



NEWSLETTER

February 2018



EXPERIENCED PEOPLE | INNOVATIVE TECHNOLOGY | REMARKABLE RESULTS

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Hello, **ETECH**!

Welcome to this month's newsletter!

As many of you know, we have made the recent decision to invest over \$50,000 in a "gamification" pilot from a company called FidoTrack™. From their website..."FidoTrack is a Gamification Software designed to increase productivity and reduce attrition across the generational spectrum of agents within the modern-day call center."

Once we complete the pilot and proof of concept, our plan is to roll out the solution across the **ETECH** operations.

This is great, but what really is gamification? From Wikipedia and Webster's online - "Gamification is the application of game-design elements and game principles in non-game contexts. Gamification commonly employs game design elements to improve user engagement, organizational productivity, learning, employee recruitment and evaluation and the process of adding games or game-like elements to something (such as a task) so as to encourage participation. An easy-to-use Web-based learning platforms designed to take the boredom out of long training sessions by gamifying the entire process. A training manual is replaced by an interactive game that allows participants to win awards and receive recognition."

Below is a link to an article from ICMI", a leading authority on contact center performance excellence. Please take a moment to read the article and familiarize yourself with the future of call center operations! Embrace and enjoy!

[What is Gamification and How Can I Use It?](#)

We will continue to commit to serving each of you by investing in tools that help you better serve our customers, will you commit with me?

Until next month, may God bless each of you and may He continue to watch over our company.
Have a great day!

- **Matt Rocco**
President and General Manager

FIVE STAR WINNER - ETECH DALLAS



**REWARDS AND RECOGNITION
- ETECH DALLAS**



**ETECH DALLAS EMPLOYEE TEAM
VOLUNTEER FAIR - ETECH DALLAS**



**GOING AWAY PARTY FOR JOSYLN GREENARD
- ETECH DALLAS**



**HAPPY BIRTHDAY NIRAV MARVIYA
- ETECH DALLAS**



VALENTINE'S DAY - ETECH DALLAS



REWARDS AND RECOGNITION - ETECH LUFKIN

To help, thank, and celebrate Etech Lufkin's brightest stars, the 4th quarter R&R was movie star themed. Complete with a full red carpet and walk of fame cookies, Lufkin agents and leaders ate their fill of Chick-Fil-A and won magnificent prizes!



MARDI GRAS - ETECH LUFKIN

On Friday February 2nd, the Lufkin center celebrated Family Mardi Gras day by wearing green, purple, and gold. Rocking their beads, agents and leaders really got in the spirit of the meaning of Mardi Gras: Food! Our Community Action committee made and sold huge baked potatoes with all the fixings to help raise money for Relay for Life. Mardi Gras themed lollipops were also sold to help contribute to the cause.



ROBYN HAAK - RECRUITER (EAST TEXAS) - ETECH LUFKIN

Etech Lufkin is welcoming Robyn Haak to the role of Recruiter (East Texas.) In his new role, Robyn will report to Jeanne Shuell, and will be responsible for driving and maintaining a consistent funnel of talent for Nacogdoches, Lufkin, and Rusk, assist with branding in the communities, and own and participate in all local and internal job fairs.



Robyn is a father of two and has a vast background in Customer Service and Sales. Robyn is extremely outgoing and enjoys engaging others and making long lasting connections! Robyn graduated with Honors from Angelina College with a degree in General Business and 6 certificates in Business. Robyn's outgoing nature and drive to succeed will definitely benefit him in his role as Recruiter.

VALENTINE'S WEEK - ETECH LUFKIN

To celebrate the week of Valentine's Day, Etech Lufkin threw another theme week. From Dress to Impress Day, to Sports day, agents and leaders dressed up and showed out during the week of love. Not only did the agents participate in the fun week, but they also helped out by purchasing food with the proceeds going to Relay for Life! Lufkin was able to raise over \$300.00 in just one week. Great job, Lufkin!



ETECH EMPLOYEE APPRECIATION PROGRAM - TUITION REIMBURSEMENT CEREMONY - *ETECH LUFKIN*

One of the great things about working at Etech is Tuition Reimbursement. Sean Cox, Jose Polonco took advantage of the opportunity and was given their reimbursement in a little ceremony.

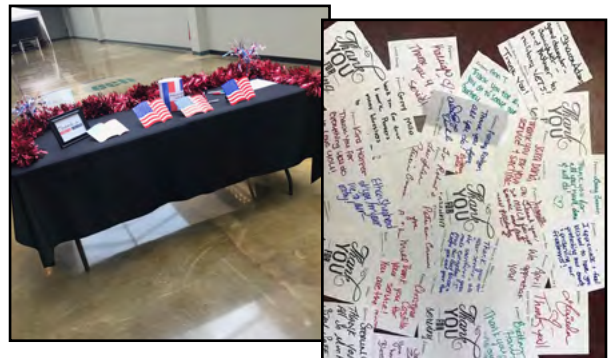


NEW LEADERS ASSIMILATION PROGRAM AWARD CEREMONY - *ETECH LUFKIN*



ETECH GIVE BACK PROGRAM - VALENTINES FOR VETERANS - *ETECH NACOGDOCHES*

The Etech Nacogdoches center set up a table under the skylight for employees to write a short letter of thanks and encouragement to send directly to our service members.



ETECH EMPLOYEE APPRECIATION PROGRAM - TUITION REIMBURSEMENT CEREMONY - *ETECH NACOGDOCHES*

Etech Nacogdoches would like to congratulate the employees pictured for completing the Fall semester with at least a B or an A in their classes! If you plan on taking classes for the upcoming semesters be sure to check out the tuition reimbursement policy in the employee handbook.

REWARDS AND RECOGNITION CEREMONY - *ETECH NACOGDOCHES*

The Nacogdoches Center employees were able to relax and enjoy great food during the 4th quarter R&R celebration. They also won some amazing prizes including an Xbox One, Amazon Fire Tablet, Keurig, and a 32" TV.



On January 30, the Nacogdoches Center congratulated the leaders on completing New Leader Assimilation.



PIE IN THE FACE EVENT! - *ETECH RUSK*

Congrats to Hannah Rangel's team for whipping Kim Phillips team in performance in January!



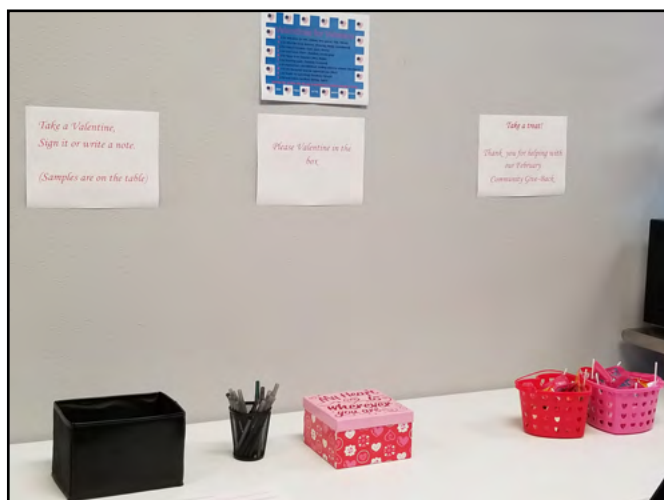
CHAMBER OF COMMERCE BANQUET - *ETECH RUSK*

Leaders attended the City of Rusk Chamber of Commerce Banquet on January 27, 2018. This years' theme was Camo Couture. A great time was had by all! Etech Rusk is a Silver level sponsor of the Chamber.



ETECH GIVE BACK PROGRAM - VALENTINES FOR VETERANS - *ETECH RUSK*

The Rusk Center's February Give Back was Valentines for Veterans. Team members wrote cards in appreciation of veterans' service. The cards were distributed to local veterans via the Cherokee County Veterans Service Officer.



REWARDS AND RECOGNITION - *ETECH RUSK*

Congratulations to Team Rusk's R&R winners for Q4 2017. The team put on a fabulous red carpet event with outstanding food and prizes



GIVE BACK PROGRAM - FFA DONKEY BASKETBALL GAME - *ETECH RUSK*

Etech Rusk sponsored the FFA Donkey Basketball Game which was held at the local high school. The event was highly entertaining and supports a great organization!



VALENTINE'S DAY - *ETECH RUSK*

Valentine's Day was especially sweet at the Rusk Center this year! Special treats were enjoyed by employees center wide.

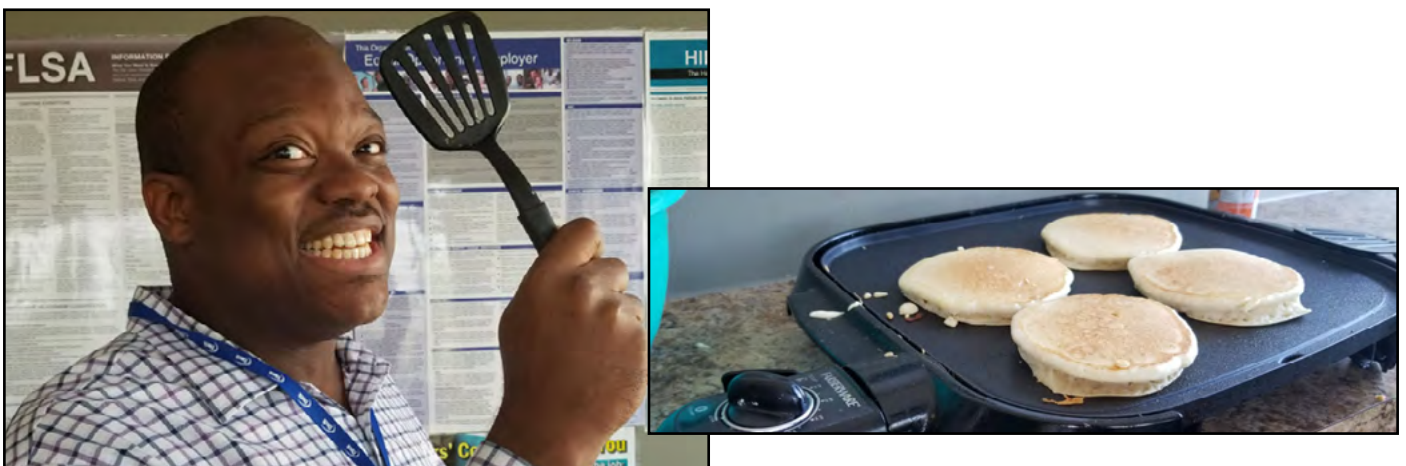


GIVE BACK PROGRAM - ADOPT A PARK - ETECH PALM BEACH CENTER

Palm Beach center launched our Adopt a Park program for 2018 this February at Fogleman Park in West Palm Beach. This marks the first of our quarterly clean-ups for the year. Big thank you to all those who participated and made a difference!

**PANCAKE BREAKFAST - ETECH PALM BEACH CENTER**

Trainer Danny Garrett treated Palm Beach Center to a Pancake Breakfast in appreciation for their hard work. Thank you Danny for serving those among you!



GIVE BACK PROGRAM - NAVKAUSHALYA TEAM VISIT - ETECH VADODARA

CSR team Vadodara welcomed students and staff members of NavKaushalya as a part of their skill based training for office administration. All the girls were provided with in-depth knowledge about the practical aspects of handling front desk and administration profile including safety, security, coordination with various departments, handling emergencies etc.

NavKaushalya http://www.navrachana.edu.in/nav_kaushalya.html is an Institute for skill based vocational training for girls and women managed by Navrachana Education Society. Give-back-to-Vadodara initiative has been started in memory of Savitaben Amin, who founded **Navrachana Education Society** which was inaugurated by our former Chief Minister Anand ben Patel on 22nd December 2014.

Navkaushalya offers vocational training program for girls, mainly from economically disadvantaged backgrounds, such that it prepares them to take advantage of job and entrepreneurial opportunities in fields that will socially empower them as well as enhance their quality of life; to take their rightful place as responsible and productive citizens of India.

We heartily thank our HR & Admin & Recruitment team who made this visit successful. Below are some moments captured:



FOOD FESTIVAL - ETECH VADODARA

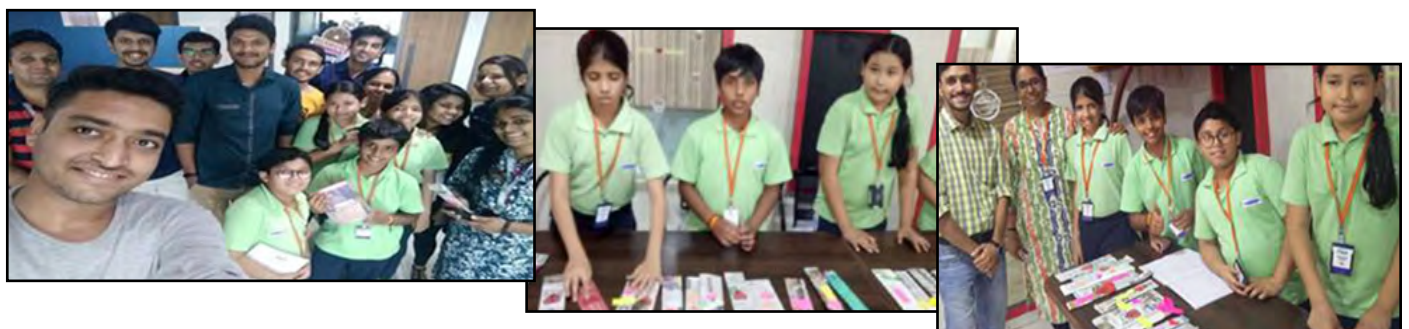
The much awaited event "Food Festival" was concluded yesterday, 22nd Feb 2018. Thank you all for making this event a huge success. The grand menu for the festival included Chicken Shawarma, Chicken Curry n Rice, Pasta, Dabeli, dry Fruit Lassi, egg-Rice & Cold drinks. Everyone enjoyed serving and eating.

**GIVE BACK PROGRAM - APROCH VISIT - ETECH GANDHINAGAR**

Aproch, our partner for various activities including Street Smart, is very active in terms of conducting activities for Child rights. As a part of the initiative, the children associated with them visited us today to create an awareness about Child Labor, Child abuse and Child rights. These kids are also associated with Prabhat NGO which believes in creating a world of equal opportunities for people with disabilities. All 4 representatives are grade 5 students from Riverside school who worked 8 hours with the underprivileged children to prepare incense-sticks and to experience the hardship of being a Child labor. They also brought along those hand-made incense-sticks for us to purchase and to our surprise, the response was outstanding. All what they got was sold out! The money that was collected today will be donated to Prabhat NGO and will be used for social cause.

Community Action Team would like to take this opportunity to thank each one of you, for an amazing support and encouragement that you have shown to these kids today.

Child labor and abuse is a social issue which everyone must be aware of. Let us take this pledge today to contribute in creating awareness within our communities, acting as a voice for those children whose rights are not respected and let's protect a child in danger as they deserve a bright future.



FEBRUARY ON THE FLOOR!- ETECH GANDHINAGAR

Every month adds a new leaf in our success story! This stands true for the month of February as well since we added a new feather in our cap by launching "Service" portion of the program in Etech Gandhinagar. The month started on a mild note; however, it soon presented a challenge of managing performance owing to the movement of some tenured consultants in "Service" & induction of a large chunk of newbies in "Sales". Nevertheless, team believed in "Where there is a will, there is a way!" and it was proven when the team did well in terms of handling work pressure and delivering precise results. Team members were pro-active in clocking extra login hours for supporting the program. Moreover, various non-financial contests & activities like games, potluck etc. were conducted to maintain the momentum of the team. A rapidly growing team creates new growth opportunities and the month of cupid brought a lot of success stories along with it since consultants selected for NLA attended & cleared their first ever "coaching tactics" workshop. Let's hope that we keep growing and adding new chapters to our success story in upcoming months!

**ORGANIZATIONAL DEVELOPMENT SESSION - MANAGING CONFLICT
- ETECH GANDHINAGAR**

Gandhinagar T&D team organized 2 OD sessions in February'18 on "Conflict Management". Thank you everybody for your support in making these sessions successful. The TMs actively participated in the discussion during the sessions as we reviewed 5 ways to deal with conflict and choosing an appropriate method to deal with conflict. In all, 28 TMs attended this training.

HERE IS WHAT SOME OF THE PARTICIPANTS HAD TO SAY ABOUT THE TRAINING:

- » It was an awesome class to manage conflict!
- » Great session about a very sensitive topic!
- » You are good, kept everything precise
- » Fantastic!
- » It was awesome!
- » Wonderful and productive
- » I loved it.
- » It was a learning experience that will help in difficult situations
- » It was a great session. The ideas were communicated in an easy and great way.
- » It will help me in my personal and professional life
- » This was very informative and full of fun.
- » Please conduct more such sessions.



ANNOUNCEMENTS**KELVIN HARRIS -SALES COACH**

Kelvin comes to Etech with extensive experience within the contact center industry. Kelvin has over ten years of leadership as an uverse dispatcher, control manager, network analyst, customer service management and vendor service management. In Kelvin's previous role he assisted in launching a uverse dispatch center in 2007, and a technician care center in 2017. During this time period, Kelvin trained numerous new hires and seasoned employees over sales and operation processes.

**Kelvin personal achievements are as follows:**

2012 Service Excellence Award recipient, Five star recipient winner

In Kelvin's person time he is a sports fanatic and enjoys outdoor activities. Kelvin loves to experience new things and travel. Spending time with his family, mentoring and working with youth is a key propriety in his life.

REBECCA HOFFMAN - IT COORDINATOR

In her new role she will be reporting to Kevin Pratt and assisting the IT team in keeping track of their many projects, coordinating priorities, communicating updates, and tracking progress. Rebecca is originally from Tyler. She moved to Nacogdoches to attend SFA. She graduated with her Masters in Business in December of 2016. She joined Etech shortly after that in February of 2017 as Special Operations Support Specialist.



Rebecca loves to be involved in the community. She has been a volunteer with the Nacogdoches County Chamber of Commerce for the last 3 years and currently serves as Vice Chair board member of East Texas Community Health Services.

SHELBY HOWELL - HR MANAGER, RUSK

Shelby has over fifteen years of progressive human resources experience having worked mostly in wholesale distribution and healthcare. She received her Professional in Human Resources (PHR) certification in 2006 and is passionate about Human Resources management. Shelby is a native Texan originally from Houston. She is a graduate of Stephen F. Austin State University and lives in Nacogdoches. Shelby is the mother of three children, Reed, Grant and Kate. She enjoys traveling, attending sporting events, cooking, reading and spending time with family and friends.



In her role, Shelby will report to Nancy Pratt and will oversee HR support for the Rusk Center. This includes onboarding, employee relations issues, leadership guidance & policy questions, job postings & career development, Give Back service projects, and strategic initiatives.

DAVID STABINSKY - CTI ADMINISTRATOR

We are always happy to announce promotions of our people in keeping with our motto of making a remarkable difference for our people, our clients, and our community. To that end, please join me in congratulating David Stabinsky on his promotion to CTI Administrator. In his new role, he will report to Kevin Pratt and provide support on our dialing platform.



David started with Etech in February 2015 working for the CRIS Helpdesk. In December of 2015 he moved to the Desktop Support team where he worked on projects such as the VDI systems and the PBX (desk phone) server. He has an Associates of Applied Science in Computer Information Systems from Angelina College and is finishing up his Bachelors of Arts in Information Technology at SFA

In his downtime David enjoys reading, playing music, backpacking, and playing video games.

JOEL WATTS - HELPDESK MANAGER

Please join me in congratulating Joel Watts as our new Helpdesk Manager. Joel has been with us for a little over a year and has distinguished himself in his previous role as CTI Administrator. Joel brings over 20+ years of supervisory and managerial experience in the IT industry and looks forward to serving his teams.



Joel is a native Texan who has settled in Nacogdoches after years of IT-related travel. When not working on computers, he plays the role of dedicated father and husband who enjoys spending time outdoors with family. Other hobbies include reading, acting, singing, writing, and spoiling his cats. One of the things Joel finds most impressive about Etech is our motto, "Playing by the rules." That philosophy falls in line with Joel's personal upbringing and drive to exceed standards with integrity. "No one wants to see an asterisk next to their name in the hall of fame."

#IAMETECH NATHAN SMITH - OPERATIONS SALES INTERN

My name is Nathan A. Smith. I'm originally from Oklahoma City, Ok and have been in the DFW area for approx 3 months now. After serving in the U.S. Navy as a Yeoman (Office Administrator) for 6 years, I've recently worked for AT&T Mobility for 3 years in the iPhone Advanced Tech-Support department as a member of the Manager Relief (Assistant Manager) program. I then moved to and lived in El Paso, TX for 2 years working with my brother and sister-in-law as they had recently started a freight brokerage dealing primarily in over-the-road transportation. I would consider myself to be an introvert that can socialize as an extrovert, and definitely of the Owl bird type. I try to work out every day but wouldn't consider myself a gym rat, and enjoy various table games such as dominos, various board games, and chess.

Nathan Smith
Operations Sales Intern

OUR CENTERS

NACOGDOCHES, TEXAS

1903 Berry Drive, Nacogdoches, TX 75964
Tel: 936-559-2200, Fax: 936-559-2225

LUFKIN, TEXAS

106 N. John Redditt Drive, Lufkin, TX 75904
Tel: 936-633-9200

RUSK, TEXAS

146 E 5th St, Rusk, TX 75247
Tel: 903-683-9791

DALLAS, TEXAS

8700 N Stemmons Freeway, Dallas, TX 75235
Tel: 214-366-0229

PALM BEACH, FLORIDA

155 East Blue Heron Blvd.
Riviera, Florida 33404
Tel: 561-841-0040

GANDHINAGAR, GUJARAT

1st Floor, IT Tower 4, Infocity, Nr. Indroda Circle,
Gandhinagar-382009, Gujarat
Tel: 91-79-23213089, 91-79-23213240

MONTEGO BAY, JAMAICA

Building 1, Montego Bay Freezone, 1 Mangrove
Way, Montego Bay, Jamaica.
Tel: 876-952-9197

VADODARA, GUJARAT

Ground & 1st Floor, Vraj Complex, Gorwa Main
Road, Vadodara - 390004, Gujarat
Tel: 91-265-2281943, 91-8000755169

12 ETECH LEADERSHIP CHARACTERISTICS

- » INTEGRITY
- » VALUING PEOPLE
- » TEAM WORK
- » ACCOUNTABILITY
- » COMMUNICATION
- » VISION
- » ADAPTABILITY
- » HUMILITY
- » CREATIVITY
- » TEACHABILITY
- » POSITIVE INFLUENCE
- » COURAGE