

AI

Innovation Lab.

ets labs

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+

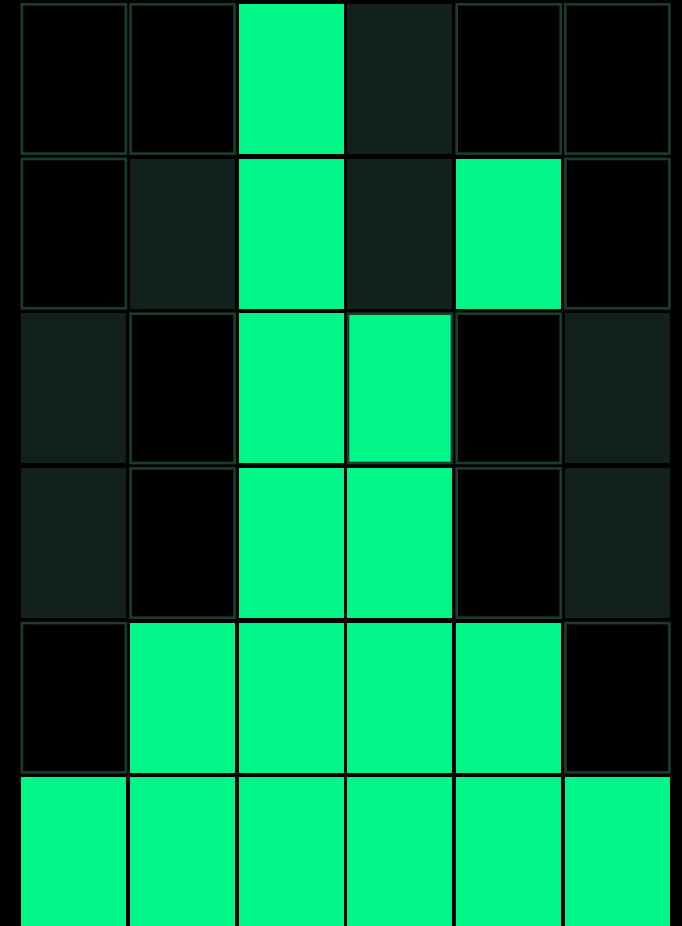
Interactions Processed

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
VP – 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

ETSLabs Voice AI

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

Workflow Automation

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 Capabilities

Automated Quality Monitoring

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

Recruitment Test Automation

Automates candidate testing assigns assessments, analyzes results, and shares recruiter-ready scorecards instantly

Real-Time Data Integration

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

Seamless System Integration

Directly connects our Service Provider Portal with AT&T's existing order placement, fulfillment, and tracking systems via APIs—reducing agent workload and process delays

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 smooth interoperability across AT&T's enterprise systems

Powering Innovation with Proven Technologies

AI & ML



Database



Cloud & DevOps



QA Automation



Powering Innovation with Proven Technologies

Front End



Back End



CMS & eCommerce



UI/UX



Mobile



SaaS Expertise



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 compliances protocols

QA Automation Engineer

Develops automated testing frameworks and processes

Technical Architect

Design enterprise-level system architectures

RPA Developer

Build 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 AT&T 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 Models



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

Integration-First Approach

Enhancing your existing systems rather than replacing them



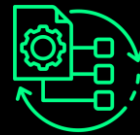
Direct CRM Integration

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 process 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.

AT&T Workflow Integration

Seamless data pipeline with actionable insights delivered where work happens

Unified Data Pipeline

- Calls, chats, emails, and agent notes into single pipeline
- Channel tagging and unique interaction ID
- PII redaction before storage
- Diarization, intent, sentiment, topic analysis
- Batch outputs <=2h after call end, alerts <=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(HIPPA), 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
- HIPPA Ready



Security Technologies

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



Enterprise-Grade Safeguards

- 24x7 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 for AT&T?

The strategic technology partner AT&T needs to accelerate indirect channel growth and digital transformation

Proven AT&T Track Record

Already delivering results across your consumer and business units with established relationships, security clearances, and deep understanding of your infrastructure

Rapid Partner Enablement

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

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 within 1-2 weeks, scaling your team without hiring delays

Advanced Voice AI & Automation

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

Measurable Business Impact

Documented results: 77% -> 50% conversion rate improvement, 100% call coverage analytics, and automated coaching that drives performance

CX DNA. Modern Engineering. Enterprise Scale.