



**[Live Demo]**  
**How To Build 'Trust' Using  
Data Analytics?**

[Live Demo] How To Build 'Trust' Using Data Analytics?



# Meet Our Speakers for Today



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



**Chris Basile**  
Vice President - Call Center  
Phone.com



**Shawndra Tobias**  
Vice President - CX  
Etech Global Services



# Agenda

- Introduction to Etech
- Performance Management with QEval
- Building an Integrated Contact Center Infrastructure
- Etech Insights - Total Quality Management
- Case Study



# Jim Iyooob

## Chief Customer Officer

Jim is a 33-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's Servant Leadership Commitment

## VISION

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

## MISSION

Etech is a servant leader organization providing superior customer experiences and innovative solutions which enable our clients to build stronger brands, strengthen customer relationships, and gain market share.

Team Work

Valuing people

Integrity

Adaptability

Creativity

Courage

Accountability

Humility

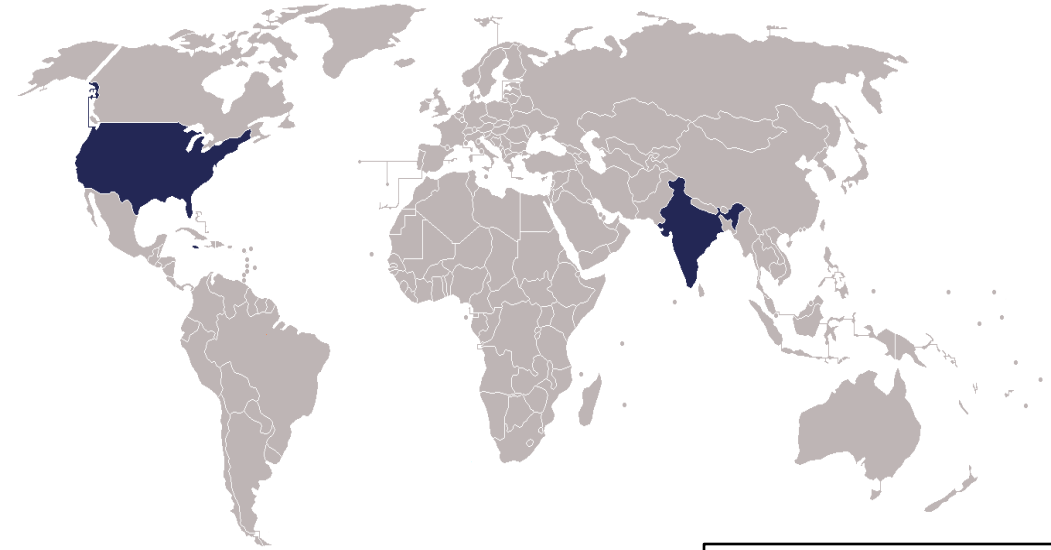
Communication

Positive Influence

Teachability

Vision

## Etech's Character Commitments



24/7/365 - Multilingual

Etech's Global Locations  
Minority Business Certified

Nacogdoches, TX

San Antonio, TX

Dallas, TX

Lufkin, TX

Rusk, TX

Houston, TX

Palm Beach, FL

Montego Bay, JA

Gandhinagar, GJ

Vadodara, GJ

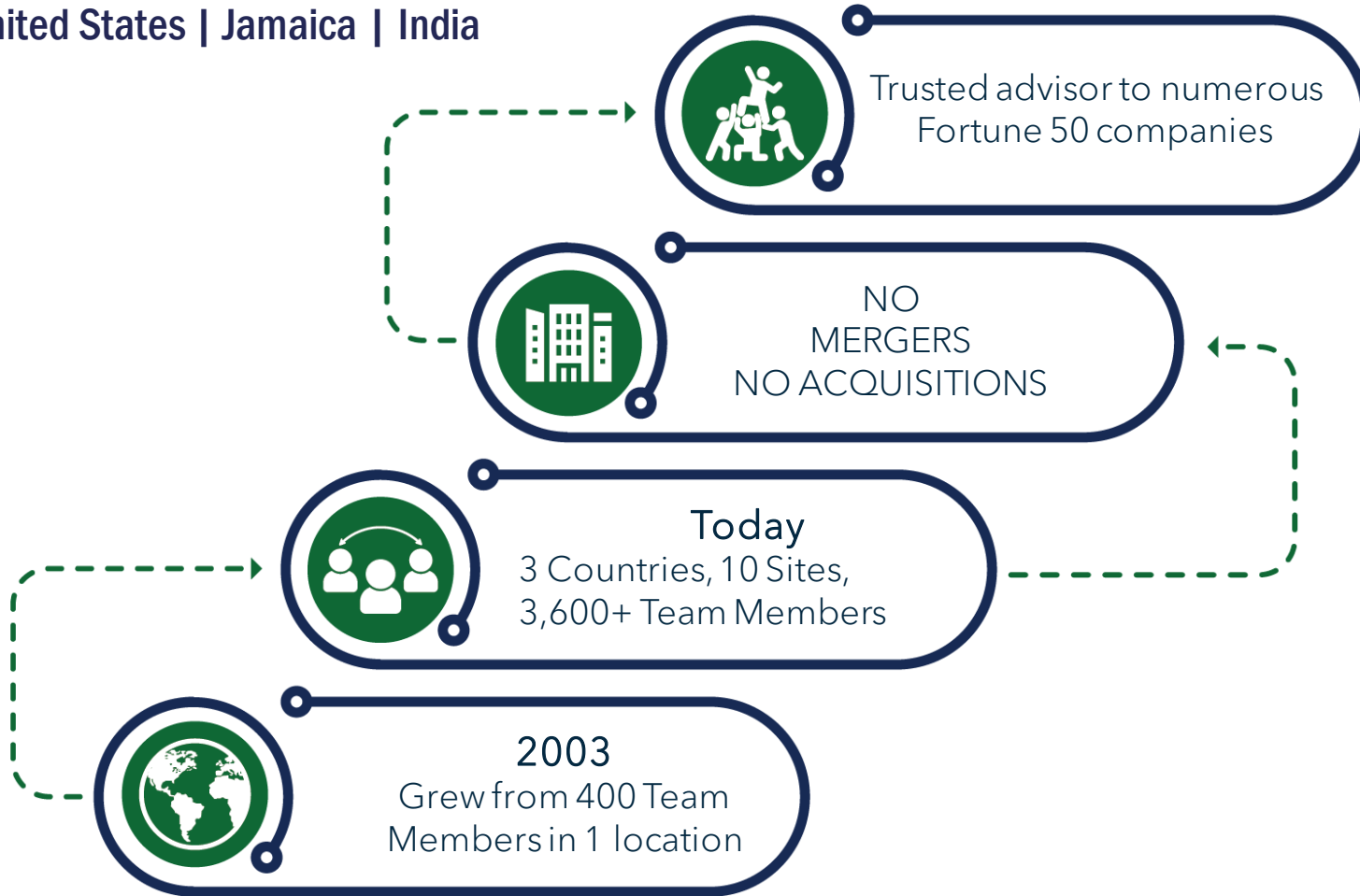
3,600+ Team Members Globally Providing Remarkable Customer Experiences

# Etech Global Services – Our Journey

## OUR STORY

## OUR BUSINESS

United States | Jamaica | India



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



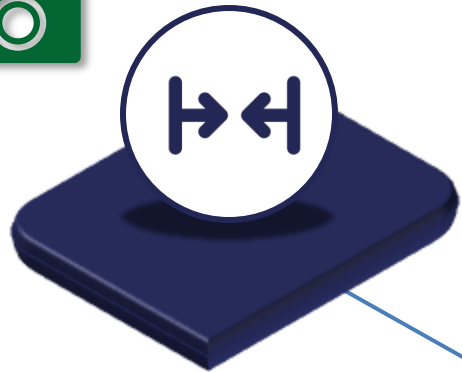
Etech Technology Solutions

Software/Application Development, Custom Reporting, WFM

## OUR AWARDS



# How to successfully execute Speech Analytics?



Alignment with Business Goals



Set Clear Objectives



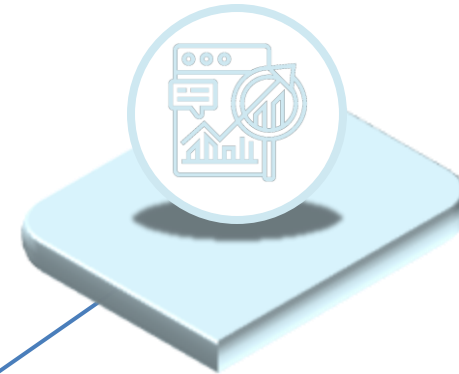
Prioritize initiatives based on ROI



Aligning Teams & Change Management



Emphasize on Data Security



Transformation to a long-term approach

# Creating a Data-Driven Culture



# Why QEval?



Identify Knowledge Gaps



Identify Market Insights



Distinguish and Quantify Coaching Needs



Improve Retention



Overall insights on in-depth level of performance



Actionable Insights into CX and Business Opportunities



# QEval Journey to Build the Future of Quality...

Identify Agent Opportunities  
and Root Cause

Integrate with Speech Analytics  
and Automate QA Process

Improve Overall Customer  
Experience



Centralize your Quality  
Assurance Process

Leverage Reports & Analytics  
for Strategic Decisions








Listen to the Voice of Customer

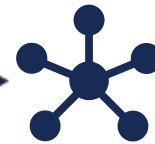
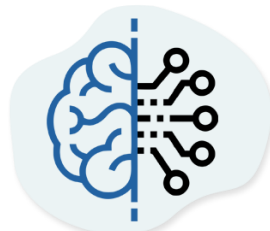
# Transforming Scores to Insights

Omnichannel  
Integration

Data Processing & Analytics

Actionable Insights

- Dialer 
- Audio 
- Email 
- Chat 
- Text 
- CRM 
- Survey 



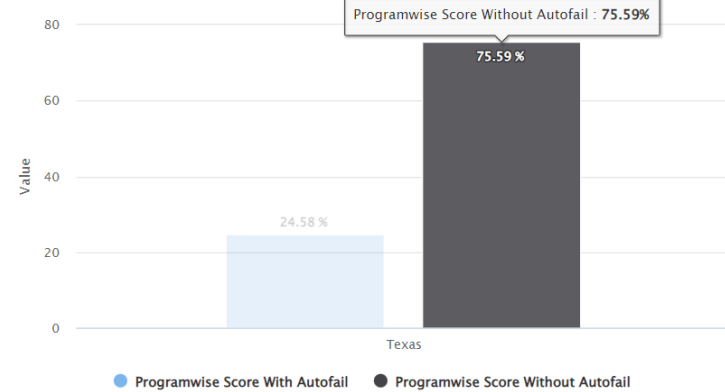
- Performance Recommendation to Agent
- Coaching Recommendations for Supervisors
- Automated Training Assignment
- Real-Time Alerts
- Tailored Dashboards
- Sentiment Analysis
- Coaching Effectiveness Module
- Real-Time Reporting
- VOC Analysis
- Business Insights

A blurred background image of a business meeting. In the foreground, a person's hand is writing on a document with a pen. In the background, another person is holding a tablet displaying various data visualizations, including a bar chart, a line graph with a red arrow, and a network diagram. The overall scene is dimly lit with a blue tint.

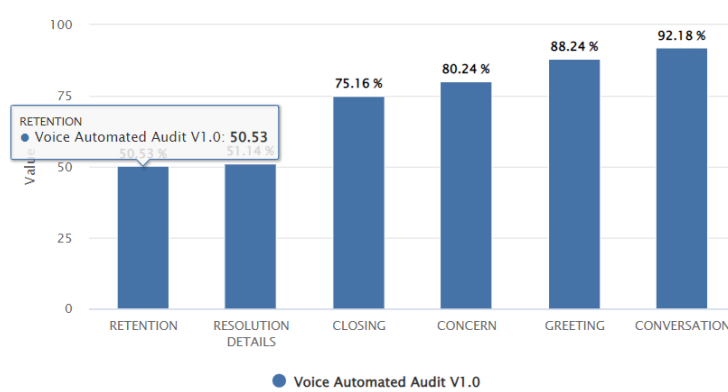
# Let's See, How QEval Works?

# Interactive Dashboards Tailored to Your Contact Center

Programwise Centerwise Score With and Without Autofail



Programwise Category Score



Keep a track of important performance metrics for your Contact Center on a Single Screen



Compare performance or predict future outcome based on current performance.

Programwise Top 5 Agents on QA Score With Autofail

Agent Name	Supervisor Name	Total Evaluation	Total Autofail	QA Score with Autofail
<b>Voice Automated Audit V1.0</b>				
Alex Williams (a)	Michelle Harpers	187	68	55.08%
Kelly Ermitano	Lupe Hernandez	484	142	51.98%
Stacy ann Patterson	Anne Sophie	468	153	49.17%
Dawn Dowlatt	Lupe Hernandez	555	190	48.5%
Claudine Clarke	Lupe Hernandez	511	180	46.07%

Programwise Top 5 Agents on QA Score Without Autofail

Agent Name	Supervisor Name	Total Evaluation	Total Autofail	QA Score without Autofail
<b>Voice Automated Audit V1.0</b>				
Alex Williams (a)	Michelle Harpers	187	68	88.95%
Joel Haughton	Leo Dangallo	3981	3061	77.26%
Kelly Ermitano	Lupe Hernandez	484	142	77.01%
Stacy ann Patterson	Anne Sophie	468	153	76.99%
Dawn Dowlatt	Lupe Hernandez	555	190	76.67%

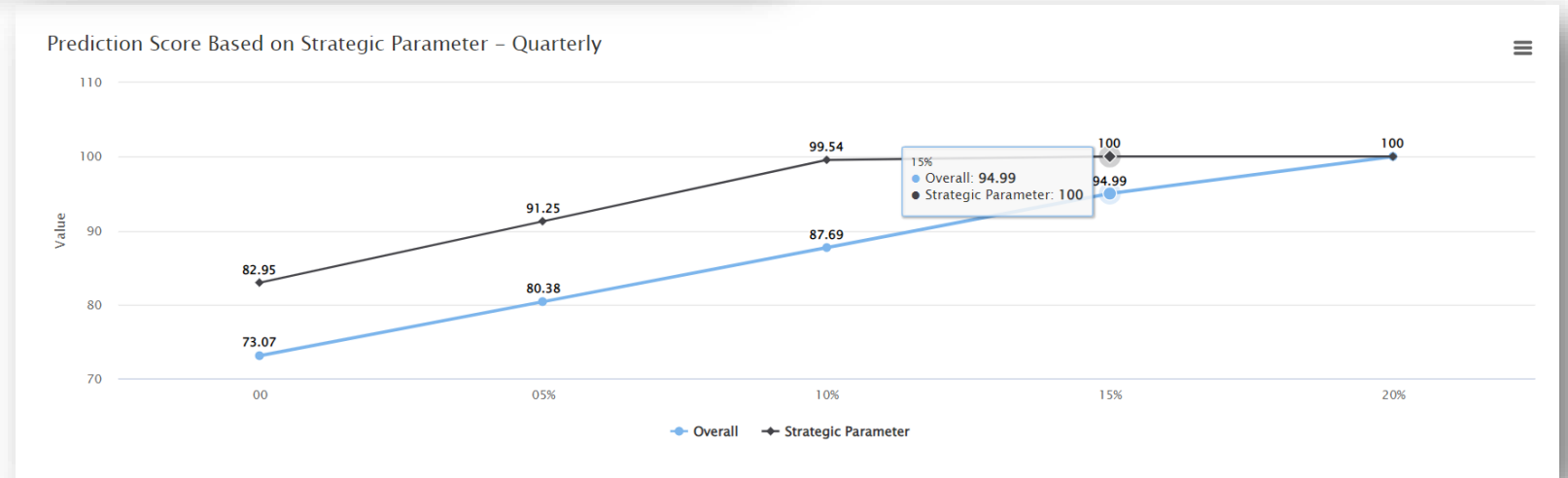
# Get 360 Insights Dashboards Tailored to Your Contact Center



Drill-Down Organization - Team - Individual wise KPI performance



Track Individual Agent's KPI Performance - Analyze and Predict Future Behaviors



# Measure Coaching Effectiveness & IMPACT

Self Review / Coach Review

Self Review  Coach Review

Coaching Rating (Please rate coaching on scale of 1-5 where 1 indicates worse and 5 indicates best)

- 1-No Impact (No feedback provided)
- 2-Low Impact (Identified missed opportunities but no coaching provided)
- 3-Some Impact (Identified missed opportunities and provided general feedback)
- 4-Moderate Impact (Missed opportunities identified & some specific coaching recommendations provided)
- 5-High Impact (Missed opportunities identified, specific coaching / skill transfer / role play, and results have improved)

Record Agent's Feedback on Coaching & Improve Coach's Performance



# Executive Coaching Rating Heatmap

Supervisor Name	Total Evaluation	Total Reviewed	Coach Reviewed	Self Reviewed	Coaching Rating	QA Score	CLOSING
Anne Sophie	4346	4346	2054	2292	4.0	76.24%	75.36%
David Klein	570	570	270	300	4.2	74.65%	74.21%
Leo Danggallo	30119	30118	14670	15448	3.8	73.68%	75.81%
Lupe Hernandez	5932	5932	2897	3035	3.7	75.43%	75.96%
Melissa Wood	1031	1031	470	561	3.3	74.19%	74.1%
Michelle HarperS	7899	7898	3895	4003	3.7	75.25%	72.19%

Supervisor Name	Total Evaluation	Total Reviewed	Coach Reviewed	Self Reviewed	Coaching Rating	QA Score	10. Service application	11. Soft skills
Anne Sophie	30	2	0	2	0.0	76.67%	76.67%	78.89%

12. Risk and Compliance	13. Exceeded client service	3. Communication Breakdown	4. Comprehensiveness	5. Follow up	6. Knowledge	7. Process guidelines	8. Validation	9. Quality of communication
84.44%	76.05%	80.44%	78.06%	70.56%	72.92%	76.03%	77.56%	77.62%

# Closed Loop Coaching Process

**DFM Information**

Strength \*  Strength Parameter \*  +

Strength	Strength Parameter	
GREETING	Did the FC use correct brand name and identify himself/herself?	<input type="button" value="Remove"/>
RETENTION	Did the FC present any Save Attempt? <span style="color: red;">(Critical Business Requirement Alert)</span>	<input type="button" value="Remove"/>

Opportunity \*  Opportunity Parameter \*  +

Opportunity	Opportunity Parameter	
RESOLUTION DETAILS	If applicable, did the FC completely inform about earning credits by referring a friend? (per the policies of BU)	<input type="button" value="Remove"/>

Action Plan \*  Follow Up Date \*  Actual Date of Follow Up

Record Strengths & Opportunity parameters, log action plan and follow up agent coaching



Log and Retain Agent Commitment with Electronic Signature

**DFM close-loop**

Coachee \*  Improvement in KPI \*  Opportunity Status \*  +

Coachee	Improvement in KPI	Opportunity Status	
Alex Williams (a)(D000018)(Accept)	Accuracy of client	Completed	<input type="button" value="Remove"/>

Coachee	Coachee Commitment
Alex Williams (a)(D000018)(Accept)	Sure. I will show some improvement
Dian Sailsman(D000085)(Pending)	


# Shawndra Tobias

Vice President - Customer Experience

Shawndra is a 25-year veteran of the call center/BPO industry. Shawndra has served in various roles to include OSS Reporting Specialist, Project Lead, Account Leader, Sr. Director Customer Experiences, Asst. Vice President and now Vice President.

She is having expertise in determining call center operational strategies by conducting needs assessments, performance reviews, capacity planning, and cost/benefit analysis.



A blurred background image of a call center with several employees wearing headsets. A semi-transparent blue rectangular box is centered over the image, containing white text. There are two small squares: a light gray one in the top left and a yellow one in the bottom right.

# Performance Management Storybook - Case Study

# AI and Speech Analytics

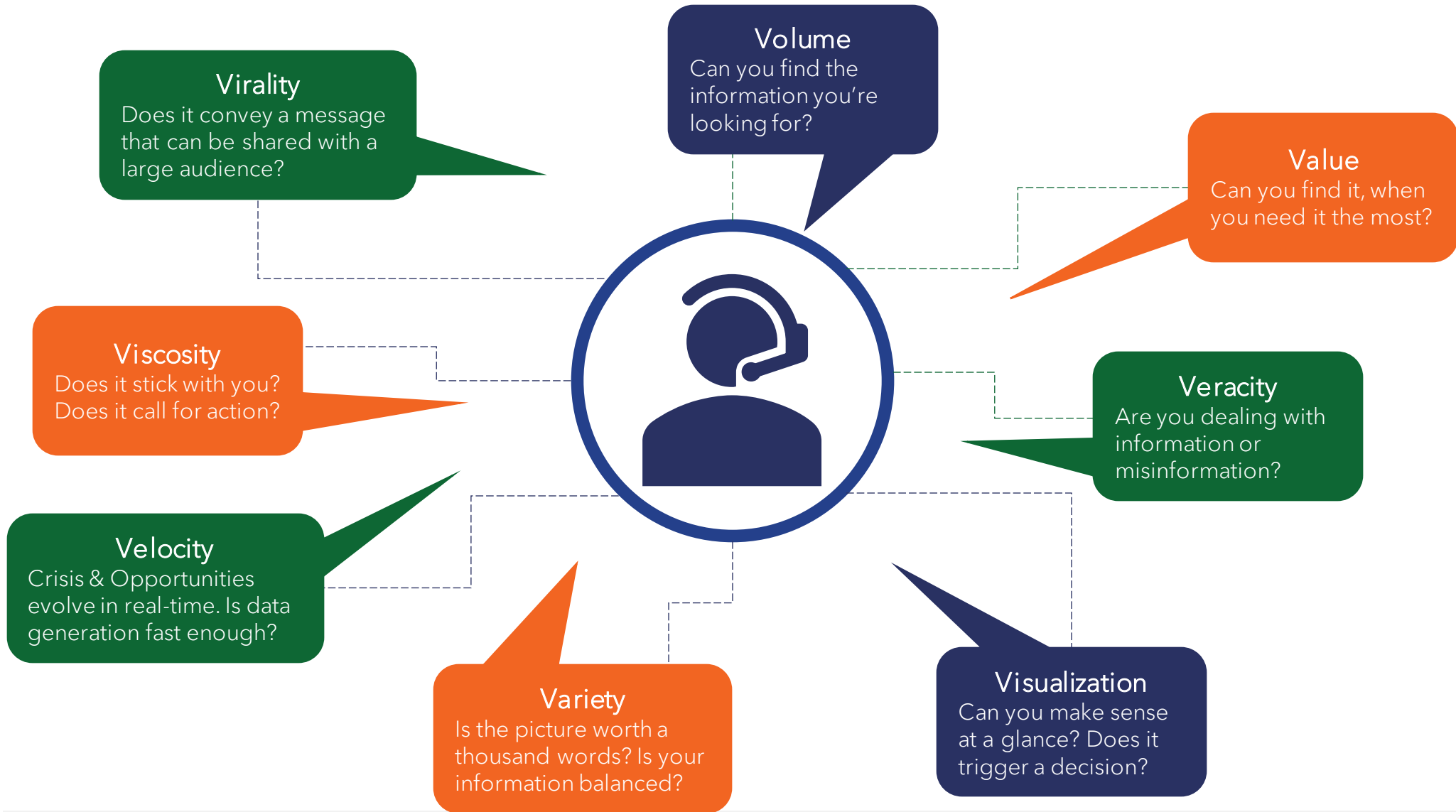
- Natural Language Processing (NLP) is a subfield of artificial intelligence (AI). It helps machines process and understand the human language so that they can automatically perform repetitive tasks. Examples include machine translation, summarization, ticket classification, and spell check.
- In natural language processing, human language is separated into fragments of unstructured data so that the grammatical structure of sentences and the meaning of words can be analyzed and understood in context. This helps computers read and understand spoken or written text in the same way as humans.

“Each word of an interaction represents 1 piece of unstructured data”

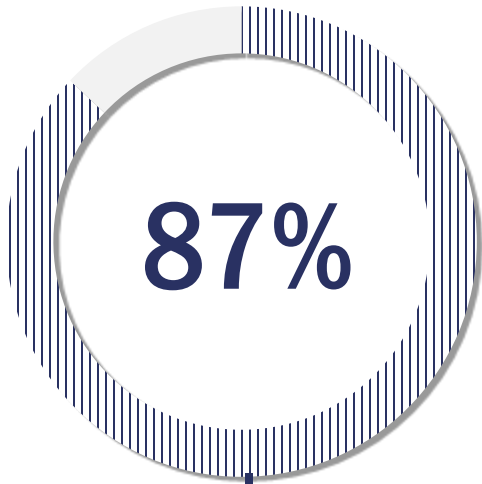


- Data Scientists teach NLP tools to look beyond definitions and word order, to understand context, word ambiguities, and other complex concepts connected to human language. **This is your EI Data Engineering team.**

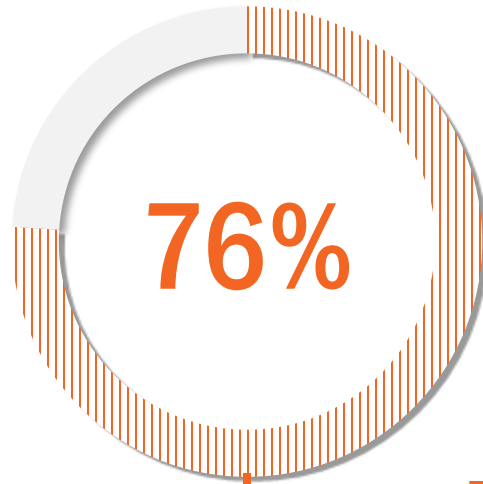
# What's the big deal with BIG DATA?



# Big Data Usage by Industry



Telecommunications



Financial Services



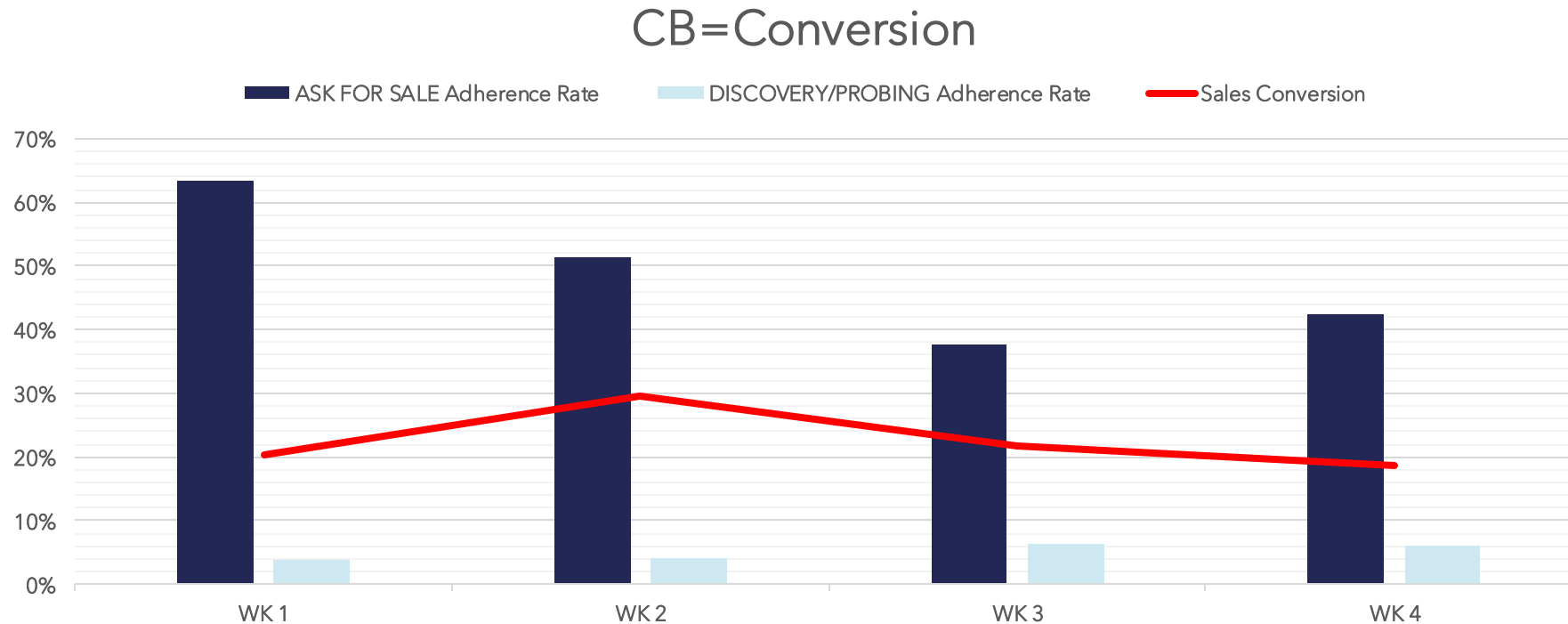
Healthcare

# Sales: Service Variables = Metrics that Matter

- Sales Metrics focus on a revenue-based outcome, the goal is to acquire new customers, save defecting customer in-flight, increase spend rates of EBRs
  - Conversion - Revenue Per Hour
  - Sales Per Hour - KPB Index
- Service Metrics focus on experience as an outcome with cascading effects of higher average spend rates and loyalty/low defect rates.
  - CSAT - RIS
  - NPS - 5 Star
- Call Center Metrics focus on efficiency, capacity, utilization and impact profitability. They are often overarching for Sales & Service.
  - Calls Per Hour - Calls Answered - Follow Up/Wrap Up
  - Wait/Queue Time - Handle Time/AHT/THT
  - Contacts Per Hour - Talk Time/ATT/TTT

# Big Data to Critical Behavior

- What is a 'Critical Behavior' or 'Key Performance Behavior'?
  - Asking for Sale - Create Urgency - Response Rate (C2C) - Solution Provided
  - Discovery - Effective Pitch - Transfer Rate
- Why is Critical Behavior Adherence important?
  - Critical Behaviors directly impact the successful outcome of the interaction



# KPB Index - Why Does This Matter?

## Overall Program QA Score

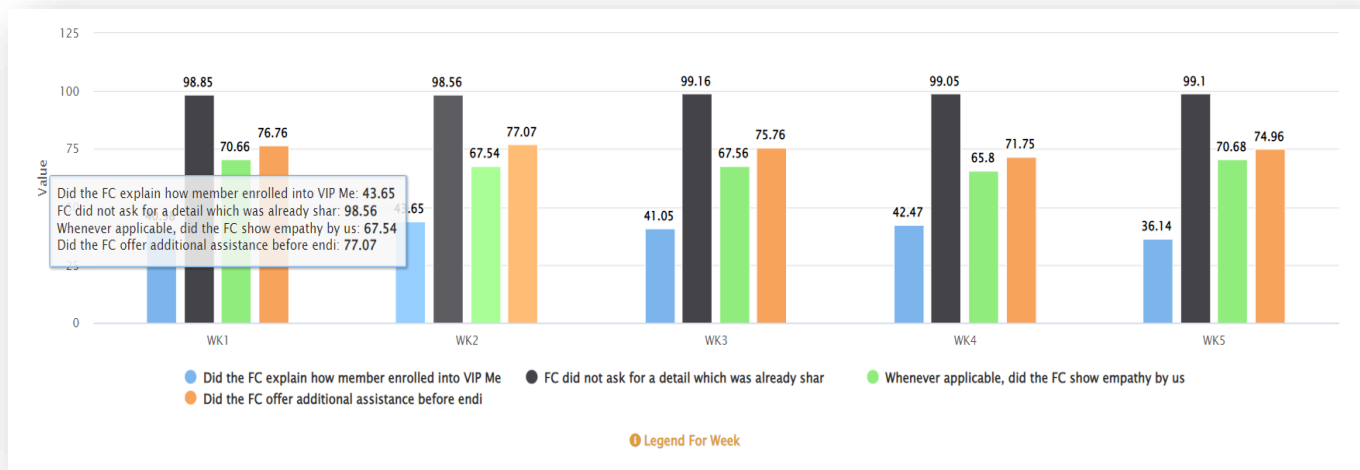
Date Type : Evaluation Date Date Range : 09/01/2022 To 09/30/2022 Total Evaluation : 49914  
 Client Name : Etech Wireless Evaluation Form : 01. Voice Automated Audit V1.0 Autofailure Evaluation : 36838  
 Program : Voice Automated Audit V1.0 Location : Texas Sub Program : ALL  
 Agent Name : ALL Supervisor Name : ALL Partner Name : ALL

	Maximum Points	Total Possible Point	Total Scored	Performance (%)	Performance Bar	Status
<b>GREETING</b>						
Did the FC use correct brand name and identify himself/herself?	1.00	49913	44046.5	88.25%	<div style="width: 88.25%;"></div>	●
<b>Section Average</b>		<b>49913</b>	<b>44046.5</b>	<b>88.25%</b>	<div style="width: 88.25%;"></div>	●
<b>CONCERN</b>						
Did the FC ask how they maybe of assistance today (if reason was not previously shared)	1.00	49913	47290.5	94.75%	<div style="width: 94.75%;"></div>	●
Did the FC acknowledge/reassure the member that their needs will be met?	1.00	49913	32689.5	65.49%	<div style="width: 65.49%;"></div>	●
<b>Section Average</b>		<b>99826</b>	<b>79980</b>	<b>80.12%</b>	<div style="width: 80.12%;"></div>	●
<b>RETENTION</b>						
If not shared already, did the FC ask the reason for cancellation? (Member Experience Alert)	2.00	49610	40233	81.1%	<div style="width: 81.1%;"></div>	●
Did the FC present any Save Attempt? (Critical Business Requirement Alert)	3.00	149739	30237	20.19%	<div style="width: 20.19%;"></div>	●
Was the Save Attempt relevant to the reason for cancellation? (Member Experience Alert)	2.00	43774	19523	44.6%	<div style="width: 44.6%;"></div>	●
Refund of Member Credit was not offered without giving any Save Attempt to retain the member. (Business Requirement Alert)	2.00	49610	49542	99.86%	<div style="width: 99.86%;"></div>	●
<b>Section Average</b>		<b>292733</b>	<b>139535</b>	<b>47.67%</b>	<div style="width: 47.67%;"></div>	●
<b>RESOLUTION DETAILS</b>						
Did the FC explain how member enrolled into VIP Membership? (Member Experience Alert)	1.00	5331	2213	41.51%	<div style="width: 41.51%;"></div>	●
Did the FC explain how member can utilize the member credit?	1.00	5330	2380.5	44.66%	<div style="width: 44.66%;"></div>	●
Whenever shared, was the correct time frame of skipping shared?	2.00	32840	16775	51.08%	<div style="width: 51.08%;"></div>	●
If applicable, did the FC completely inform about earning credits by referring a friend? (per the policies of BU)	1.00	2943	2317	78.73%	<div style="width: 78.73%;"></div>	●
Did the FC explain the different tiers for redeeming RPs?	1.00	33	16.5	50%	<div style="width: 50%;"></div>	●
If Grace Skip provided, did the FC set clear expectation that the account is being skipped as a gesture of goodwill and that member will have to skip the next months between first 5 days?	3.00	264	226.5	85.8%	<div style="width: 85.8%;"></div>	●
<b>Section Average</b>		<b>46741</b>	<b>23928.5</b>	<b>51.19%</b>	<div style="width: 51.19%;"></div>	●
<b>CONVERSATION</b>						
Whenever applicable, did the FC show empathy by using empathetic/sympathetic words? (Member Experience Alert)	3.00	66270	45015	67.93%	<div style="width: 67.93%;"></div>	●
FC did not ask for a detail which was already shared by the member previously. (Member Experience Alert)	2.00	99826	98777	98.95%	<div style="width: 98.95%;"></div>	●
FC never behaved/talked in an unprofessional manner? (Member Experience Alert)	3.00	149739	149199	99.64%	<div style="width: 99.64%;"></div>	●
Did the FC thank/apologize the member for being on hold?	2.00	16308	13472	82.61%	<div style="width: 82.61%;"></div>	●
Did the FC avoid dead air in the call?	1.00	49913	45183	90.52%	<div style="width: 90.52%;"></div>	●
<b>Section Average</b>		<b>382056</b>	<b>351646</b>	<b>92.04%</b>	<div style="width: 92.04%;"></div>	●
<b>CLOSING</b>						
Did the FC offer additional assistance before ending the call?	1.00	49913	37472	75.07%	<div style="width: 75.07%;"></div>	●
<b>Section Average</b>		<b>49913</b>	<b>37472</b>	<b>75.07%</b>	<div style="width: 75.07%;"></div>	●
<b>QA Score Without Auto Failure</b>		<b>921182</b>	<b>676608</b>	<b>73.45%</b>	<div style="width: 73.45%;"></div>	●
<b>QA Scores With Auto Failure</b>				<b>19.67%</b>	<div style="width: 19.67%;"></div>	●

## KPB Dashboard



## Critical Parameters



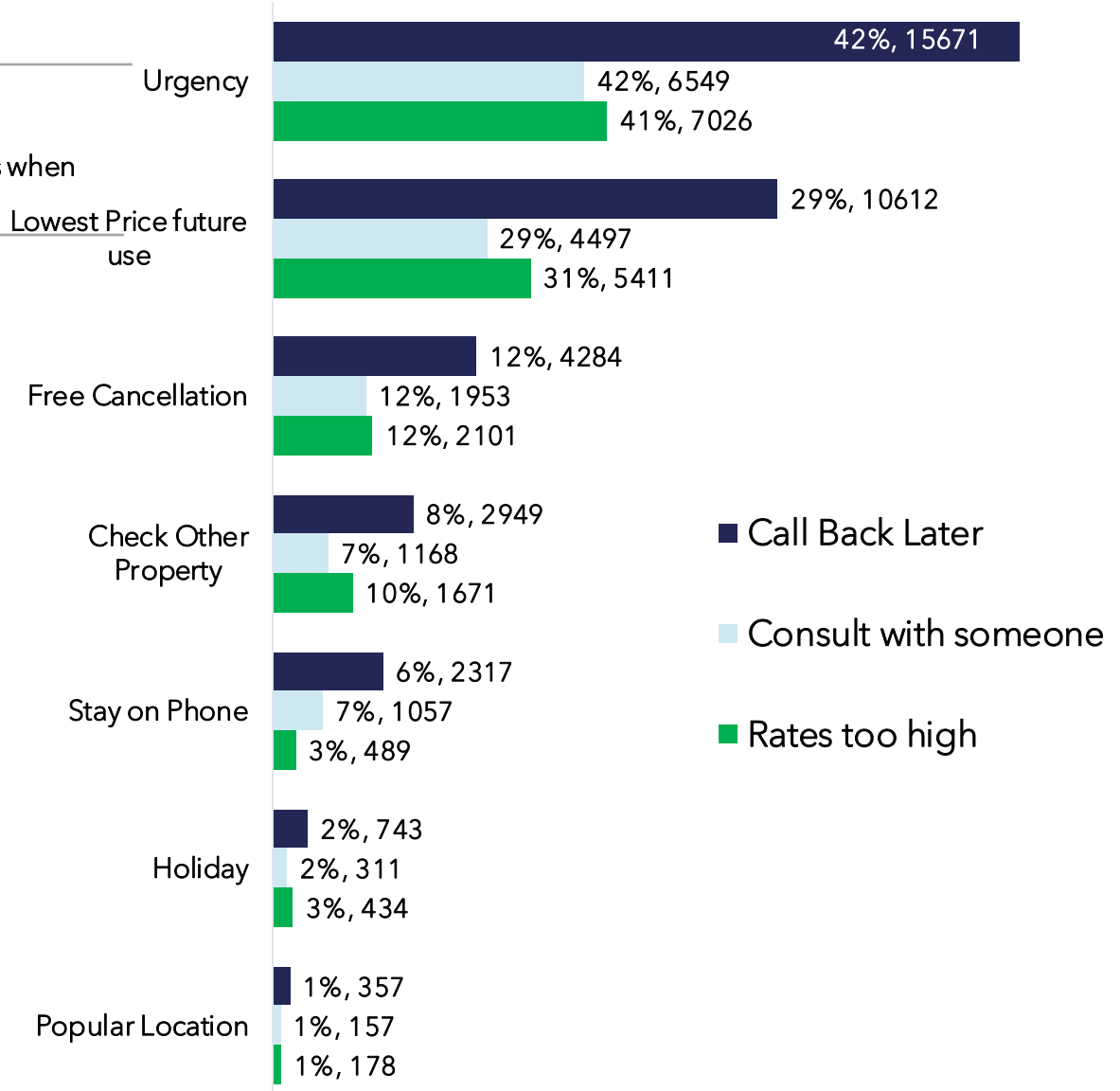
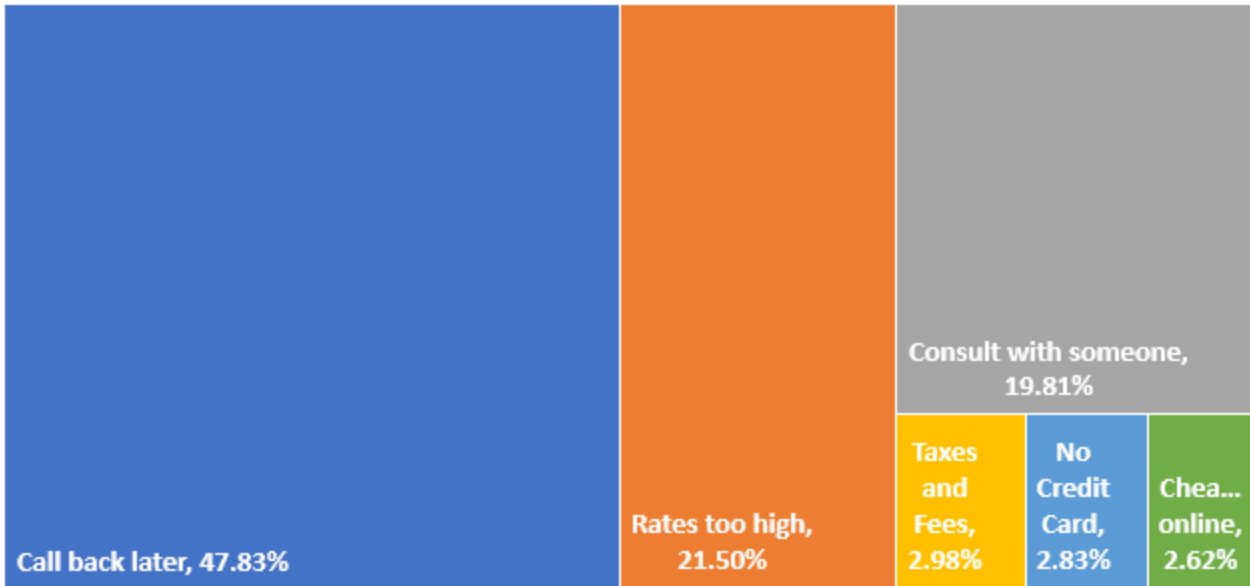
# Critical Behaviors in Action

Creating Urgency functioned as a successful rebuttal for the top 3 objections

Lowest price rebuttal was successful 31% of the times when customers objected about the rates



## Major Objections





# The Impact- Customer Speaks



# Chris Basile

Vice President - Call Center Operations

Chris oversees revenue growth, successful onboarding, ongoing adoption, and the overall success and support of Phone.com customers.

Chris brings over 20 years of experience with specialization in employee engagement workforce optimization and leadership development. He holds a BA in Business Management from California Coast University.



# The Impact

## Chat Abandonment



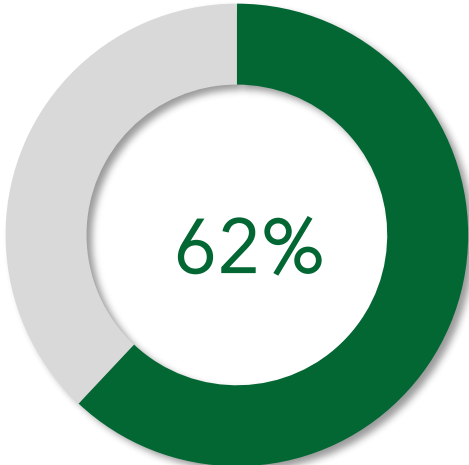
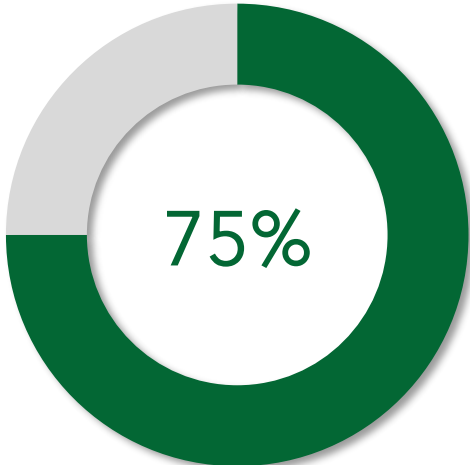
Before	After
<ul style="list-style-type: none"><li>Over 60% Abandoned Chats</li></ul>	<ul style="list-style-type: none"><li>During first 60 days, the number went down to 7.9%</li><li>In the next 30 days, the number further went down to 1.14%</li></ul>

With 10 Days, where not even 1 chat was lost.

## Overall VOC Index



Overall VOC index scores increased by 13% in just 60 Days of Launch

When Started	After 2 Months
 <p>62%</p>	 <p>75%</p>

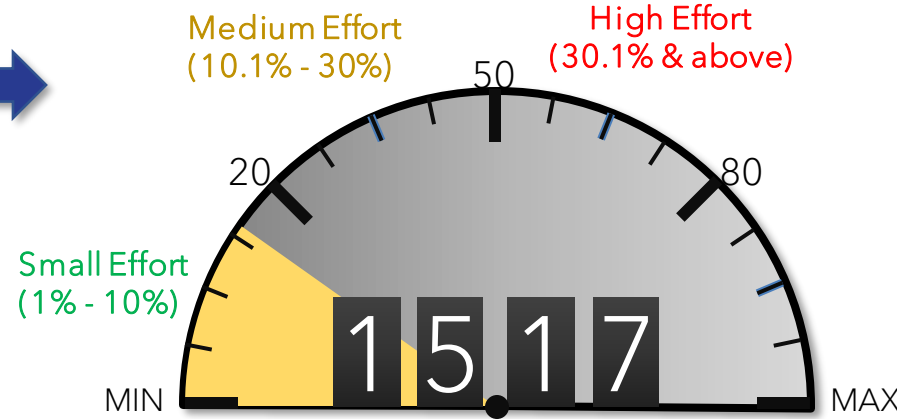
# The Impact

## Customer Effort

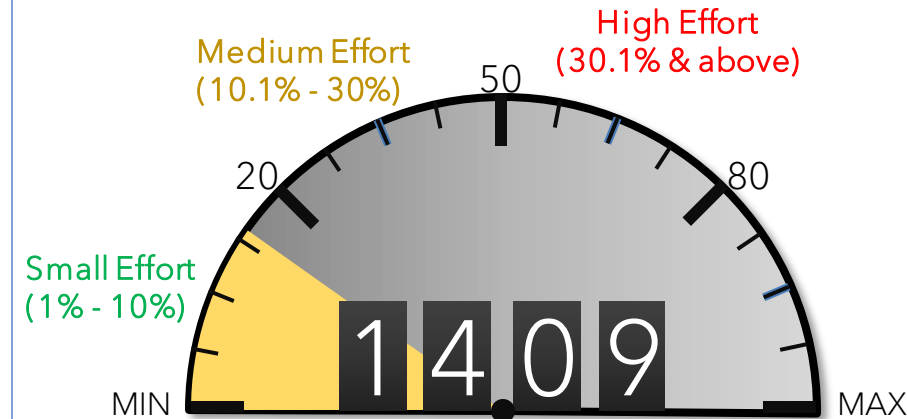
- Customer Effort Score reduced 1.08%.
- Decreased all customer effort drivers



### When Started

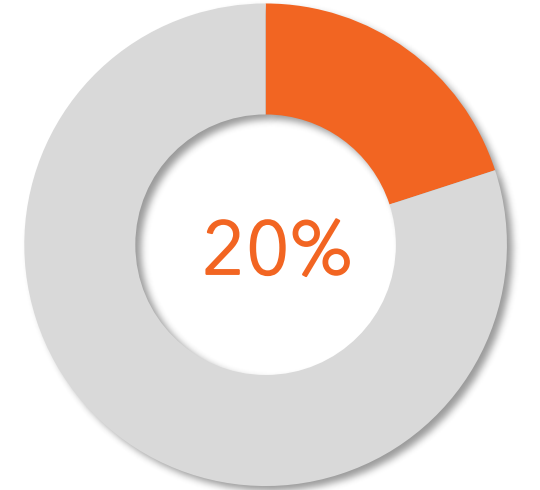
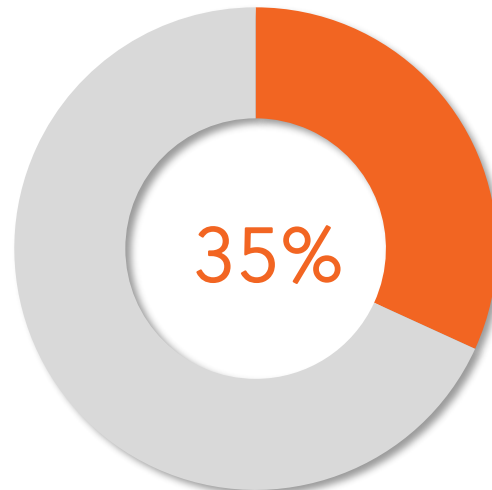


### After 2 Months



## Agent Effort

- Agent Effort scores decreased 15%



A background image showing a business meeting. In the foreground, a person's hand is writing on a document with a pen. In the background, another person is holding a tablet displaying various data visualizations, including a network diagram and a line graph. The overall scene is in a professional setting with people in business attire.

**So – What did we  
learn today?**

# Utilizing Data in Day-to-Day Life



- You need FUNCTIONAL expertise, and AI expertise to turn your insights, ACTIONABLE.
- Complex challenges are not Reporting. This is focused Insight Delivery. This is Descriptive and Diagnostic Analytics
- Does your data tell a story, is it consumable and usable at every level of organization?

# Etech's Secret Sauce: Artificial Intelligence + Human Intelligence



- Preventing blind spots that leads to Silo Reporting
- Data models with very specific customizable meta data equals surgical output.
- Translating the data in an intuitive, easy to use and understand UI format, visualization that is easy to access and ACTIONABLE.
- Complex and bad data destroys the integrity, introduces risk and promotes bad/inaccurate decision making



# Why Data-Driven Decision Making is Crucial?

**ALL THOSE AWESOME DATA-DRIVEN BUSINESS INSIGHTS**



**AND YOU WANT TO GO WITH YOUR GUTS?!!**

- Greater Transparency and Accountability
- Continuous Improvement and Innovation
- Faster Decision-Making Process
- Clear Feedback for Market Research

# Integrated Agent Coaching



## Performance Monitoring

- Quality Scores
- Long training sessions
- Finding challenges
- Evaluating a sample of calls

## Technology

1. Encourage Self-Learning
2. Gamification & Example Based Learning
3. Analytics for Coaching Insights
4. Real-Time Automated Coaching Programs
5. Measure Coaching Effectiveness


## Performance Management

- Direct Feedback
- Targeted coaching
- Identifying opportunities
- Scalability - Evaluating 100% of customer interactions

# Don't Coach the Call, Coach the Skill



Goal Setting  
Set objectives and goals for the entire organization



Analyzing Data  
Analyze your data & establish baseline measurements



Prioritizing ROI  
Prioritize your initiatives based on their ROI




Read detailed blog



Awareness  
Empower your teams by creating awareness about speech analytics



Plan of Action  
Develop a plan of action to put your findings to use across the organization



Cross-Functional Collaboration  
Ensure collaboration across the enterprise



Subscribe to Jim's Newsletter



# Ask The Experts



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



**Chris Basile**  
Vice President - Call Center  
Phone.com



**Shawndra Tobias**  
Vice President - CX  
Etech Global Services





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[Live Demo] How To Build 'Trust' Using Data Analytics?