



Delivering Customer Engagement Solutions through
Inbound, Outbound, Live Chat,
Quality Monitoring and **Social Media** Services.



Experienced **People** | Innovative **Technology** | Remarkable **Results**

Agenda

- 01** Call Volume Details
- 02** Call Volume Vs DPH Heat Map
- 03** Probing Analysis
- 04** Agent Arcade – Top Performers Vs Top Offenders & Sharing Best Practices
- 05** Distribution of No Sale calls
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About this report

Artificial intelligence is part of every aspect in our lives – and contact centers are not far behind. This report is a glimpse on how artificial intelligence can be used to get valuable insights based on what your customers are saying. We build required categories, which gives us insights as an output. In this report we have captured insights from 5,160 calls that were loaded in June 2020.

Call Volume Details

01

Call Volume Trending - MTD

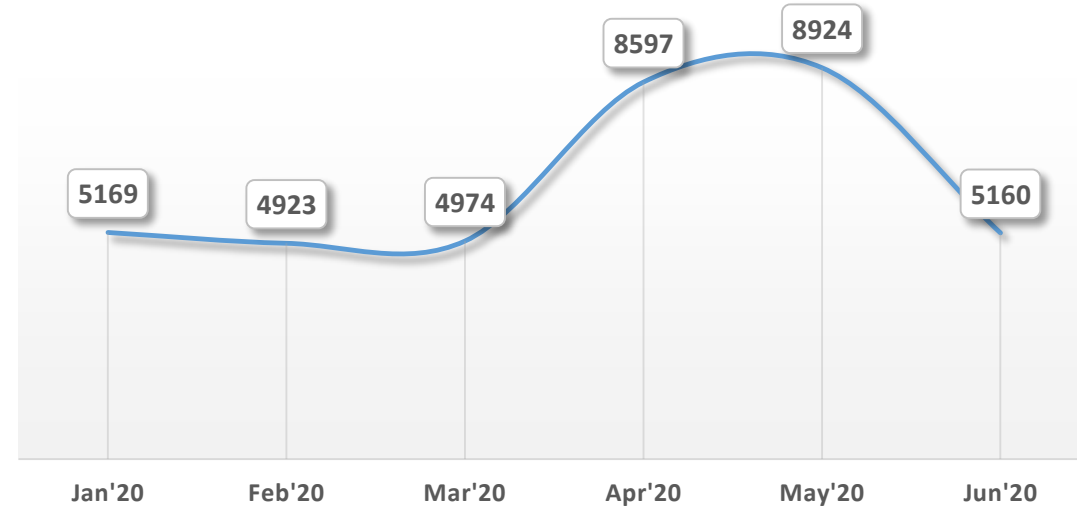
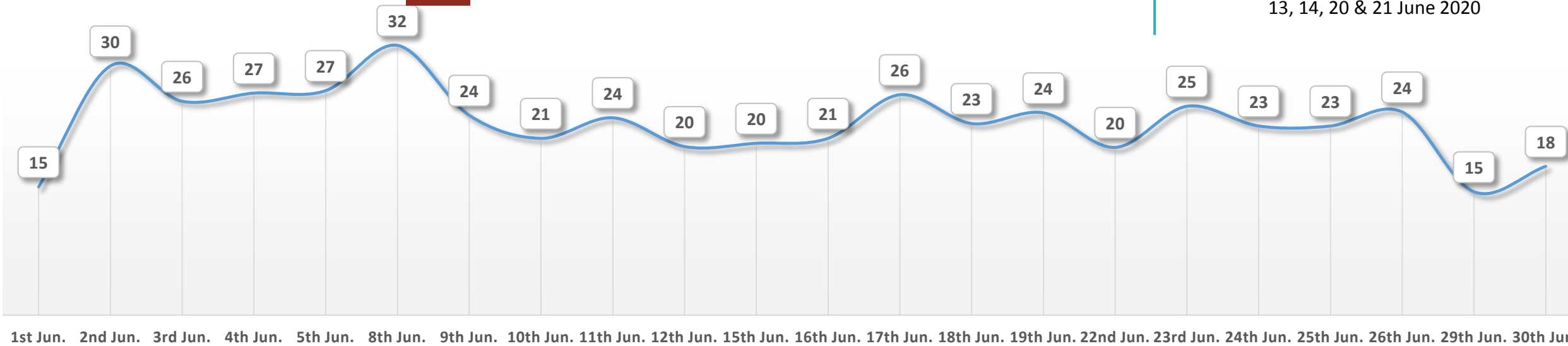


Chart 01 & 02 shows the total volume of calls loaded on the AI platform – Monthly trend & Daily trend for the month of June 2020

Overall call volume soared in Jun'20 in comparison to May'20 – 3764 calls less in Jun'20.

02 Daily Call Volume – Period: 1 - 30 June 2020



NOTE: No calls were uploaded on 5, 7, 13, 14, 20 & 21 June 2020

Call Volume Vs DPH Heat Map

In-Scope Calls:
4842 calls

Time (CST)	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
09:00 AM - 10:00 AM	44	79	70	52	58	67
10:01 AM - 11:00 AM	71	88	109	72	58	81
11:01 AM - 12:00 PM	75	85	77	81	76	96
12:01 PM - 01:00 PM	76	94	107	79	93	94
01:01 PM - 02:00 PM	94	80	109	101	100	67
02:01 PM - 03:00 PM	166	91	72	111	99	74
03:01 PM - 04:00 PM	120	109	80	97	77	67
04:01 PM - 05:00 PM	122	104	74	113	67	66
05:01 PM - 06:00 PM	99	112	60	103	44	38
06:01 PM - 07:00 PM	75	67	42	64	22	N/A
07:01 PM - 08:00 PM	45	36	32	50	15	N/A
08:01 PM - 09:00 PM	29	21	29	24	11	N/A

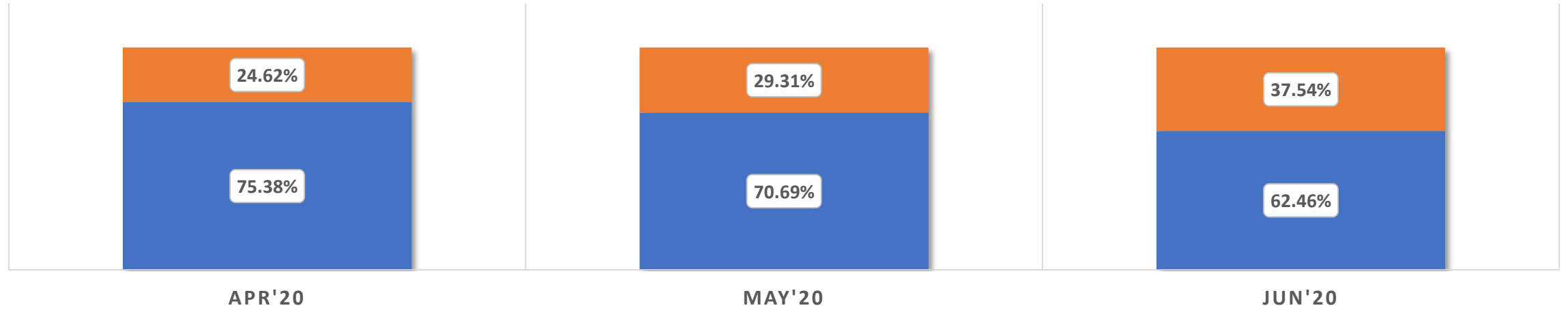
Nth Value
(Median)
76

As the volume increases from 01 PM – 04 PM on weekdays, the AHT starts going up as well.

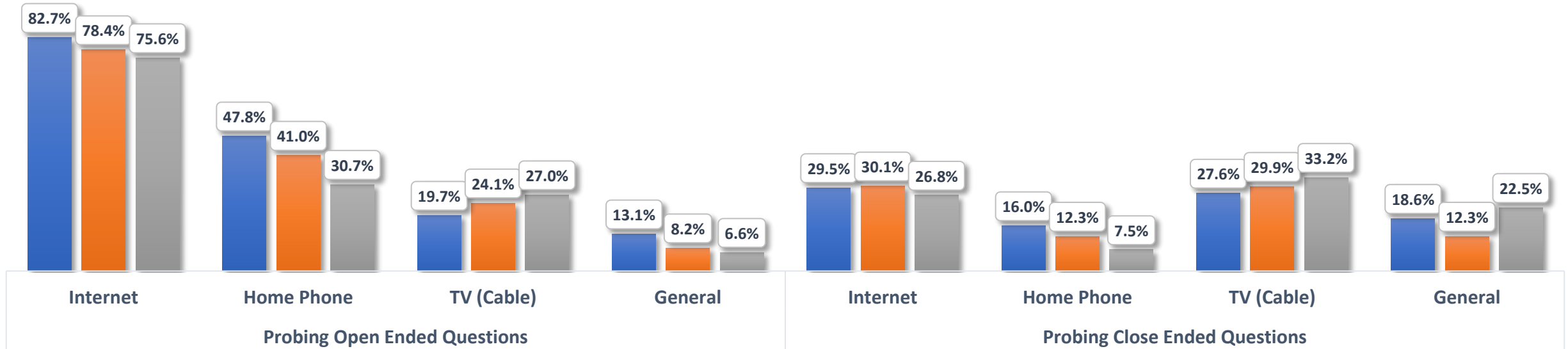
Probing Analysis

In-Scope Calls:
4842 calls

MONTHLY TREND – PROBING OPPORTUNITY



■ With Probing ■ No Probing



In-Scope Calls:
4842 calls

Agent Performance – Top Performers Vs Top Offenders

☐ *Top Offenders*

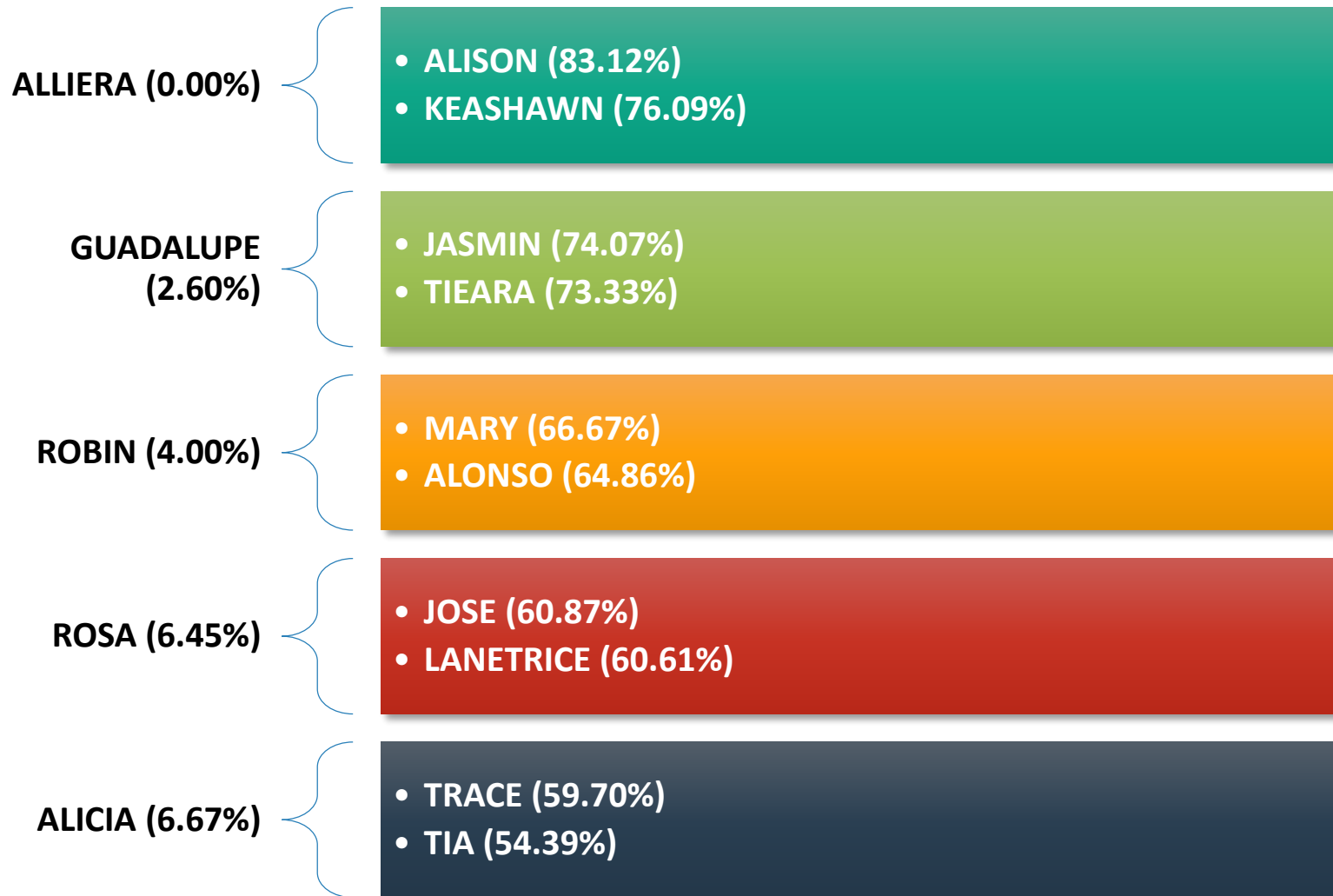
Agent	Total Calls	Probing Done	Opportunity	Opportunity %
Alison	77	13	64	83.12%
Keashawn	46	11	35	76.09%
Jasmin	27	7	20	74.07%
Tieara	75	20	55	73.33%
Mary	6	2	4	66.67%
Alonso	111	39	72	64.86%
Jose	23	9	14	60.87%
Lanetrice	33	13	20	60.61%
Trace	67	27	40	59.70%
Tia	57	26	31	54.39%

☐ *Top Performers*

Agent	Total Calls	Probing Done	Opportunity	Opportunity %
Alliera	28	28	0	0.00%
Guadalupe	192	187	5	2.60%
Robin	25	24	1	4.00%
Rosa	62	58	4	6.45%
Alicia	45	42	3	6.67%
Rosa	29	27	2	6.90%
Mekosha	42	39	3	7.14%
Lucy	79	73	6	7.59%
Breauna	22	20	2	9.09%
Bradley	59	53	6	10.17%

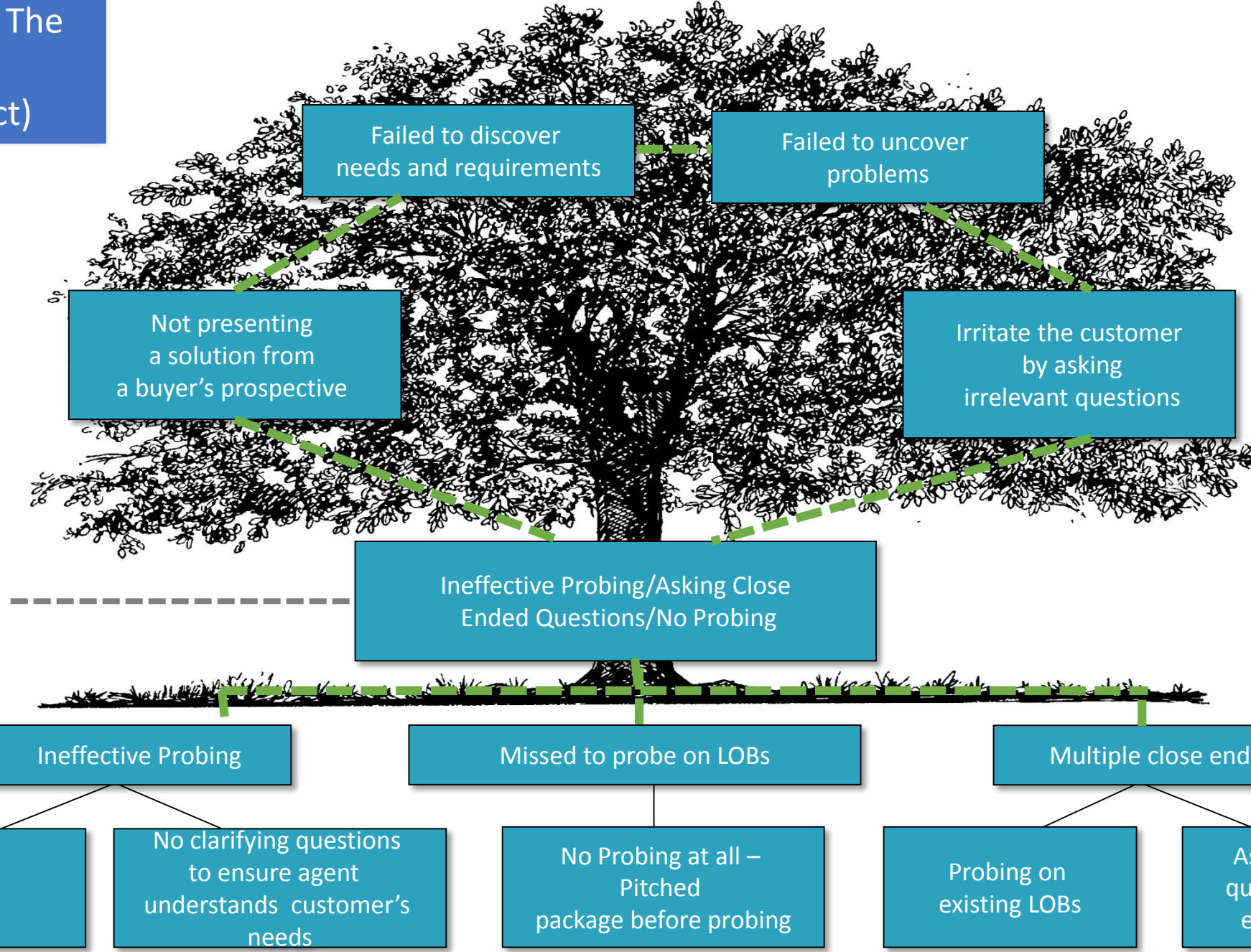
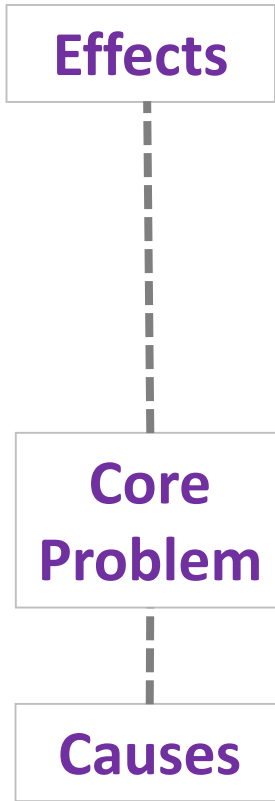
Agent – Sharing Best Practices

Designing a Buddy Program

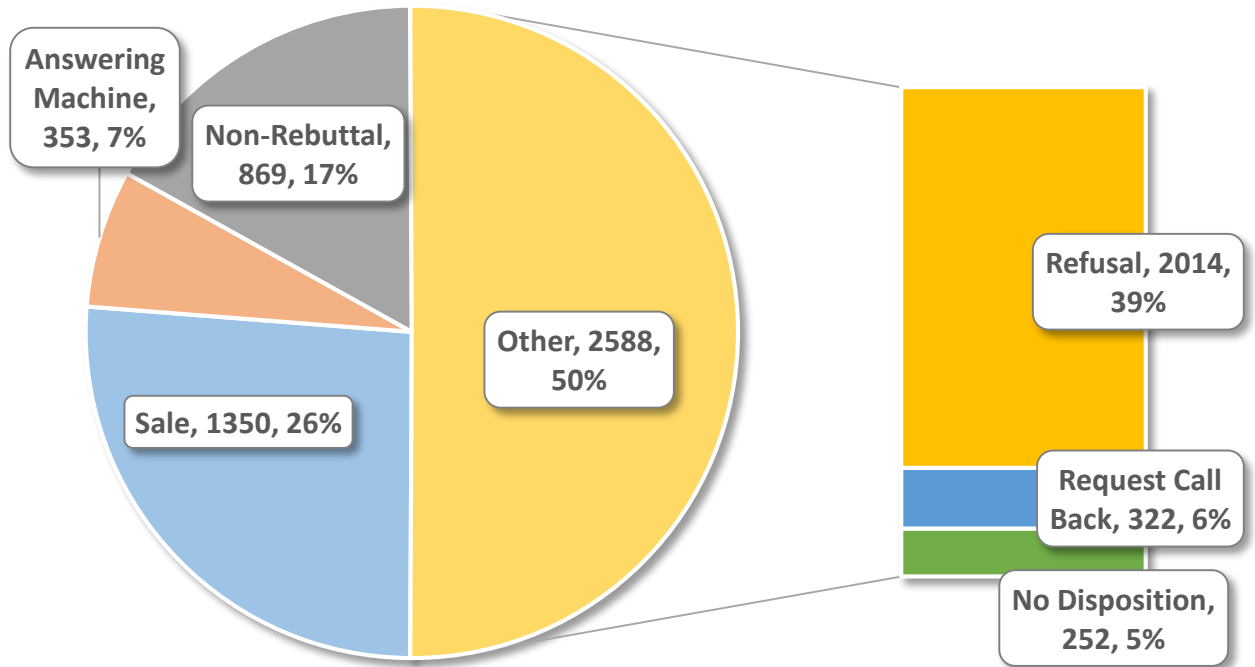


- Implementing a buddy system in your Campaign provides benefits for the underperforming agents.
- A buddy system is an onboarding and knowledge sharing method used to orient new agents/bottom performers.
- As Highlighted in the corresponding table a buddy program needs to be implemented.
- Same can be established with another 2 bottom performers with next top performer.
- Benefits: The initial confusion and uncertainty faced by bottom performers on probing section is lessened.

Causality Analysis: The Problem Tree (Cause and Effect)



Distribution of No Sale calls

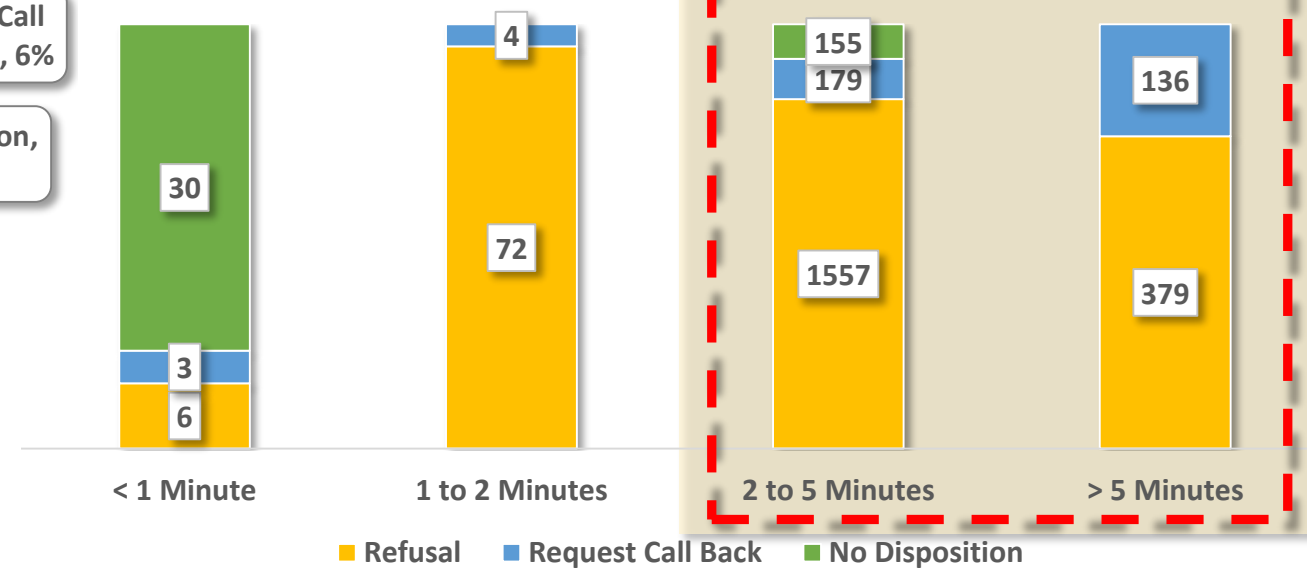


- ❑ Pie Chart gives the total No sale calls under each disposition category –Refusal, Request Call Back, Non-Rebuttal State, Sale. Answering Machine & No Disposition.
- ❑ Further we have allocated calls based on duration for each disposition category - < 1 minute, between 1 to 2 minutes, between 2 to 5 minutes & > 5 minutes (Bar Chart)



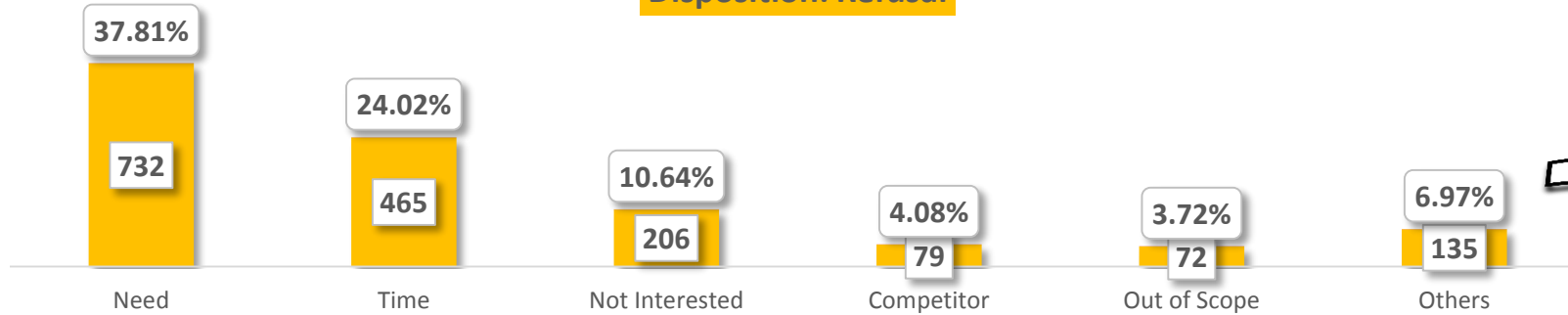
OUT OF AGENTS' CONTROL

Answering Machine – 353, 7%
Sale – 1350, 26%



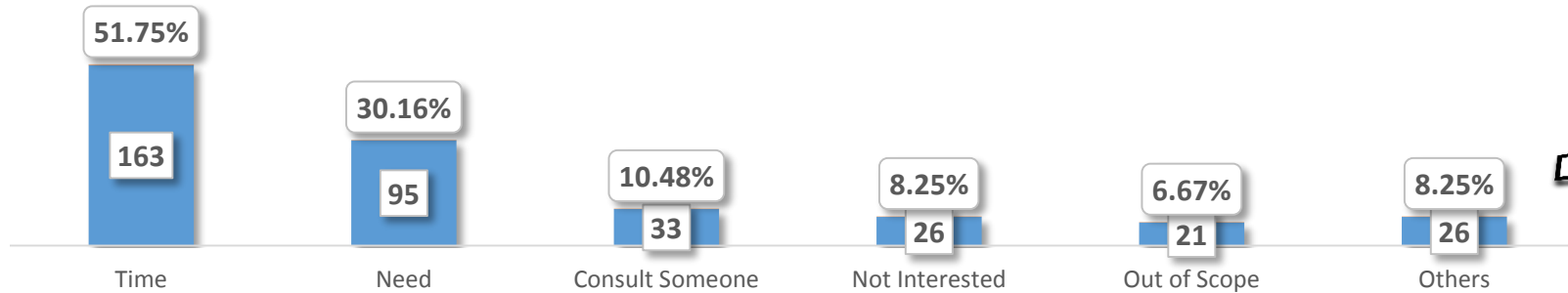
Level 1: Top Reasons for Disposition Categories

Disposition: Refusal



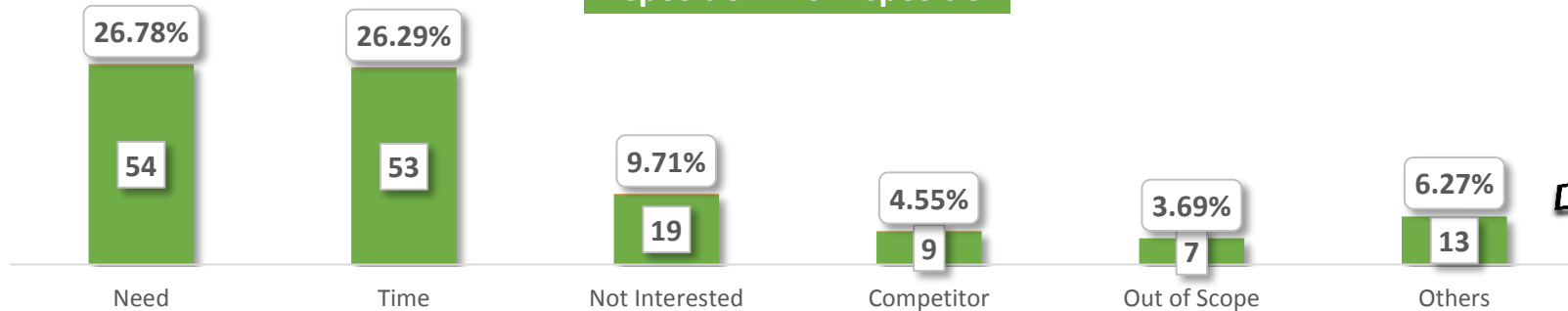
Objections	Interactions	Percentage
Consult Someone	67	3.46%
Price/Promotion	37	1.91%
Source	13	0.67%
DNC	12	0.62%
Product	6	0.31%

Disposition: Request CB



Objections	Interactions	Percentage
Competitor	13	4.13%
Price/Promotion	10	3.17%
Source	3	0.95%

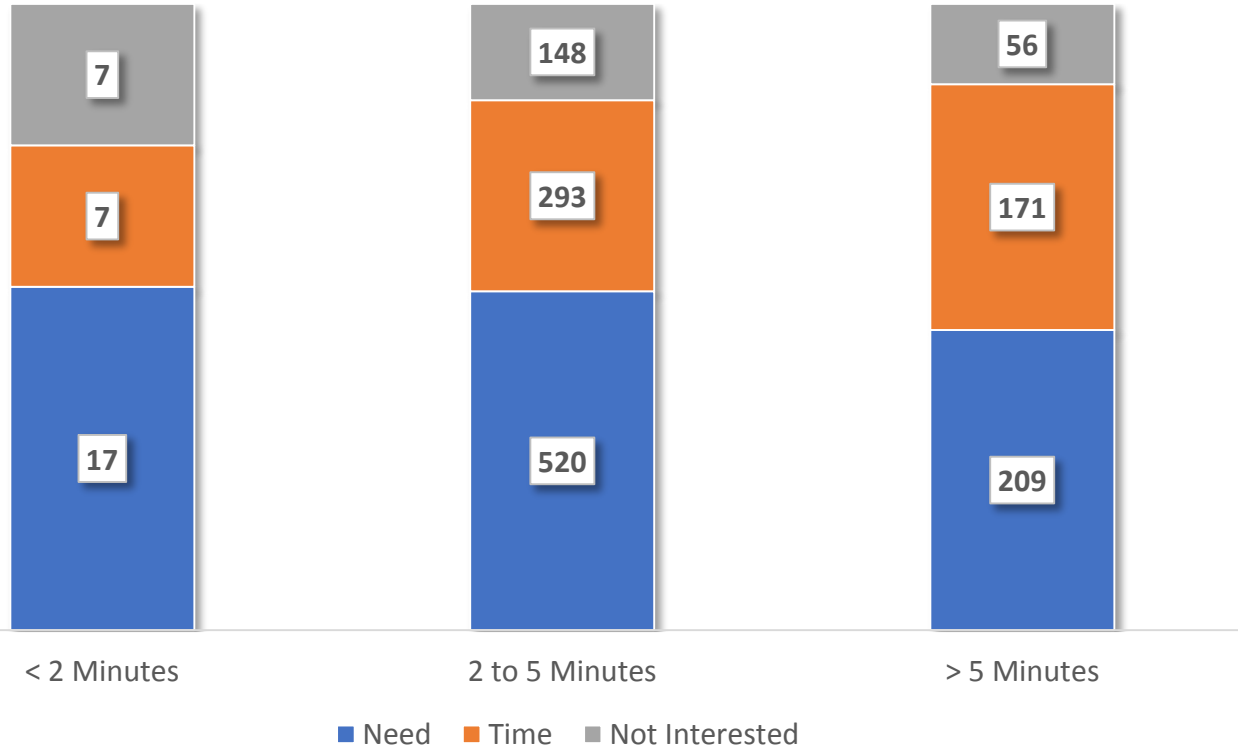
Disposition: No Disposition



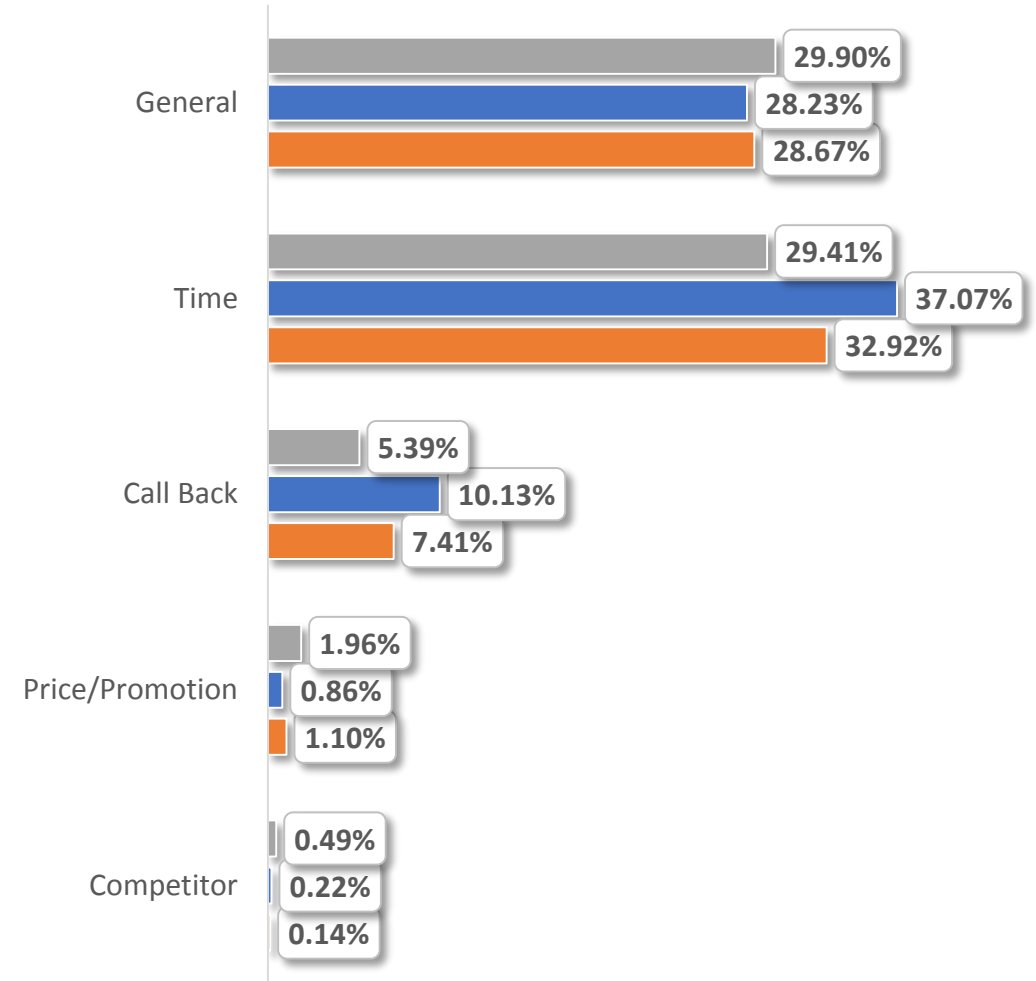
Objections	Interactions	Percentage
Consult Someone	7	3.56%
Price/Promotion	4	1.84%
Source	1	0.49%
Product	1	0.37%

Level 2 Drill Down - Refusal

Level 2 Drill Down - Refusal



Rebuttals

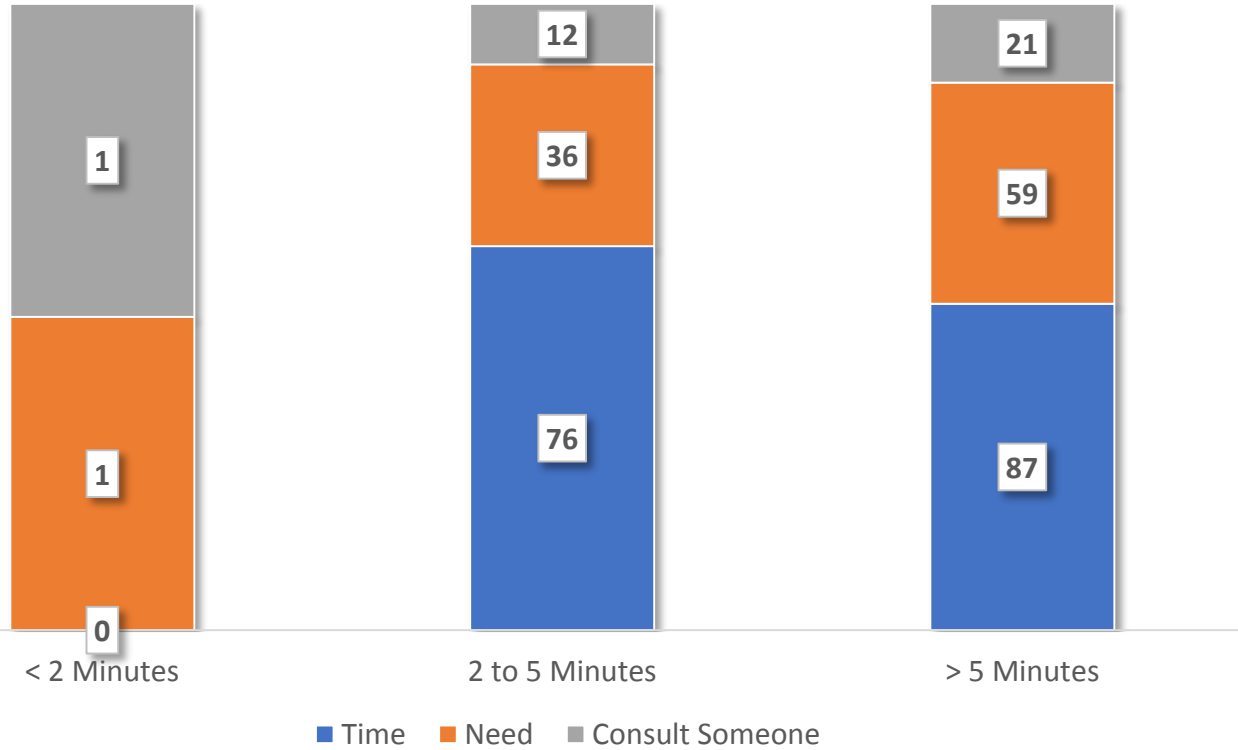


■ Objection: Not Interested ■ Objection: Need ■ Objection: Time

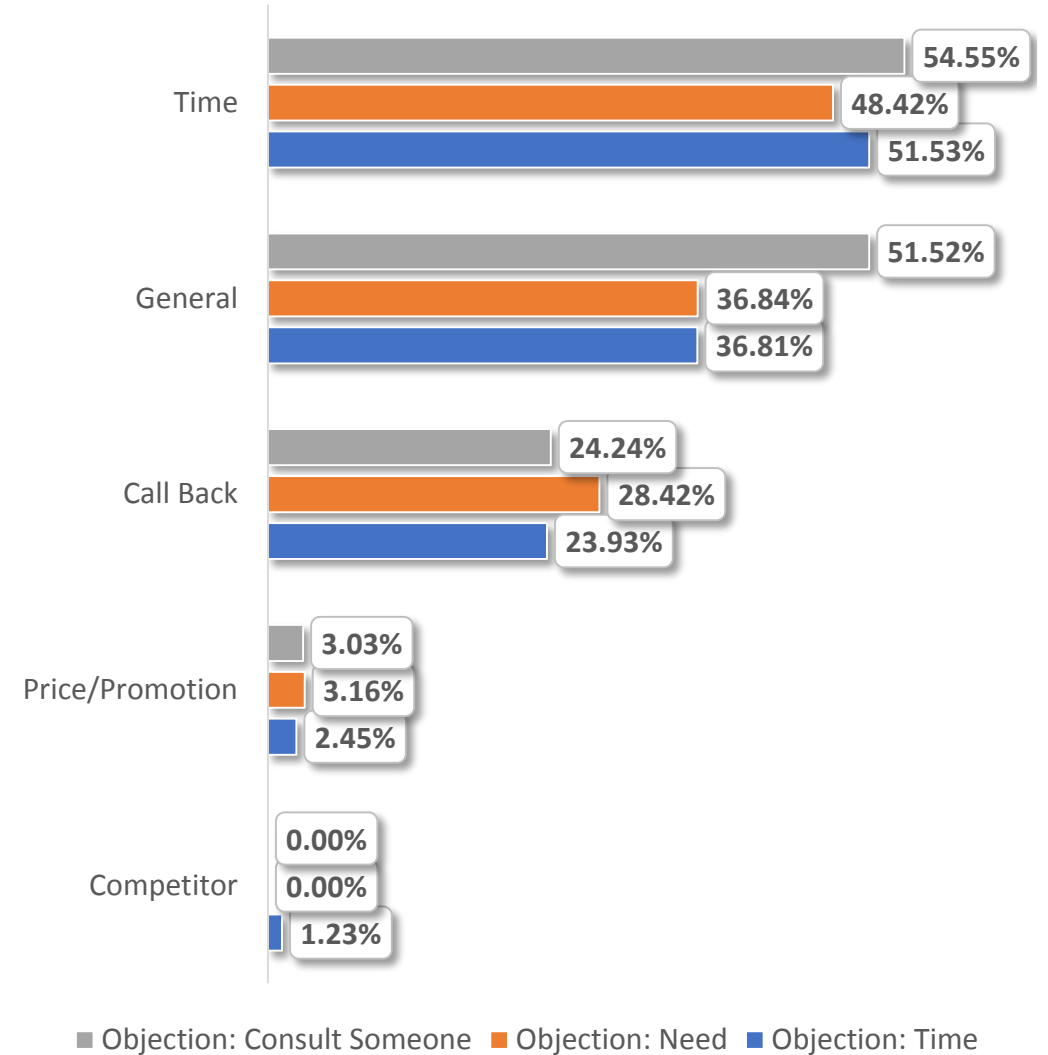


Level 2 Drill Down - Request CB

Level 2 Drill Down - Request CB

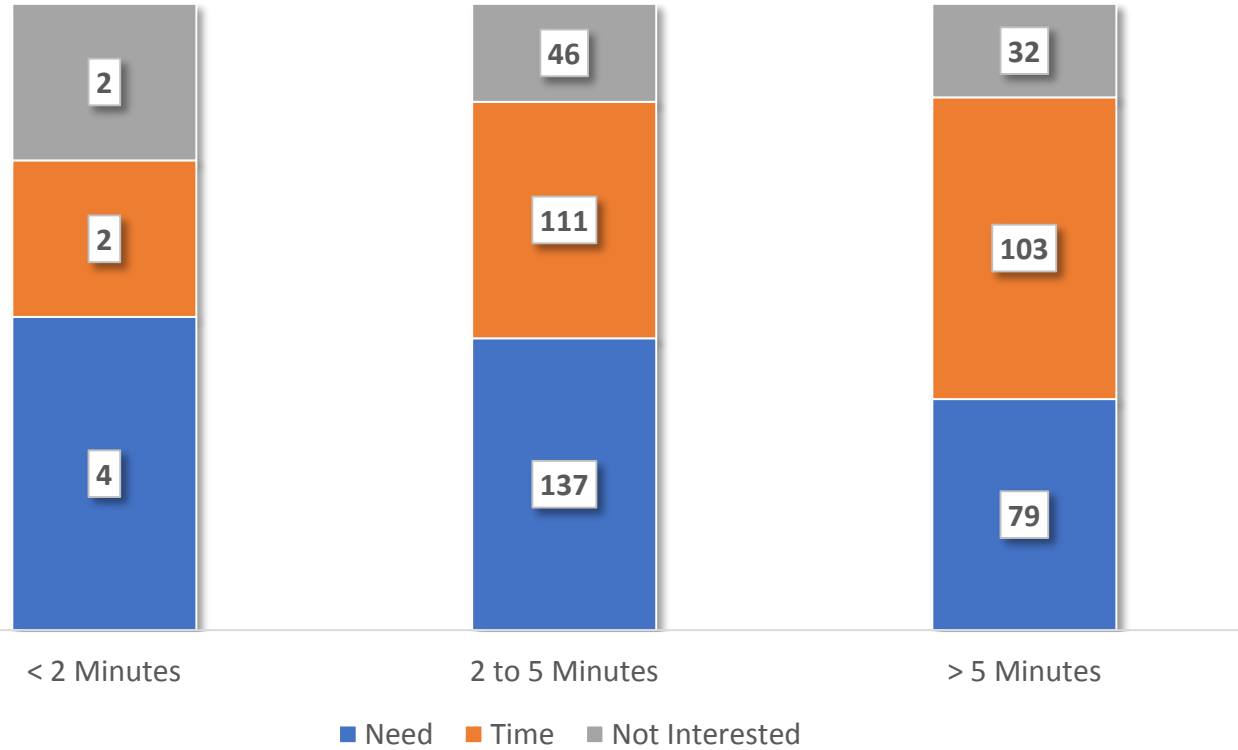


Rebuttals

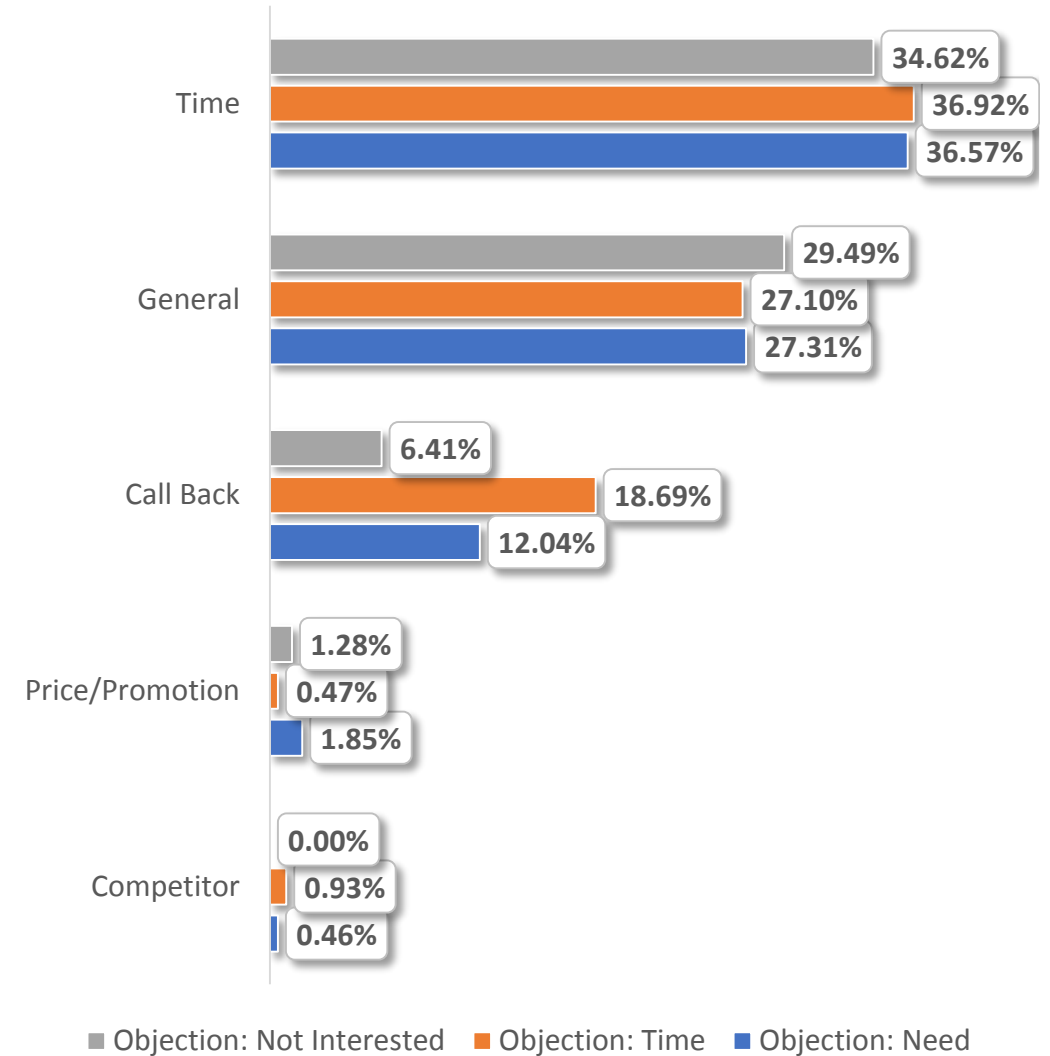


Level 2 Drill Down - No Disposition

Level 2 Drill Down - No Disposition

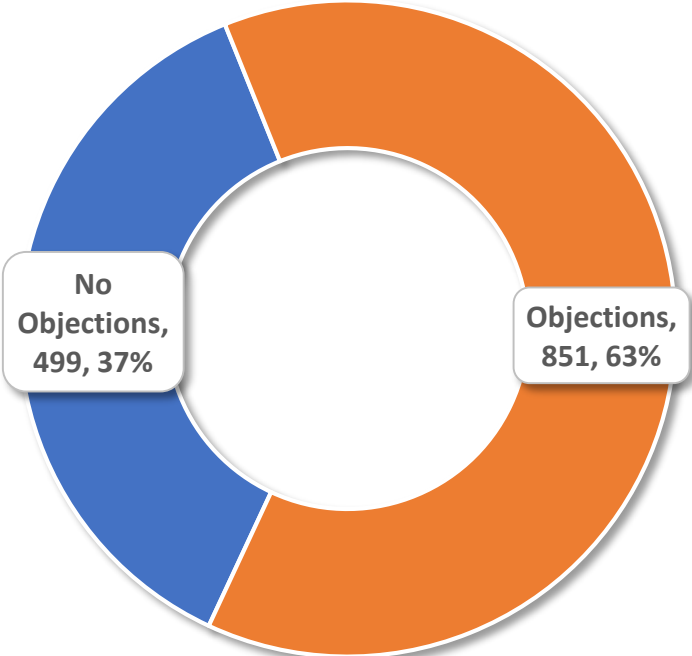


Rebuttals

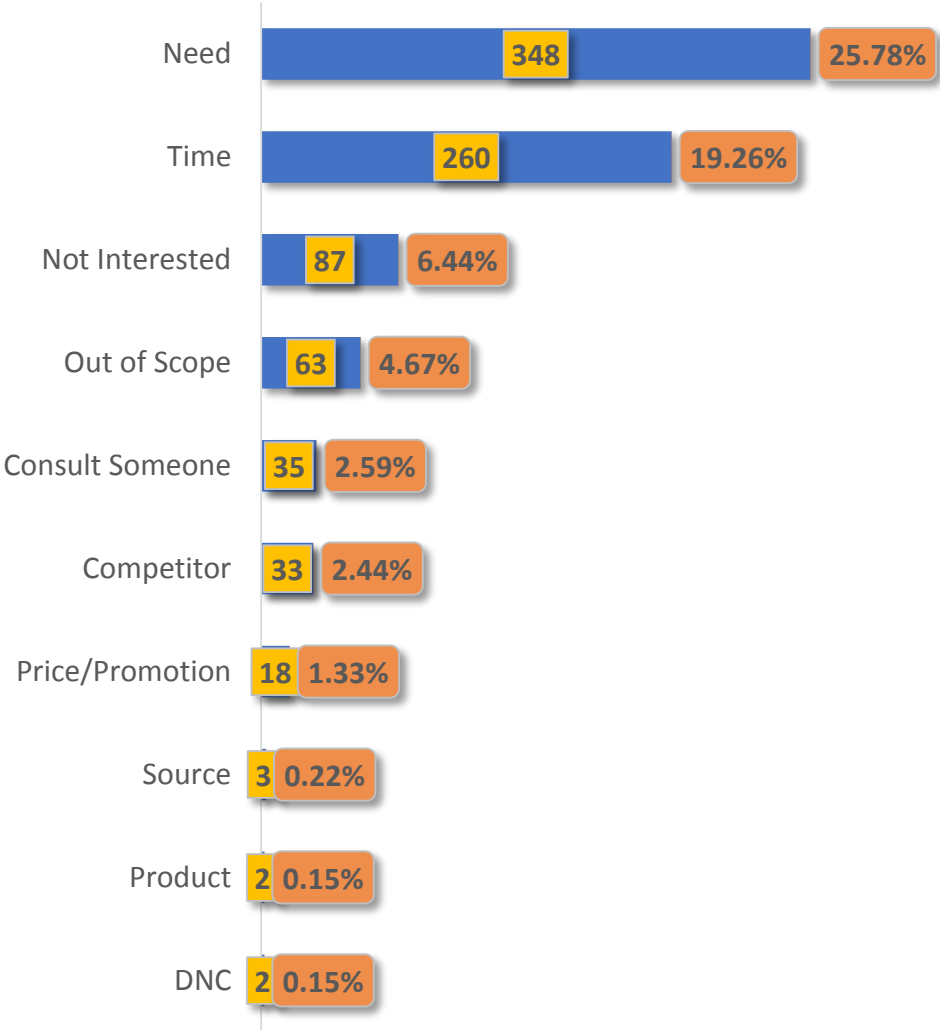


Effectiveness Analysis on Sale Calls

N = 1350



Major Objections



■ Interactions ■ Percentage



Positive Traits:

Customer Objection: Need

- Maintains a positive attitude and being enthusiastic
- Closely listen to the objection
- Acknowledge the objection and then providing appropriate rebuttal
- Asks sufficient questions to understand need of features
- Presenting features/product value

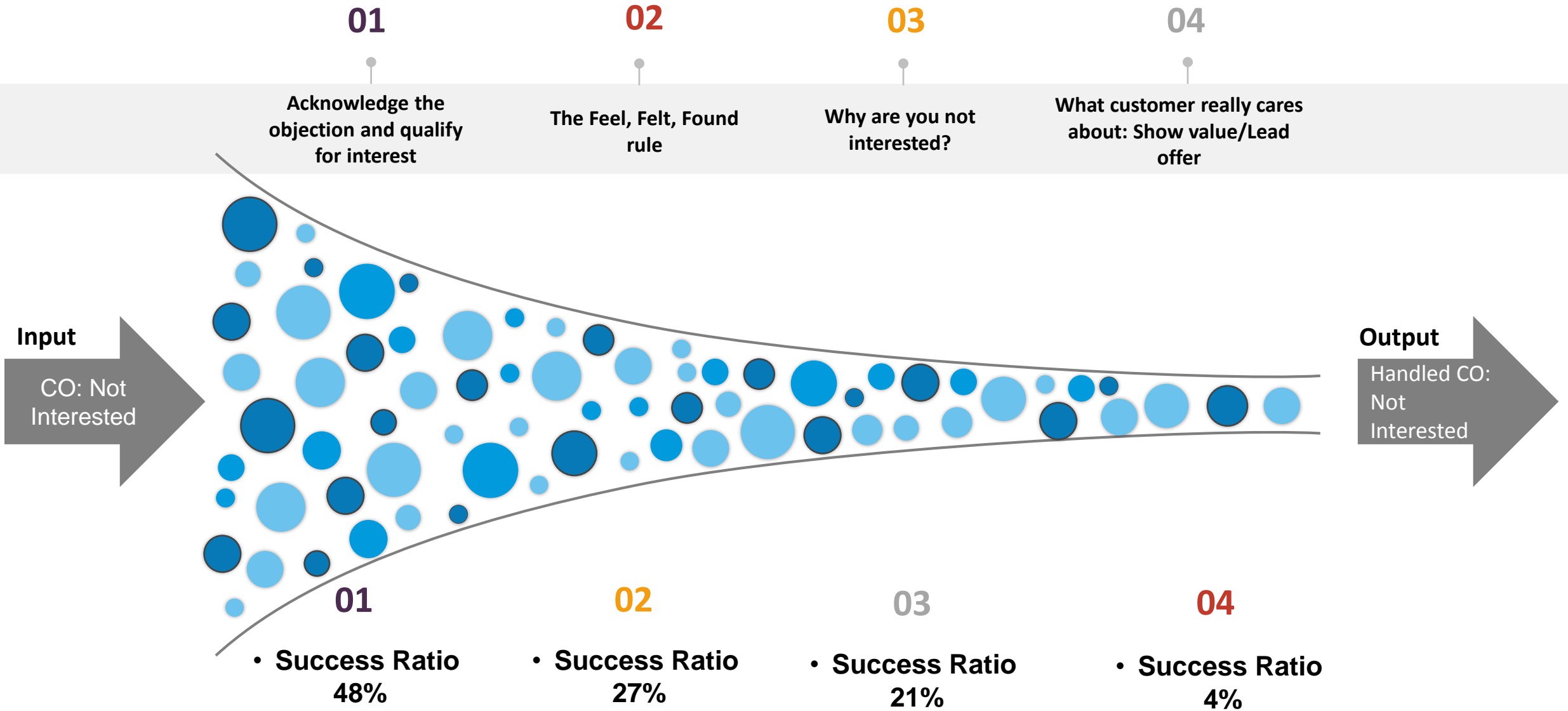
Customer Objection: Time

- Pointing out the benefits of talking now – establishing urgency!
- Extending the conversation by requesting more information

Customer Objection: Not Interested

- Identify why customers are not interested
- Acknowledge customer's concern & transitions into the rebuttal with appropriate questions to understand the objection and formulate into an effective rebuttal
- Offers a fallback offer based on the customer's objection
- Demonstrates active listening skills
- Focus on keeping the conversation going

Best Practices & Etech Insights Recommendations



Best Practices & Etech Insights Recommendations

Incorrect Approach

Customer Objection: Need

Don't have/watch TV, Use Cell Phone/No Home Phone/No Internet Laptop/Computer/only uses Wifi

Ineffective Agent Rebuttals

- “Okay if I could get you cable service for the same price that you’re paying would that be something that you would be interested in?” (Critical)
- “Alright, well I’m sorry I wasn’t able to help you with anything but I do want to thank you for the time in speaking with me and if you have any questions about **XXX** services in your area you can give us a call.” (Critical)
- Uses Cell Phone or No Home Phone: “Okay, alright and if you do not mind what are you paying for your Internet & Cable?”
- “I understand, what about a Home Phone and Internet service OR I understand, what about a Cable and Internet?” (Critical)
- No Internet/TV: “How much do you currently pay for your Internet or Cable and Home Phone?” (Critical)
- “I understand. What are your favorite things to do online?”

Correct Approach

Effective Agent Rebuttals

- “Okay, no problem because we have a special promotions going on for you right now. We will get you a free DVR for 12 months with 125+ channels and high speed Internet and our phone for \$89.99/mo only plus taxes. Would you like me to go ahead and brief you more on this offer?”
- “How much do you pay to Company A? I am just trying to figure out the best way which will help you to save more and reduce your bill.”
- “Okay, not a problem and the reason again, you know, like I said, is we’re trying to make sure that you are getting the best value and promotions eligible for your location.”
- “We bought Company B with No contract on services. We have a 30 days money back guarantee. So if you don’t like the service you can always down grade and we don’t lock you with the contract.”

Best Practices & Etech Insights Recommendations

Incorrect Approach

Customer Objection: Time

- I'm kinda busy at the moment
- You can call me next day/week/month
- If you could call me back
- Call me back and I'll talk to you

Ineffective Agent Rebuttals

- "Okay what's a good time I can call you back?"
- "Want some time you need I can call you back some other time. That's fine."
- "Okay I can call you back at another time okay."
- "Okay well, I can call you back in time or time would you like me to call you back? Bye."
- "I can't answer but I can call you back another time. How you would like for me to call you back?"
- "Well, I can give you a call back on Saturday, if you like."
- "Okay, is it another time that you wanted me to give you a call back since you know you probably need some time to think about it?"
- "Sure, no problem. Would you like for me to call you back?"

Correct Approach

Effective Agent Rebuttals

- "Can we take 30 seconds now for me to explain what we do, and you can then decide if it's worth for a call back?"
- "Well, I can't promise. We had a bunch of Company A customers switch over today. The deal is we're giving you a ABC year price guarantee versus Company A is giving you a two year contract and after the two year contract price is not guaranteed."
- "Yes Ma'am, we don't. You are not able to call us back and it won't take long if you have maybe about ten minutes to let you know how much you can save by ordering the services today."
- "What do you need to know? This is a limited time offer and you know with no contract?"
- "Do you have five minutes to discuss on how much do you currently pay to your current TV provider?"
- "There a reason why you wanna think about **XXX**?"
- "What is the reason why you want to think about (customer's name)?"
- "So, I'm going to save you some money today. Are you okay with that leaving the money that's quite a bill?"

Agent Performance – Top % of Rebuttal/Objection Handling

Agents	Total Calls	Objection Encountered	Rebuttals Provided	Rebuttal %
BREAUNA	22	12	12	100%
MARY	6	2	2	100%
CHRISTOPHER	48	25	24	96%
SAVANNAH	27	15	14	93%
TIEARA	75	28	25	89%
SARAH	23	9	8	89%
RENE	22	9	8	89%
ROBERT	134	61	53	87%
ALICIA	45	22	19	86%
BRADLEY	59	29	25	86%
EVA	28	21	18	86%
KELSEY	81	42	35	83%
JOSSLYN	66	38	31	82%
KEASHAWN	46	20	16	80%
ANA	8	5	4	80%
GUADALUPE	192	97	77	79%
LUISA	25	8	6	75%
LANETRICE	33	14	10	71%
CHRISTINE	67	34	24	71%

Agents	Total Calls	Objection Encountered	Rebuttals Provided	Rebuttal %
SHAMIA	39	20	14	70%
ROSA	62	39	27	69%
CHRISTOPHER	131	80	55	69%
ALLIERA	28	16	11	69%
MELANIE	216	115	79	69%
DANNY	35	22	15	68%
TRACY	85	21	14	67%
MEKOSHA	42	9	6	67%
ROSA	29	18	12	67%
TYRA	96	46	30	65%
TRACE	67	16	10	63%
STEPHANIE	59	24	15	63%
MAYRA	185	109	67	61%
ALISON	77	18	11	61%
TREMECIA	73	36	22	61%
TONYA	54	38	23	61%
ALONSO	111	48	29	60%
HALEY	119	55	33	60%
JOSE	23	14	8	57%
JARVIS	16	7	4	57%

Agent Performance Lower % of Rebuttal/Objection Handling

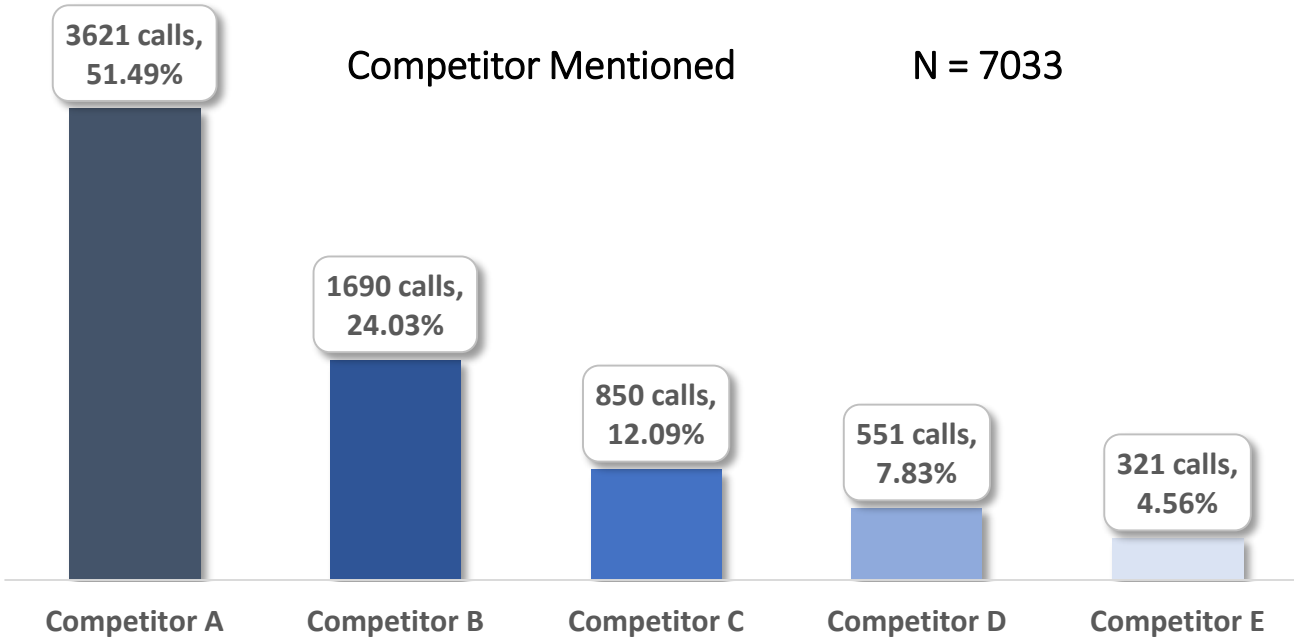
Agents	Total Calls	Objection Encountered	Rebuttals Provided	Rebuttal %
SHANTRELL	47	25	14	56%
TRAVERUS	57	36	20	56%
MARIAH	17	9	5	56%
RICHARD	24	11	6	55%
PAMELA	49	26	14	54%
JONATHAN	45	30	16	53%
JULISSA	85	34	18	53%
PAMELA	14	4	2	50%
SARA	4	2	1	50%
CHINTA	121	41	20	49%
ASHLEY	87	61	29	48%
ROBIN	57	28	13	46%
ANNA AVILA	33	11	5	45%
STEVEN	303	167	74	44%
TIA	57	25	11	44%
KATRINA	93	49	21	43%
DEBORAH	31	14	6	43%
AURENE	8	7	3	43%
KEYAZMINE	45	19	8	42%

Agents	Total Calls	Objection Encountered	Rebuttals Provided	Rebuttal %
SANDRA	33	19	8	42%
DYLAN	23	10	4	40%
JARVIS	12	5	2	40%
LUCY	79	39	15	38%
RAYLA	30	13	5	38%
JACOB	47	32	12	38%
CLARISSA	19	11	4	36%
BRILEY	17	3	1	33%
SHELBY	13	3	1	33%
BETTY	18	10	3	30%
CASSANDRA	353	208	62	30%
PAMELA	175	51	14	27%
JASMIN	27	11	3	27%
ANGELA	83	47	12	26%
ALYCIA	34	12	3	25%
JASMINE	23	16	4	25%
LEIA	38	17	4	24%
KEYANNA	16	5	1	20%
ROBIN	25	7	1	14%
JADA	46	21	2	10%

Competitor Analysis

Competitor Mentioned

N = 7033



Competitor A
ABC Bronze Bundle
 \$XX.XX/mo with Free Professional Installation & Free HD receiver rental

ABC Silver Bundle
 \$XXX.XX/mo with Free Professional Installation, Free HD receiver rental & HBO, Showtime & Starz

Competitor B
Best value. Best Deal
 150 Mbps Internet, 140+ Channels with Starz free for 24 months. Plus \$XX Visa Prepaid card on adding Wireless - \$XX.XX

Competitor C
Altice One Triple Play
 \$XX.XX/mo – up to 200 Mbps Internet, 220+ Channels with Netflix free for 1 Year

Competitor D
Live Streaming services
 Streaming Apps
 Free for first 7 days - \$XX.XX after first 7 days and \$YY.YY after first 30 days lock for 24 months

Competitor E
Better Together (Internet + TV)
 \$XX/mo with Visa card & 234 HD Channels

Better Together (Internet + TV + Home Phone)
 \$YY/mo with Visa card + No Activation fee + WiFi included

Customer Sentiment Analysis



84.81%

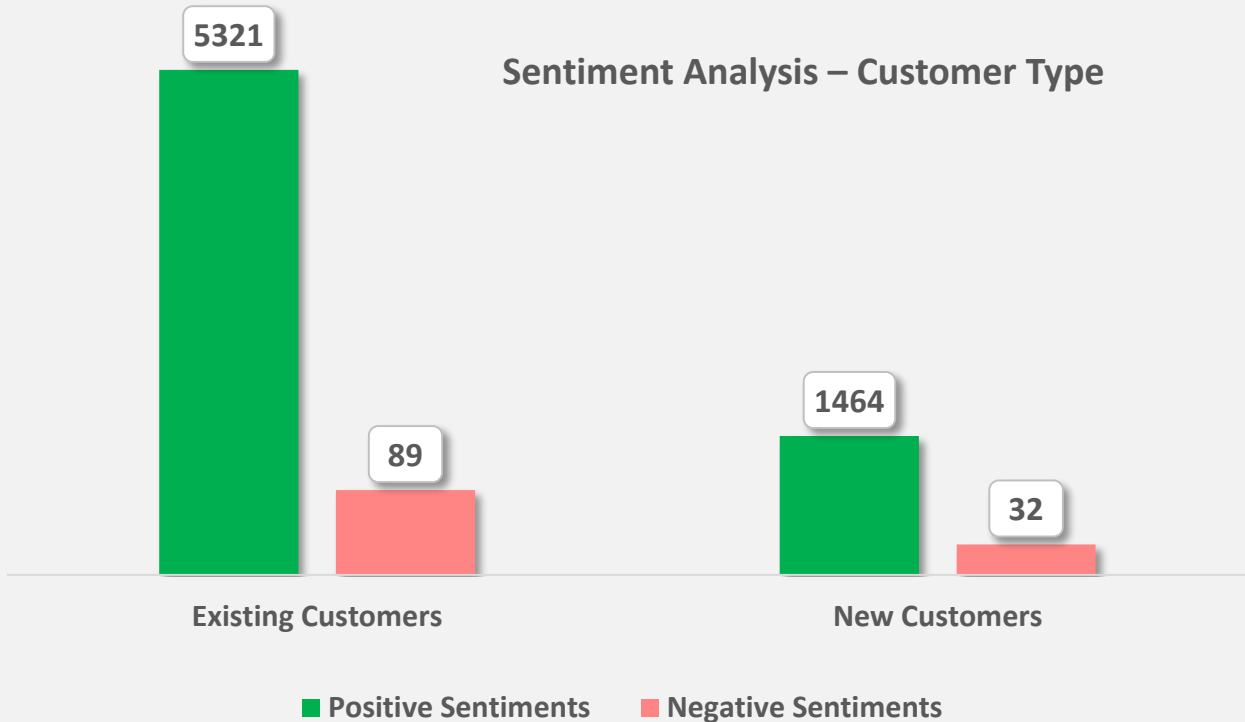
Positive Sentiments
6785 calls (out of 8000 total calls)



15.19%

Negative Sentiments
1215 calls (out of 80000 total calls)

Sentiment Analysis – Customer Type



Promotional Product works!!

Source: <http://www.grantforbes.com/2014/10/promotional-products-work-info-graphic.html>

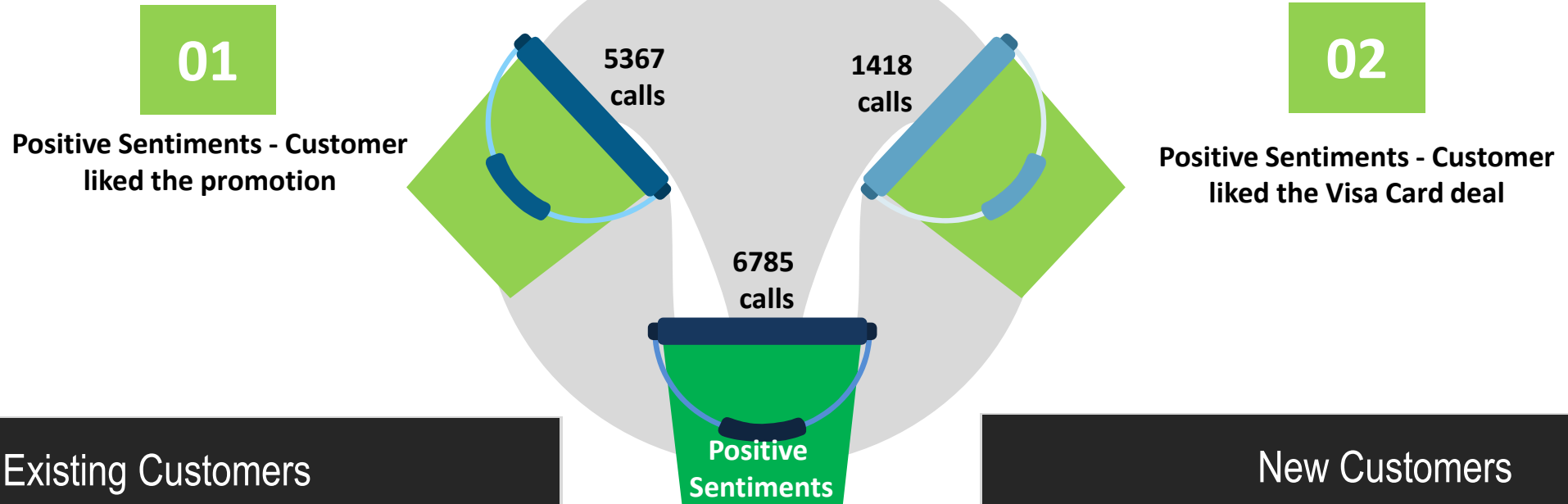


Advertiser Influence:

 **59%**
have a more favorable view of the brand

85%
did business with the brand after receiving a product 

Sentiment Analysis – Positive Sentiments – Promotions



Existing Customers

4210
calls

Positive Sentiments -
Customer liked the
promotion

1157
calls

Positive Sentiments -
Customer liked the
Visa Card deal

New Customers

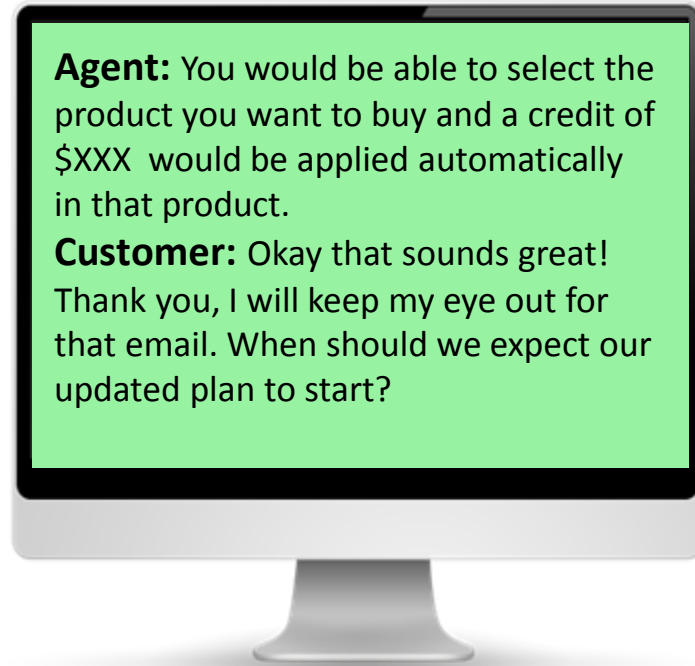
1111
calls

Positive Sentiments -
Customer liked the
promotion

307
calls

Positive Sentiments -
Customer liked the
Visa Card deal

Positive Sentiments – Voice of the Customer – Promotions



Agent: You would be able to select the product you want to buy and a credit of \$XXX would be applied automatically in that product.

Customer: Okay that sounds great! Thank you, I will keep my eye out for that email. When should we expect our updated plan to start?

URL

<https://companyXXX.AI.io/calls/cbvkbec3j>

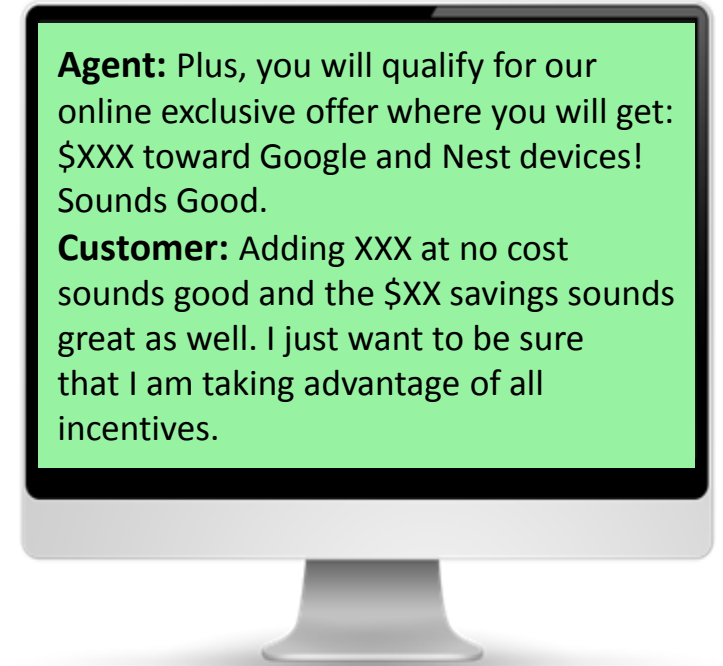


Agent: On top of this deal you are getting Free Google Chromecast.

Customer: Okay, that sounds like a good deal to me. I'll take that!

URL

<https://companyXXX.AI.io/calls/cbvhbbsz>



Agent: Plus, you will qualify for our online exclusive offer where you will get: \$XXX toward Google and Nest devices! Sounds Good.

Customer: Adding XXX at no cost sounds good and the \$XX savings sounds great as well. I just want to be sure that I am taking advantage of all incentives.

URL

<https://companyXXX.AI.io/calls/cbvkbdth9>

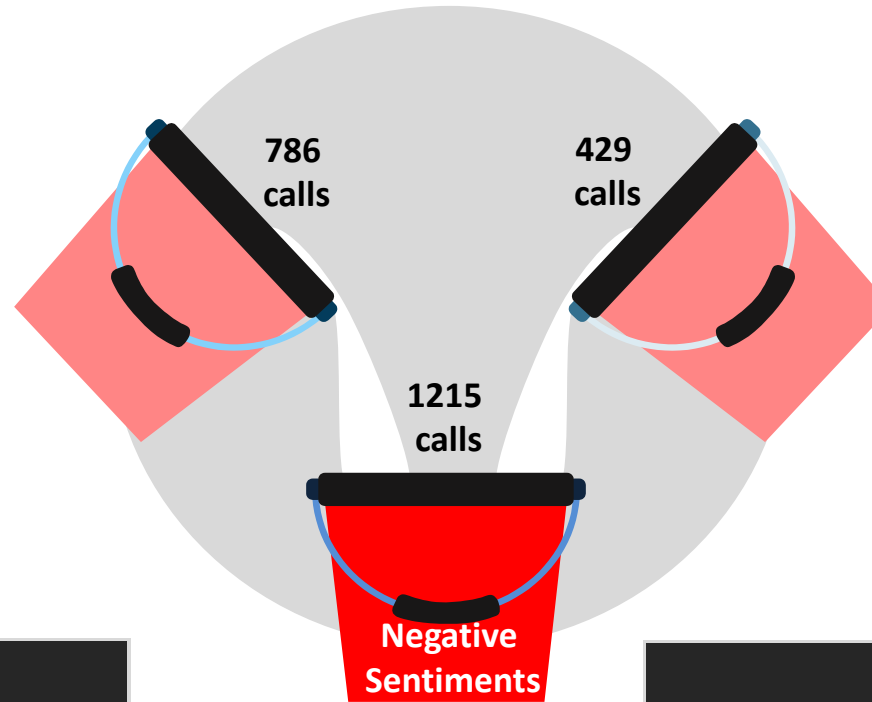
Sentiment Analysis – Negative Sentiments – Promotions

01

Negative Sentiments – Didn't like the promotion

02

Negative Sentiments – Didn't like the Visa Card Deal



Existing Customers

615
Calls

Negative Sentiments – Didn't like the promotion

279
Calls

Negative Sentiments – Didn't like the Visa Card Deal

New Customers

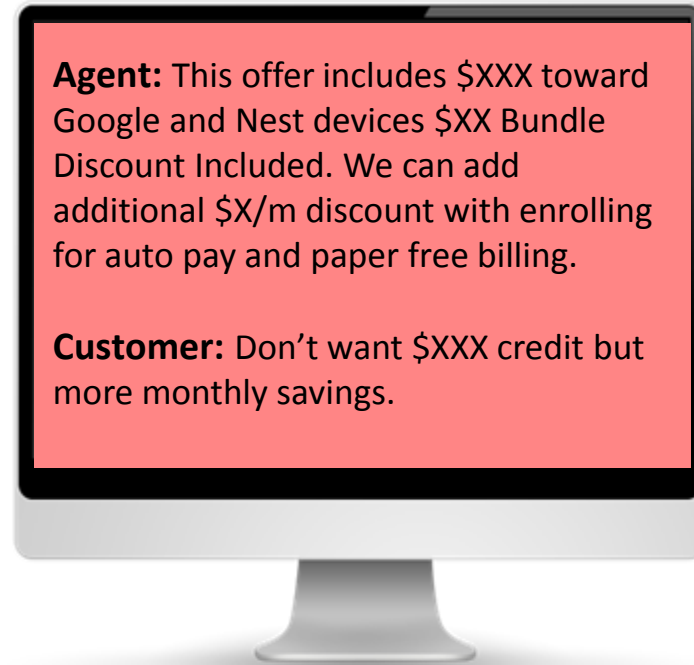
171
Calls

Negative Sentiments – Didn't like the promotion

150
Calls

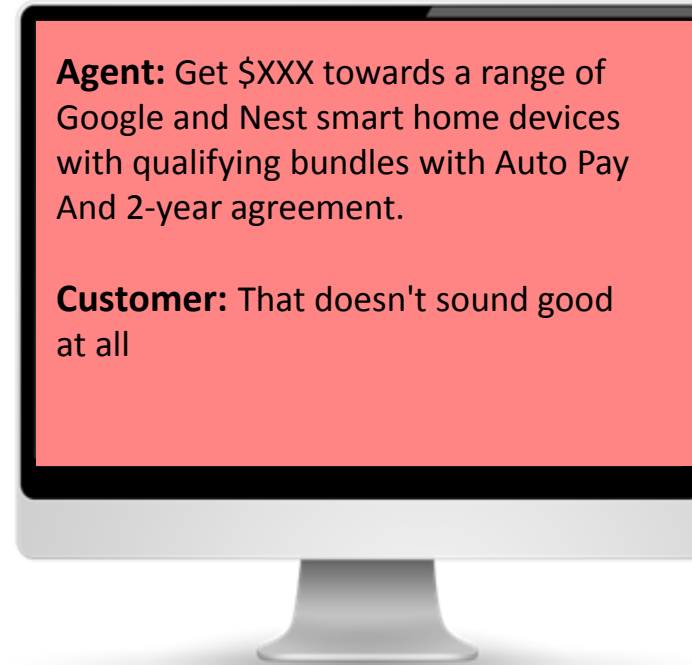
Negative Sentiments – Didn't like the Visa Card Deal

Negative Sentiments – Voice of the Customer – Promotions



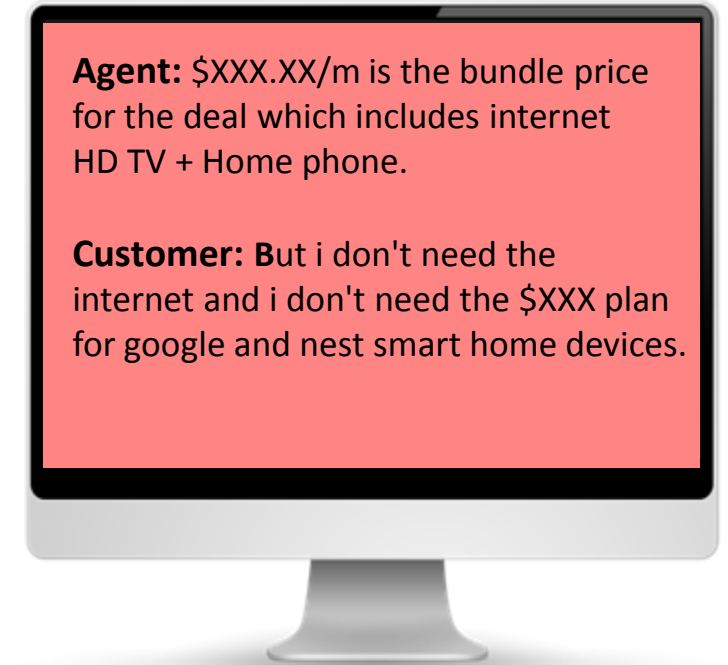
URL

<https://companyXXX.AI.io/calls/bdhdye>



URL

<https://companyXXX.AI.io/calls/iutyhvb>



URL

<https://companyXXX.AI.io/calls/iutynut>



Jim Iyoo
Chief Customer Officer



Thank You!

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