



FULL STACK BPO

People + Platform + AI

SINCE 2003 · NACOGDOCHES, TEXAS

# Great customer experiences start with great people.

Etech is a full stack, technology-enabled BPO. As a global minority-owned company, we combine AI-driven analysis with human intelligence to convert contact center data into actionable insights. That means sharper coaching, better-trained agents, and measurable improvements in customer experience and business performance.

[www.etechgs.com](http://www.etechgs.com) | [www.etslabs.ai](http://www.etslabs.ai)

**2003**

Founded

**4,000+**

People

**6.3 yr**

Avg. Tenure

**22 yrs**

Zero Breaches

**95%**

Client Retention

# We started in a small Texas town in 2003. We never left.

Founded in Nacogdoches, Texas by Dilip Barot and Matt Rocco. Twenty-two years later the company is still headquartered there. We hire directly into our communities; into roles we promote from. The operators running Etech today started here as agents, supervisors, and program leads.

## PRIVATELY HELD · FOUNDER-LED

No Wall Street. No quarterly pressure. Operating decisions made for tenure, not the next earnings call.

## THE INNOVATION LAB INSIDE THE OPERATION

ETS Labs — founded inside Etech in 2012. 250+ engineers ship the platform Etech runs on. QEval® started as an internal tool. Now it's recognized by ICMI and CMP Research as an industry-leading product.

## ONSHORE US / 4 SITES

Nacogdoches HQ, San Antonio, Lufkin, Dallas. US-licensed agents anchored in Texas.

## NEARSHORE JAMAICA / 1 SITE

Montego Bay. Native English nearshore with US time-zone alignment.

## OFFSHORE INDIA / 2 SITES

Gandhinagar and Vadodara, Gujarat. Engineering hub for ETS Labs and 24x7 back-office support.

## REMOTE / GLOBAL CX DELIVERY

Secure work-from-home delivery worldwide. SOC 2 Type II compliant and attested. 24x7 follow-the-sun.



# Matt Rocco

Chief Executive Officer | 25+ years at Etech

## Etech's Executive Leadership Team

200+ Combined Years of Leadership Experience



25+ years

### Jim Iyob

President-ETS Labs  
Chief Revenue Officer-  
Etech

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



23+ years

### Gurudatt Medtia

Executive VP

- Offshore Planning,
- Execution & Management
- Business Operations



20+ years

### Kaylene Eckels

President & COO

- Business Operations
- Organizational Excellence
- Learning & Development
- Talent Acquisition



27+ years

### Ronnie Mize

Chief Technology &  
Security Officer

- Enterprise Security
- Incident Response Team
- Compliance
- Technology



25+ years

### Dr. Veronica Chimney

Chief HR Officer

- Global Labor Relations
- Compensation & Benefits
- Employee Engagement
- Leadership Development



25+ years

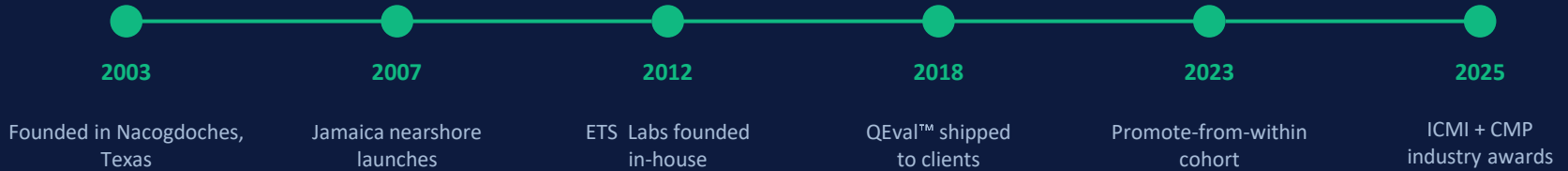
### Shawndra Tobias

Chief Data Strategy  
Officer

- Leads Data Strategy
- Drives operations execution
- Optimizing continuous improvement

# Organic growth. One operating model. The same town.

**10x** Organic growth  
2003 to 2025  
Zero acquisitions



## EXTERNAL RECOGNITION / AWARDS ACROSS 8 YEARS

- OA500 & Global Outsourcing Firm (BPO) Index — Industry Leader Recognition 2026
- CCW — BPO of the Year
- NMSDC — MBE Certified
- ICMI — Best New Technology Solution 2025
- AICPA SOC 2 Type II — Attested
- Silver Stevie — Customer Service
- CMP Research — Leading QA/QM Provider 2025
- ISO 27001:2022 — Information Security
- OA500 — Top 500 BPO Providers 2024

# Servant leadership is not a slogan. It is how we operate.

Most BPOs treat the contact center as a staffing problem. We treat it as a community of people we hire, develop, and keep. These four practices are the operating system. Everything else is a feature.

01

## Servant Leadership

Supervisors serve agents, not the other way around. Coaching is a daily ritual, not a quarterly review. Managers came up through the queue and they remember it.

*In the hiring. Not on a culture page.*

02

## Direct Hire. Direct Accountability.

Every Etech agent is an Etech employee. Background checks, training, certifications, and benefits run through us. Liability stays with us.

*22 years. Zero compliance breaches.*

03

## Promote From Within

Our President. Our CRO. Our SVPs. Our site directors. They started here. The career pathway is built into how we hire, train, and operate.

*Career pathway is the retention engine.*

04

## Community Embedded

Nacogdoches population is roughly 32,000. Etech employs about 1,000 of them. Same pattern in Montego Bay, Gandhinagar, Vadodara. We are a major employer everywhere we operate.

*Communities, not call centers.*

# Multitude of services. Multitude of industries. One operator.

01

## Customer Care

Inbound voice, email, chat. After-hours and surge coverage. Tenured agents on every shift.

*95% retention 2025*

02

## Technical Support

Tier 1, 2, and 3. Product experts who know your platform, not just your script.

*+18 pts renewal lift*

03

## Sales & Revenue

B2B and B2C inbound and outbound. Champion-Challenger scripting. Licensed agents.

*+79% conversion lift*

04

## Retention & Loyalty

Save calls, win-back, loyalty programs. Tenured agents who hold the customer relationship.

*+20 pts save rate*

05

## Back Office

Claims, document handling, order processing, account services, exception handling.

*24x7 follow-the-sun*

## TWELVE INDUSTRIES / DOCUMENTED OUTCOMES

Telecom: +79% conversion

Healthcare: \$2M+ recovered

Financial Services: \$2.8M saved

Insurance: 924-agent CAT surge

Automotive: 35% AHT cut

Technology: +18 pts renewal

Retail: 3x peak capacity

Energy & Utilities: Storm-ready surge

Pharmaceutical: Adverse event in session

Public Sector: FOIA-aware ops

Gaming: Trust & Safety

Education: Enrollment & alumni

# Built in-house. Running in production. Now available on your operations.

ETS Labs has shipped technology Etech runs on for 14 years. We didn't build these tools to sell them. We built them because we needed them and nothing else worked. That's the difference between a vendor and an operator who codes.

## QEval®

### Performance Management Platform

- 100% of interactions scored — not 2-3% samples
- Coaching workflow built directly into the scoring result
- AI identifies the calls that matter. Supervisors act on them.

*ICMI Best New Tech 2025 · CMP Leading QA/QM Provider 2025*

## Voice AI

### Conversational Deflection

- 35 languages. Sub-second response latency.
- Tenured-agent handoff triggered by intent, not just keywords
- 30-day production deployment. Contractual.

*ICMI Best New Tech 2025 · CMP Leading QA/QM Provider 2025*

## RTAA

### Real-Time Agent Assist

- Live guidance surfaces on screen during the call
- Sentiment + intent detected every turn
- Auto post-call summary eliminates wrap time

*ICMI Best New Tech 2025 · CMP Leading QA/QM Provider 2025*

250+ engineers at ETS Labs

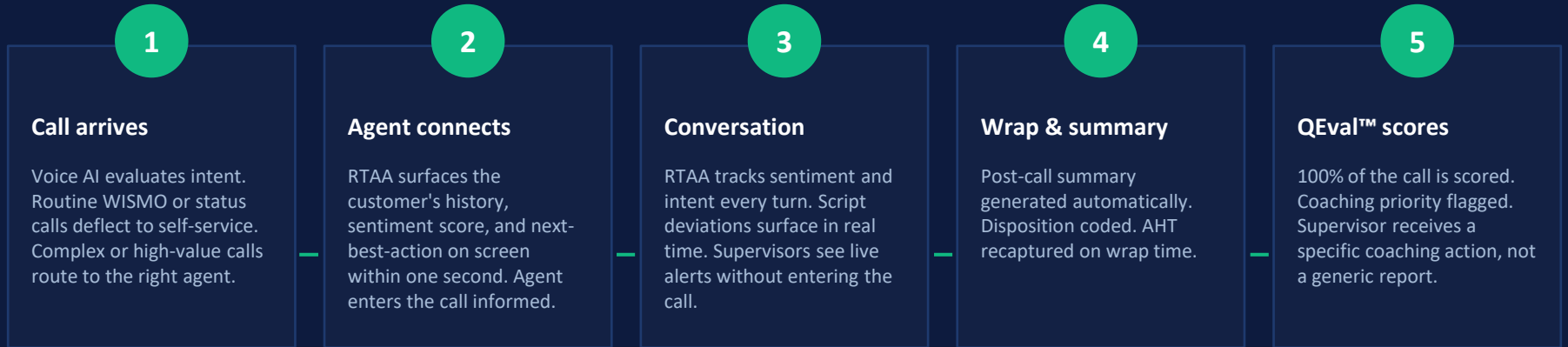
14+ yrs SaaS delivery on QEval®

30-day launch guarantee

Zero vendor dependencies

# One call. Three platforms working together.

Here is what happens in real time when a customer calls one of our operations.



INTEGRATION-FIRST · 80+ pre-built connectors · REST + webhook native · Custom connector in 30 days · Works with your existing telephony, CRM, and ticketing stack. No rip and replace.

# We do not hire to a headcount. We hire to a standard we built.

Years of high-tenure agent data became a top-performer profile. Every candidate is measured against it. AI assists every step. AI never declines a candidate.

- 01 Top-Performer Profile**  
Years of tenure and performance data became a behavioral profile. Every candidate is scored against it before we read a resume — Built from real Etech data
- 02 AI-Assisted Screening**  
Our hiring tool runs first-pass screening at scale — schedule, behavior, language, role fit. AI recommends. AI never rejects — Zero AI-driven rejections
- 03 Community-Embedded Sites**  
Sites in small and mid-sized cities where Etech is a major employer. Candidates already live in the communities we serve — 7 sites · 3 countries · global remote
- 04 CEFR C1 Benchmarked at Hire**  
India sites hire to CEFR C1 English proficiency. Accent neutrality, comprehension, and fluency benchmarked before any client work — CEFR C1 standard at hire
- 05 Mentored Soft Launch**  
Thirty-day paired ramp with a tenured operator. Daily calibration. Hourly QA in week one. Hard launch only when scores hold — 30-day mentored ramp

<5%

Monthly  
attrition

6.3 yr

Average  
tenure

0

AI-driven  
rejections

100%

Direct-hire  
employees

AI helps us see more candidates.  
Humans decide who joins the floor.

# 30 days from kickoff to live operations. Contractual.

PMP-certified program managers. A four-phase methodology refined through 22 years of regulated work. Phases overlap by design so soft launch never starts cold.

## PHASE 01

### Discover

*Days 1–5*

- Review of your operations
- Scorecard and compliance posture
- Stakeholder alignment workshop

## PHASE 02

### Design

*Days 4–12*

- Operating model fit
- Site selection across 7 sites
- Hiring plan and headcount ramp
- Integration mapping

## PHASE 03

### Deploy

*Days 10–26*

- Direct-hire intake at site
- Train-the-Trainer with your team
- Role-specific training
- Soft launch with daily calibration

## PHASE 04

### Optimize

*Day 26+ Live*

- Hard launch at target volume
- Daily coaching cadence
- Weekly Champion-Challenger
- Quarterly business review

*PMP-certified program management · 22 years of regulated implementation history · Contractual, not aspirational*

# The numbers that matter to every operations executive.

## THE PEOPLE PROMISE

**<5%** Monthly attrition

We do not rebuild operations every quarter. Your customers talk to the same agents who already know your scorecard, your product, and your brand voice.

## THE TRUST PROMISE

**22 yrs** Zero compliance breaches

HIPAA. PCI DSS Level 1. SOC 2 Type II. ISO 27001:2022. Direct-hire control plus tenured supervisors equal regulator-grade operations.

TENURE COMPARISON — Industry avg: 12–18 months vs. Etech: 6.3 years (roughly 5× industry average)

**4,000+**

people

**7**

global sites

**95%**

client retention 2025

**19+ yrs**

longest active client

SOC 2 Type II

ISO 27001:2022

HIPAA

PCI DSS L1

TCPA

GDPR

# Proven where it counts. Results you can measure.

Trusted by Fortune 500 companies and leading US organizations across 8+ regulated industries. 95% client retention in 2025. Our longest active relationship spans 19 years.

## HEALTHCARE

### Fortune-10 Pharma Distributor

Inbound and omnichannel care at scale

## HEALTHCARE

### National Veterinary Distributor

Customer and provider support

## INSURANCE

### Regional P&C Carrier

CAT response and claims surge

## TELECOM

### Tier-1 National Carrier

B2B telesales with champion-challenger

## FINANCIAL SERVICES

### Regulated Community Bank

Banking and regulated servicing

## AUTOMOTIVE

### National Auto Group

Dealer and OEM operations, VDI-secured

## TECHNOLOGY

### Compliance SaaS Platform

Tier 1, 2, and 3 technical support

## RETAIL

### National QSR Brand

Customer care and brand voice

## HOSPITALITY

### Global Travel Brand

Reservations and customer care

## BREACH RESPONSE

### Identity Protection Firm

High-volume identity hotlines

## EDUCATION

### National University

Enrollment and student services

## EDUCATION

### Scholarship Administration Body

Award processing and student support

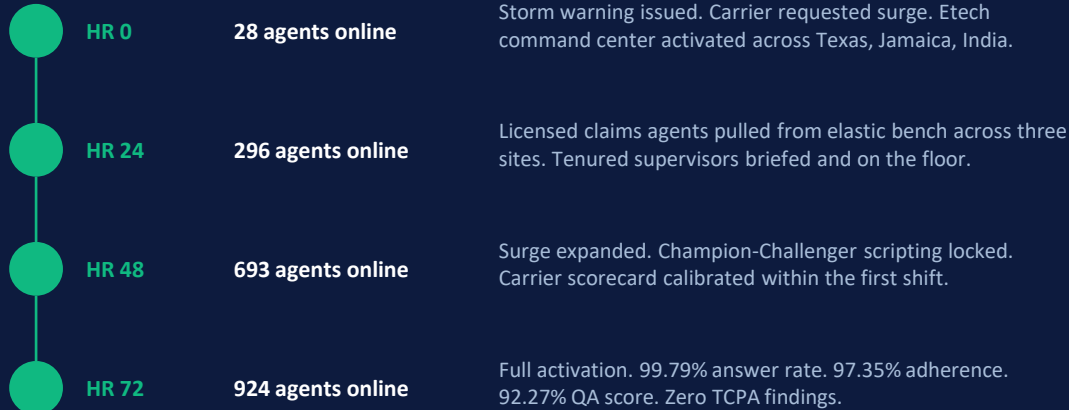
Direct references available under NDA. Outcome data on request.

22 yrs operating history 95% client retention 2025 19+ yrs longest relationship 8+ regulated industries

# 924 agents. 72 hours.

## WHEN THE CALL VOLUME HIT / HURRICANE MILTON LANDFALL

A national P&C insurance carrier. Hurricane Milton landfall. Claims FNOL capacity required across three sites in three days. These were not contractors on a vendor bench. They were Etech employees — licensed, trained, and on scorecard from the first call.



### DOCUMENTED OUTCOME



SOC 2 Type II

ISO 27001

PCI DSS L1

TCPA

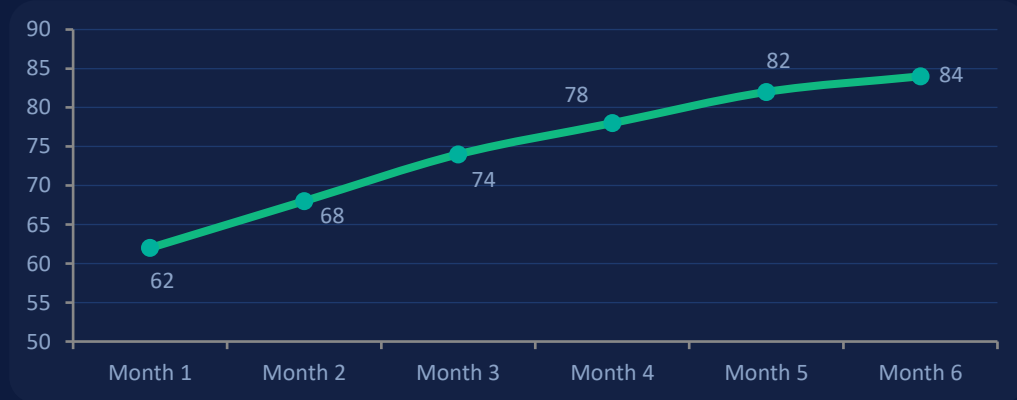
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GLBA

# \$2M+ recovered. 84% First Call Resolution.

## HEALTHCARE / PHARMACEUTICAL DISTRIBUTION

A Fortune-10 pharmaceutical wholesale distributor. Direct-hire licensed agents trained on 24,000+ healthcare entities. PHI compliance enforced by tenured operators from day zero.



### DOCUMENTED OUTCOME

**\$2M+** annual capacity recovered

**84%** First Call Resolution

**87%** process compliance

**8.0** Voice of Customer score

**24,000+** healthcare entities mapped

**Zero** PHI handling incidents

HIPAA

HITRUST CSF

SOC 2 Type II

PCI DSS L1

DEA CSOS

CMS

# \$2.8M saved. Annually. Zero GLBA findings.

## FINANCIAL SERVICES / RETAIL AND COMMERCIAL BANKING

A \$60B asset US regional bank. 200 direct-hire agents. PCI Level 1 environment. Champion-Challenger scripting on dispute and retention queues.



### WHAT WE BUILT

A 200 agent direct-hired bench in a PCI Level 1 environment. Servant-led supervisors running daily calibration on disputes, retention, and AML escalations. Champion-Challenger script methodology with weekly winning-script promotion. People decisions, not platform decisions.

### DOCUMENTED OUTCOME

**\$2.8M** annual savings documented

**100%** FCRA-compliant calls

**22%** dispute deflection

**14-month** payback period

**Zero** GLBA findings

**+19** NPS lift

SOC 2 Type II

PCI DSS L1

GLBA

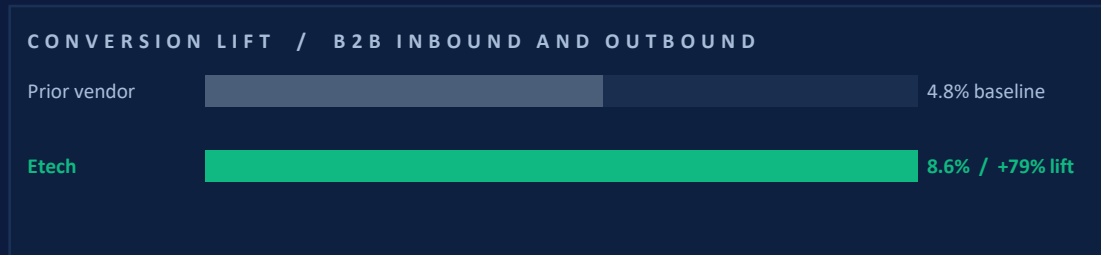
FCRA

FFIEC

# 8.6% conversion. From a 4.8% baseline.

## TELECOM / B2B WIRELESS

A top-five US wireless carrier B2B program. Tenured licensed agents. Champion-Challenger ran weekly. 14.2 million calls under TCPA scrutiny. Zero findings.



**WHAT WE BUILT**

Tenured agents trained on the carrier's full commercial portfolio. Champion-Challenger methodology with weekly winning-script promotion. A TCPA-disciplined outbound floor where supervisors worked the queue with the agents, not over them.

## DOCUMENTED OUTCOME

**8.6%** conversion (from 4.8%)

**+79%** documented lift

**14.2M** calls, zero TCPA findings

**+14** NPS

**22-month** program ongoing

**100%** outbound calls scored

TCPA

SOC 2 Type II

ISO 27001

PCI DSS L1

CCPA-CPRA

STIR/SHAKEN — Attestation A

# 576,572 calls. 35% AHT reduction.

## AUTOMOTIVE / WARRANTY & RECALL

A multi-brand OEM consumer warranty and recall response program. 200,000 monthly interactions across 12 brands. VDI-secured dealer-vs-consumer queue separation held even during recall surges.



**WHAT WE BUILT**

A six-month forensic operations review across 576,572 calls. Tenured agents holding goodwill, recall, and CSI calls. Voice AI deflection on warranty status routed routine volume to the bot. VDI environment kept dealer and consumer queues separated cleanly.

**DOCUMENTED OUTCOME**

- 35%** AHT reduction
- \$33K** saved per 1% AHT
- 88%+** QA score
- 98%** CSAT
- 72-hour** recall surge proven
- 12** brand portfolio held

- SOC 2 Type II
- ISO 27001:2022
- FTC Safeguards Rule
- TCPA
- CCPA-CPRA
- ADA WCAG 2.1

# 3x peak capacity. +20 pts save rate in 60 days.

## RETAIL / DTC ECOMMERCE + SUBSCRIPTION

A national DTC apparel and subscription brand. WISMO deflection plus retention save program. Elastic flex bench scaling 3x for peak windows without service-level erosion.



WHAT WE BUILT

Tenured retention agents on save calls with documented pitch-rate discipline. Voice AI deflected WISMO and order status to free retention agents for revenue work. Elastic flex bench scaled 3x for peak windows. Daily calibration through the holiday window.

## DOCUMENTED OUTCOME

**3x** peak surge capacity

**+20** pts save rate in 60 days

**35%** AHT reduction

**+18** NPS lift

**100%** WISMO deflected

**Zero** holiday outages

PCI DSS L1

SOC 2 Type II

CCPA-CPRA

ADA WCAG 2.1

GDPR

TCPA

# The people who built Etech remain accountable for delivery. Every day.

## 01 Operator first.

Not a SaaS company pretending to operate. The operation is real. The accountability belongs to people who came up through the queue.

## 02 Our people stay.

Under 5% monthly attrition. 6.3-year average tenure. Tenure is the compliance control nobody else measures and the CX advantage every buyer feels.

## 03 Full Stack BPO. We own the stack.

People, platform, and AI under one operating model. RUN on our operations. SEE through QEval®. BUILD via ETS Labs. Zero vendor handoffs.

### THREE WAYS TO START

#### 1 30-Minute Working Session

Bring your current scorecard. We'll identify the three gaps that matter most and tell you what we'd do about them. No pitch.

#### 2 Site Visit

Nacogdoches, San Antonio, or your nearest Etech location. See a live operation. Meet the supervisors. Speak to the agents.

#### 3 Pilot Program

One queue. Thirty days. We agree on the scorecard before we start. You measure the result. Then you decide.

+1 (936) 559-2200 · sales@etechgs.com · etechgs.com

4,000+

Direct Hires

7

Global Sites

22 yrs

Zero Breaches

95%

Client Retention 2025

# Verified. Continuously.

Live attestations, audit reports, and security posture available on demand. Powered by Vanta with continuous control monitoring across our global operations.

## SOC 2 Type II

AICPA Attested

## ISO 27001

Information Security

## HIPAA

Healthcare Data Privacy

## PCI DSS

Level 1 Cardholder Data

## GDPR

EU Data Protection

LIVE TRUST CENTER

[trust.etechgs.com](https://trust.etechgs.com)

Real-time control posture, audit reports, sub-processor list, security questionnaires, and incident history.  
Request access in one click.

22 yrs  
zero compliance  
breaches

*Powered by Vanta · Continuous Control Monitoring · NDA available · Direct security contact on request*