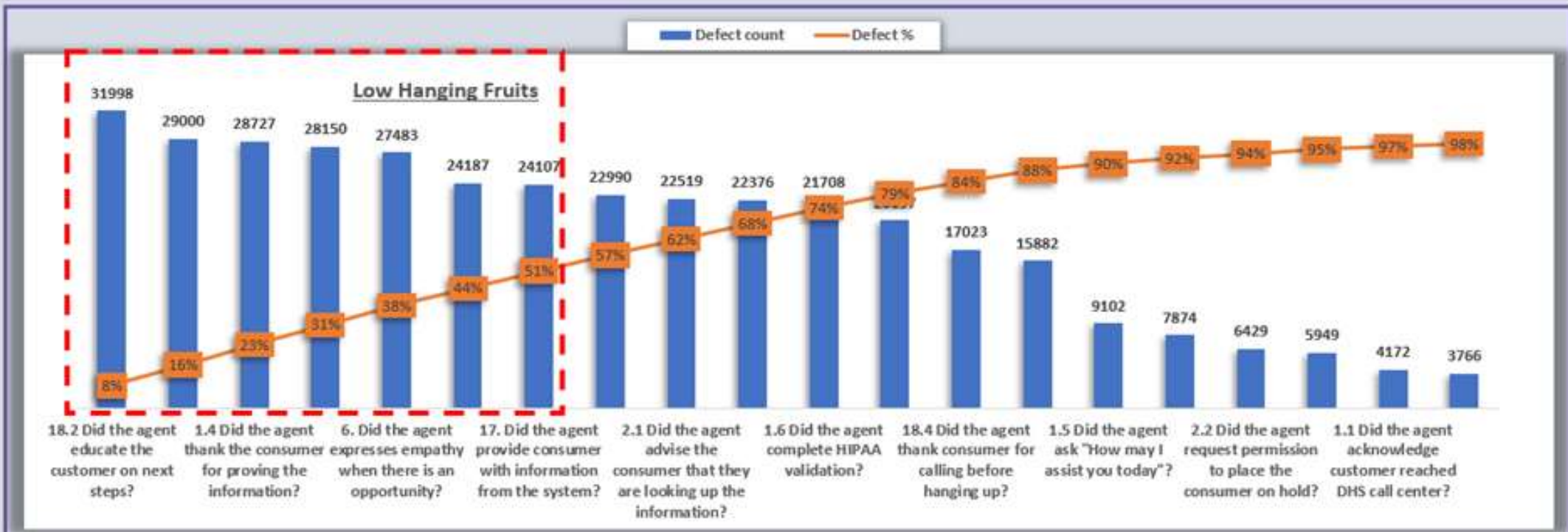


AI audited 2883% more audits than traditional approach.

# Identification of Areas for Improvement

Impact Attributes

Change Management



25% of parameters are impacting 51% of overall performance

Working on these 25% (7 parameters) we can improve the quality scores and reach our desired goal

Improving low hanging fruit scores by 20% will get us to meet Q1 2022 milestone



Outliers



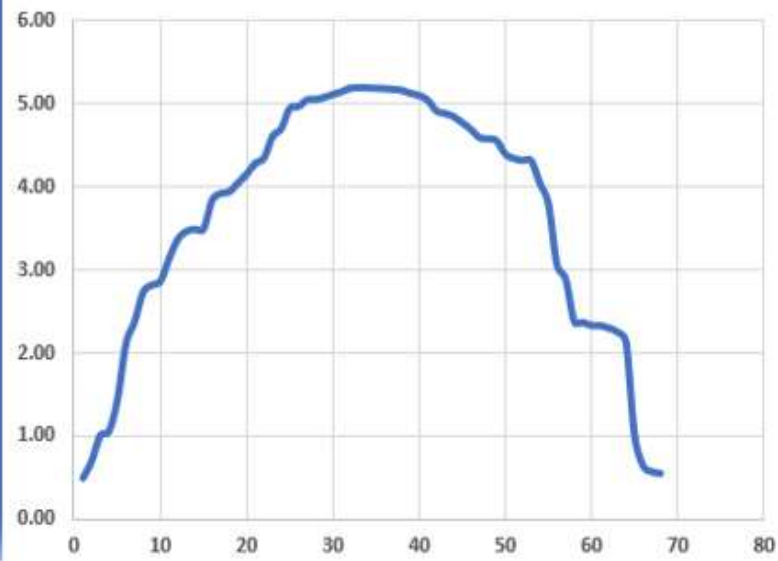
Practical Application

# Goal Prediction and Optimization

Change Management

## IDENTIFYING GOALS

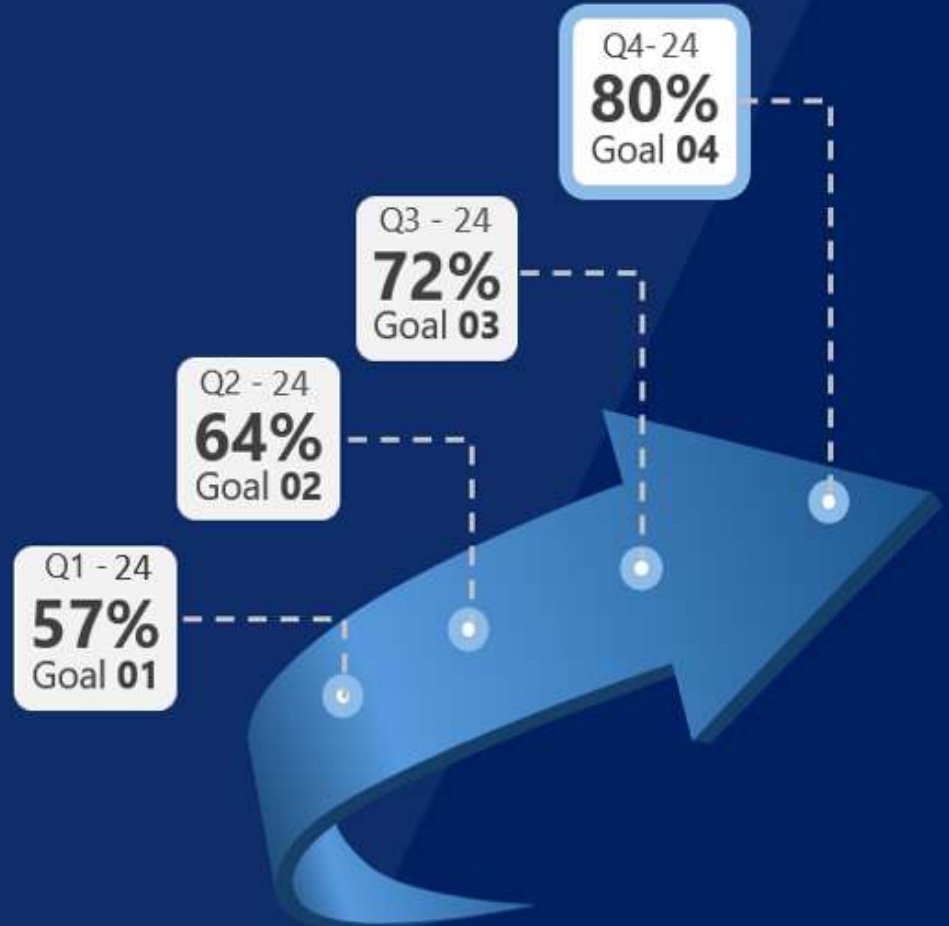
### BELL CURVE



$\mu$ : Mean       $\sigma$ : Standard deviation

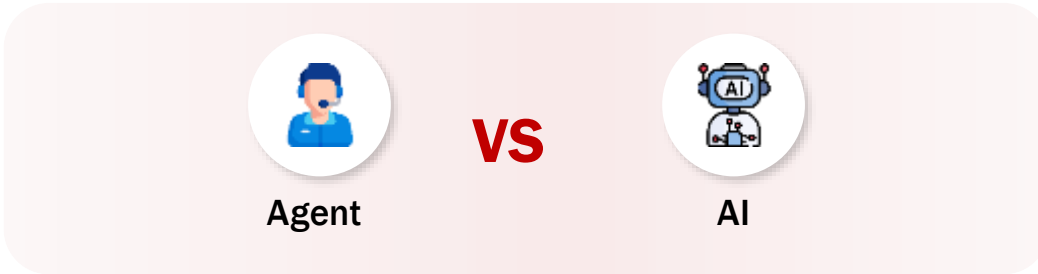
$\mu - \sigma$	$\mu - 2\sigma$	Mean	$\mu + \sigma$	$\mu + 2\sigma$	$\mu + 3\sigma$	$\mu + 4\sigma$
0.41	0.34	0.49	0.57	0.64	0.72	0.80

## MILESTONES



# Agent Augmentation VS. Replacement: The Philosophy That Determines Success

## Replacement Mindset

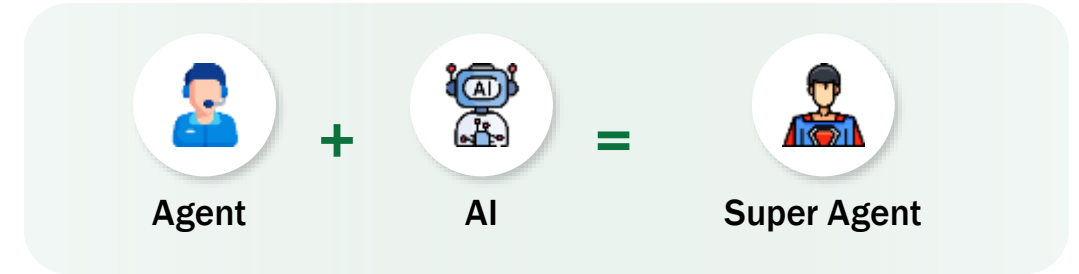


### Philosophy

Focuses on headcount reduction by pitting agents against AI in a competitive relationship where one must replace the other.

Turnover **27% higher**  
CSAT **19% lower**  
Knowledge **Limited transfer**

## Augmentation Approach



### Philosophy

Focuses on enhancing agent performance through AI assistance, creating a synergistic relationship where technology amplifies human capabilities.

CSAT **32% higher**  
Turnover **41% lower**  
Knowledge **Continuous improvement**



# Breaking Down Data Silos: Integration Advantage

## Traditional Approach | (Siloed)

Conversations

CRM

Digital

Voice

- Conversation data isolated from business metrics
- CRM disconnected from quality management
- Voice separate from digital channels
- No correlation between agent performance and outcomes

**Example: Agent Behavior → Business Outcomes**



## Integrated Approach | (Unified View)



Conversations

Agent Performance

Business Metrics

- Connects: Conversations, Journey, Business Metrics, Operational Data, Agent Performance
- Enables: Correlation & root cause analysis
- Provides: Cross-departmental strategic insights

### Business Impact

- 27% faster root cause identification
- 35% more accurate performance attribution
- Strategic insights across departmental boundaries

# Breaking Down Data Silos: Integration Advantage

## Product Inquiry 38,758

Level 1 Call Intent	Level 3 Call Intent/Outcome	Negative Sentiments (%)
Replacement OR Superseded 22,470	Communication to stakeholders (45%)	14%
Compatibility & Application Questions 6,336	Inventory management (12%)	11%
Need Material 4,607	Supply chain adjustments (5%)	11%
Stock Availability 836	Technical evaluation (5%)	8%
	Testing and validation (3%)	9%
	Confitication processes (2%)	6%
	Material core-citation verification" (4%)	3%
	Inventory check (12%)	3%
	Incomprehenism cast retcoNt (15%)	8%

## Price Request 34,691

Level 1 Call Intent	Level 3 Call Intent/Outcome	Negative Sentiments (%)
Quote Request 31,010	Production correction (30%)	5%
Quote Request MCP 1,502	Inventictive processes (24%)	6%
Quote Request Negotiation 1,779	Communications velt: (33%)	5%
	Cest realitaction (52%)	5%
	Consolidate charging (22%)	5%
	Cost optimization (23%)	5%
	Cost puresimation (12%)	5%

## Lead Time 15,536

Level 1 Call Intent	Level 3 Call Intent/Outcome	Negative Sentiments (%)
Lead Time	Current status (56%)	21%
Expedite Order Shipment 3,205	Current status (56%)	21%
Shipping & Delivery Status 2,990	Current responses (22!)	17%
	Logistics & Delivery	21%
	Issues with the Supply Chain	21%



# The 30-Day Implementation Framework: Value from Day One



## Week 1 Foundation

- Storyboard creation aligned with business goals
- System connections and data mapping
- Initial configuration and security setup

## Week 2 Activation

- Media ingestion and initial processing
- Category roadmap development
- First insights generation

## Week 3 Calibration

- Accuracy refinement and validation
- User acceptance testing
- Role-based training completion

## Week 4 Optimization

- Advanced customization
- Integration with existing workflows
- Measurement framework establishment

The right methodology delivers **immediate value** while building toward comprehensive capabilities.

A light gray world map is centered in the background of the slide, showing the continents of North America, South America, Europe, Africa, Asia, and Australia.

# **Case Study: Real-World Impact**

## **Data Visualization: Before & After Implementation**

# The Impact

	<b>Manufacturing</b> Distributor & Retail Support	<b>Retail</b> Customer Services	<b>Pharmaceutical</b> Pharmacy Support
Annual Volume	2.8M	4.2M	3.2M
Average Handle Time	42% Reduction	35% Reduction	55% Reduction
Cost Impact	\$2.4M Savings	\$3.1M Savings	\$2.8M Savings
Automation Rate	27%	48%	29%
CSAT Impact	+9	+2	+6
Key Features	<ul style="list-style-type: none"> <li>• Order Support</li> <li>• Parts Identification</li> <li>• Inventory Queries</li> </ul>	<ul style="list-style-type: none"> <li>• Order Status</li> <li>• Returns Processing</li> <li>• Product Feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Product Information</li> <li>• Technical Support</li> <li>• Event Reporting</li> </ul>

## Dana Lloyd

*Sr. Director Customer Care | Synovus*

Dana is a seasoned financial services leader with over 29 years of extensive front-line and operational experience. She has a proven track record of driving high performance, change management, employee enablement, and strategic transformations across consumer banking, team development, and execution.

In 2018, Dana brought her expertise to contact centers, spearheading the transformation of Synovus Customer Care. At Synovus, she oversees customer experiences across all channels, with a passion for talent development, implementing new technologies, leveraging data insights, and delivering excellence in customer service.

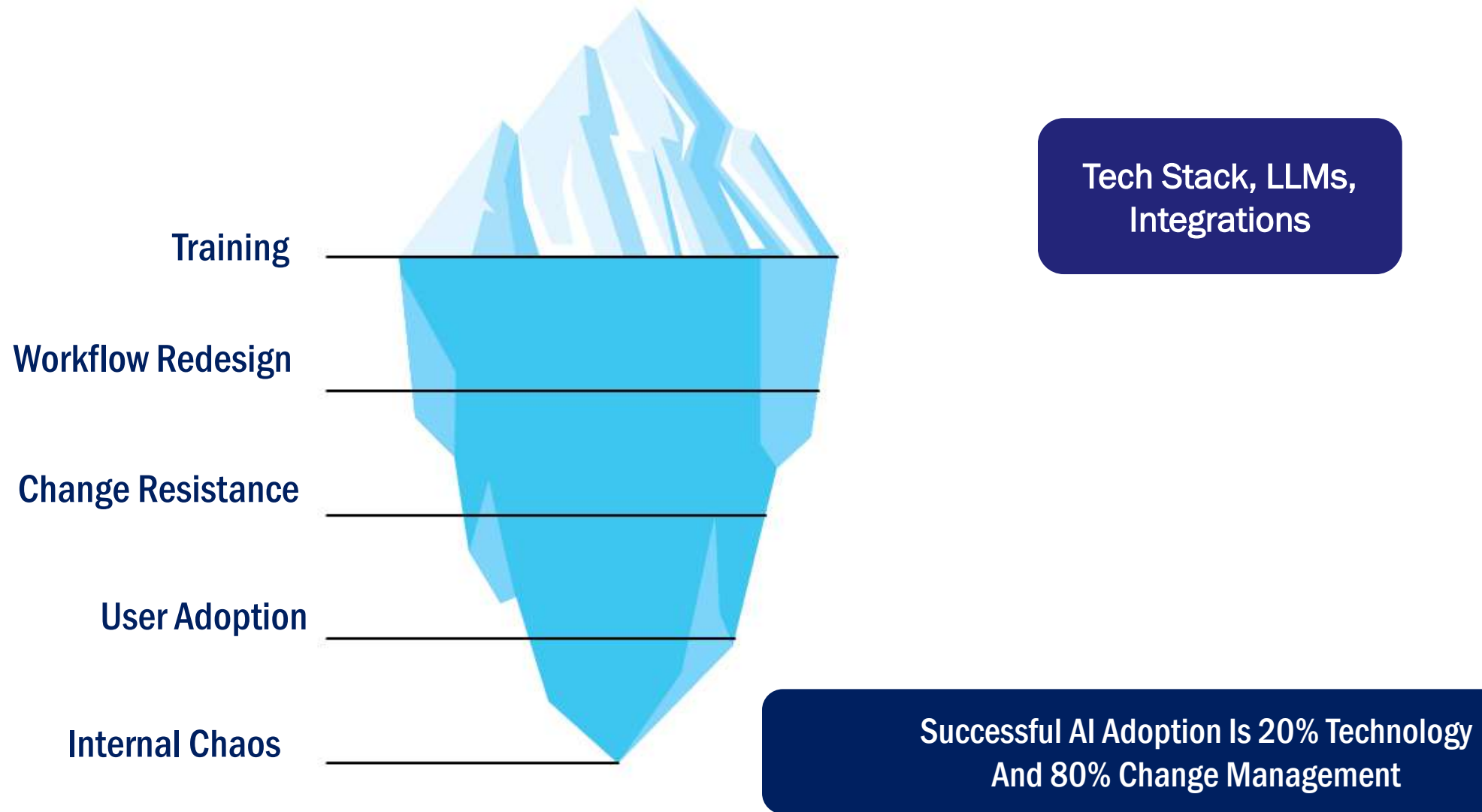


# SYNOVUS®

**Connect with Dana on LinkedIn**



# The Iceberg Effect of AI Implementation



Tech Stack, LLMs,  
Integrations

Successful AI Adoption Is 20% Technology  
And 80% Change Management

# Transforming the Agent Experience at Synovus

## Agent Experience Transformation

### Before:

Uncertain feedback, delayed coaching, performance anxiety.

### After:

Clear guidance, contextualized feedback, continuous improvement focus, proactive coaching.

## Measurable Improvements

**50%** Reduction in critical compliance failures

**10%** Reduction in Average Handle Time (AHT)

**60%** Lower Coaching Time with better results

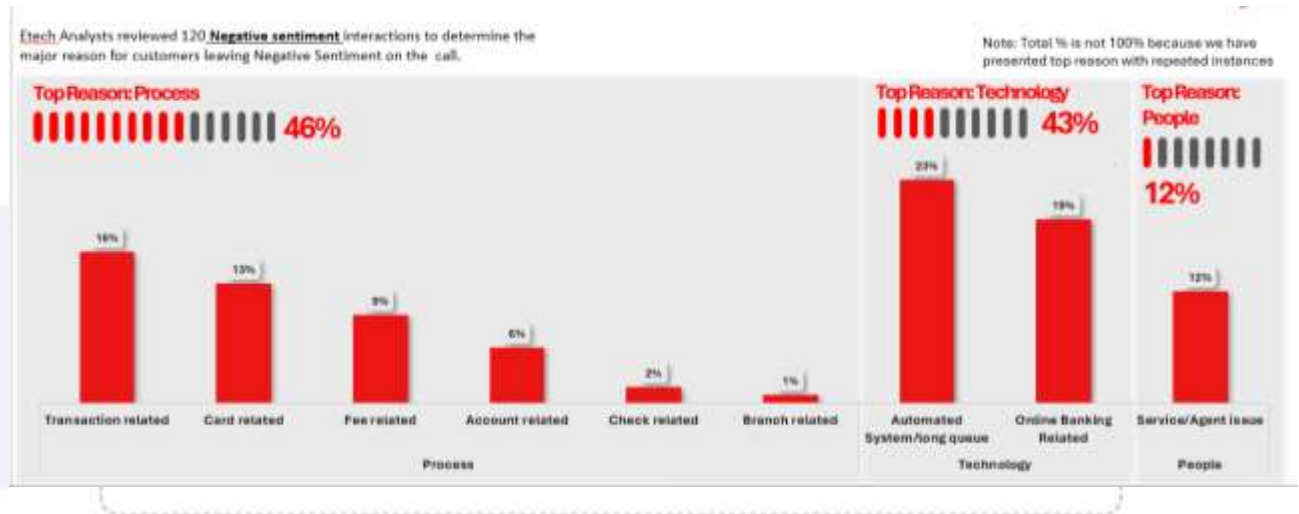
**24%** Improvement in First Call Resolution

## Key Innovations:

- Empowered QAs as Coaches - Building expertise and trust
- Contextual Mining - Moving beyond keyword-based tagging
- Proactive Insight Delivery - Right information at the right time

*"The new coaching approach gives me clear direction on exactly what I need to improve. I'm more confident in my calls now and can focus on helping customers rather than worrying about hitting arbitrary metrics."*

— Senior Customer Service Agent



# Jim Iyoob

CCO | Etech Global Services

Jim is a 35-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.

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# Actionable Intelligence: Lessons for Contact Center Transformation

Strategic Vision Before Technology

Domain-Specific Models Outperform Generic AI

Agent Adoption Requires Meaningful Involvement

Phased Implementation Delivers Better Results

Continuous Improvement Requires Human Oversight

## Why Agent Experience is important than ever in 2025?

- Satisfied agents deliver 3.3x higher First Call Resolution rates
- Agent replacement costs 33% of annual salary per position
- Engaged agents achieve proficiency 3 months faster

## Think Like an Experience Designer

- Anticipate customer needs through data
- Create seamless experiences across all channels
- Use analytics to optimize every interaction
- Transform ordinary interactions into extraordinary experiences

# Practical AI: Beyond Hype to Tangible ROI



## The Current AI Landscape



**70,000**

AI Companies launched since ChatGPT



**90%**

Fail within their first year!



**Line item**

Most Organization treat YOU as a line item



## Etech's Partnership Approach: ROI-Driven AI Transformation



### Deep Client Engagement

- Trusted Advisor Partnership Model
- Determine measurable ROI AI opportunities
- Compliance & Operational alignment of solutions



### Strategic AI Roadmap

- High-impact, low-risk implementations
- Incremental solutions to maximize returns



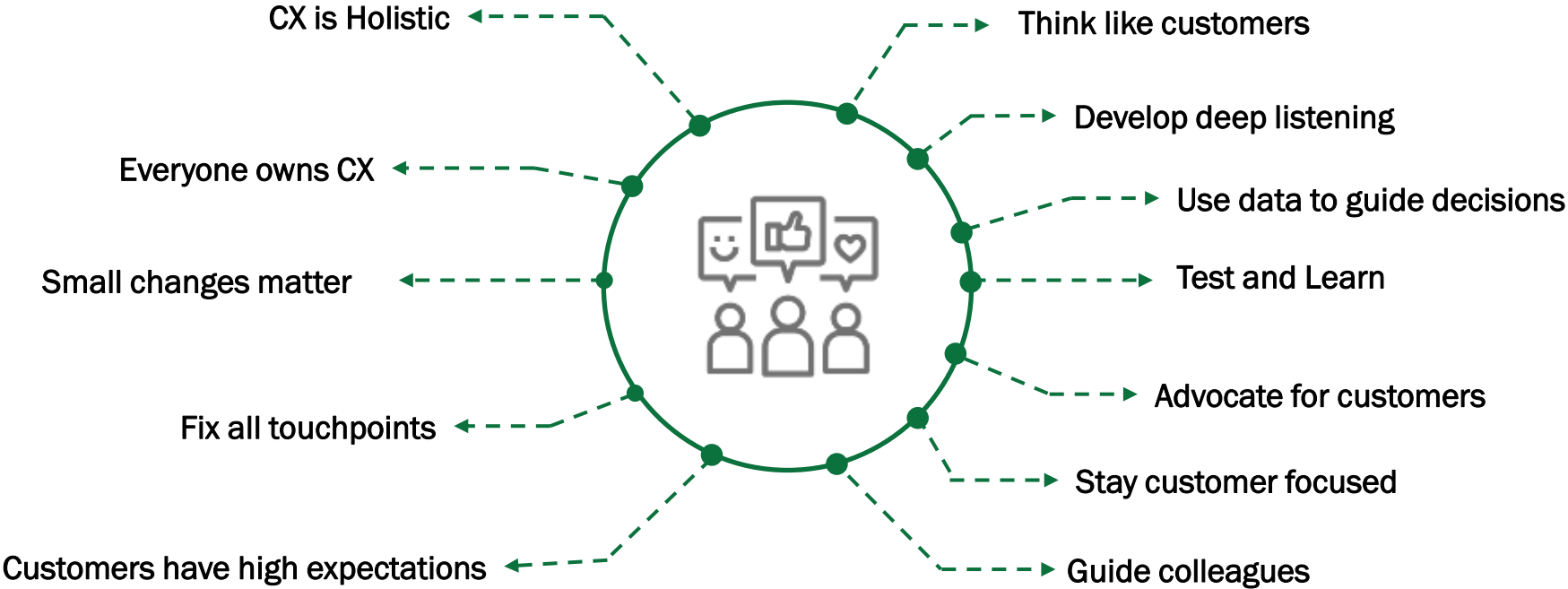
### Result-Focused Implementation

- AI solutions aligned with strategic objective and continuous optimization
- Long-term partnership for AI Growth

# How to make your CX Transformation initiative a success?

## Avoid Common Misconceptions

## Best Advice for CX Practitioners



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

# Visit Etech's Booth #1401

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SVP  
Etech Global Services



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**Dana Lloyd**  
Sr. Director  
Synovus



**Manu Dwievedi**  
Sr. Director  
Etech Global Services



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Drawing from their intertwined journey spanning 60+ years of executive leadership, Matt and Jim share heartfelt insights and wisdom born from an extraordinary 35-year partnership. Their evolution from industry newcomers to visionary leaders showcases the profound impact of genuine collaboration, bold innovation, and an unwavering dedication to serving others with compassion.

## Authors



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