



YOUR TRUSTED ADVISOR FOR
Remarkable Customer Experiences

Etech is a Certified minority owned BPO that combines AI analytics with human expertise to improve contact center performance. Our QEval® platform transforms interaction data into coaching priorities that drive measurable results in customer satisfaction and operational efficiency.

Agent & Business Insights

Agenda

Summary

- Executive Summary
- Interactions Reason - 1
- Interactions Reason - 2

Agent Insights

- Agent Performance
- Compliance
- Best Practices
- Optimum Call Flow
- Practical Application

Business Insights

- Voice of Customer Index
- Sentiment Analysis
- Average Talk Time Analysis
- Studies – Transfer, Silence Time etc.

Recommendations

- Recommendation on 'How to improve CX'
- How to improve FCR
- Business Improvement Recommendations

Executive Summary



Total Volume – 3,223

Data period: 18th Jan – 14th March '23

Average Talk Time – 10 Mins 42 Secs



>1 min Interaction Volume

Inbound – 2,286

Outbound - 485



Slide #13

Customer Sentiments

Voice of Customer Index

4.43 out of 10

Positive

1,230

Negative

477



Slide #35

Top Opportunities

- Assurance of Help
- Share Empathy
- Ask for Further Assistance
- Wrong Transfer



Average Performance Score

57%



Analysis to improve CX

- Average Talk Time Analysis
- Overtalk Analysis
- Transfer & Technical Analysis

Slide #16

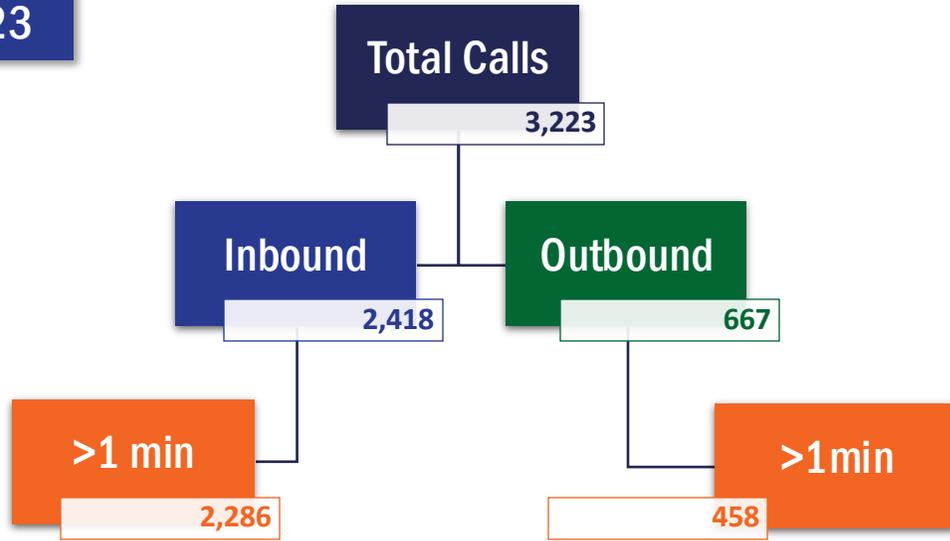
Slide #19

Slide #23

Data Processing & ATT Distribution

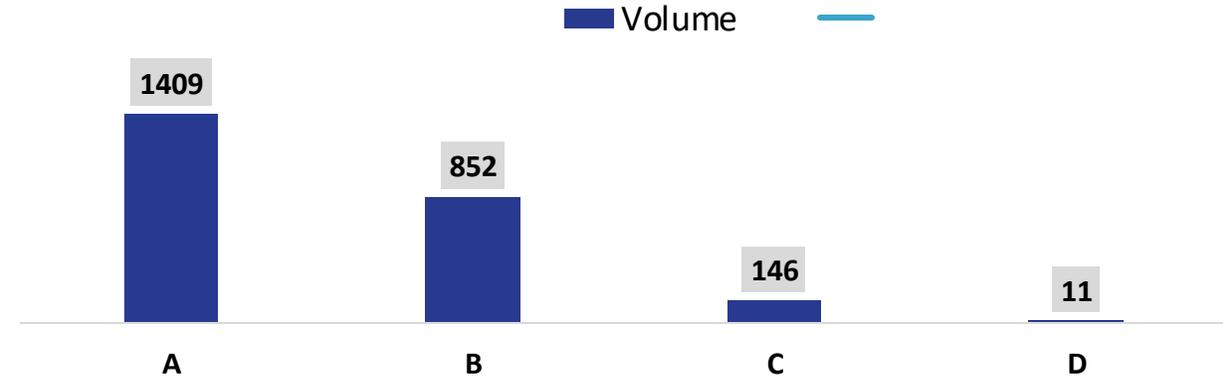
Total Population: 2,418

N - 3,223



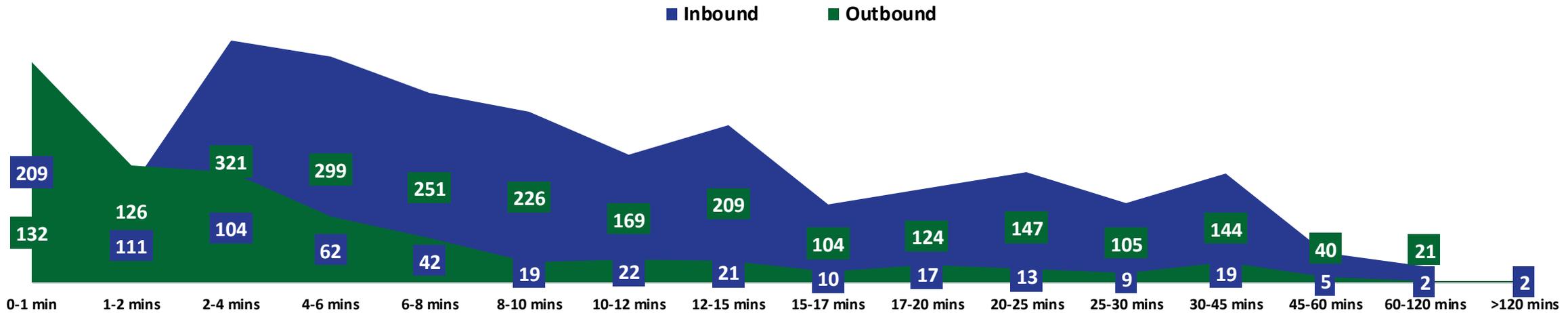
*We did not get any outbound calls for below mentioned business lines.

Major Business Lines - Inbound



Data period: 18th Jan – 14th March '23

Average Talk Time Distribution



Business Insights

Call Reasons Inbound Level 1

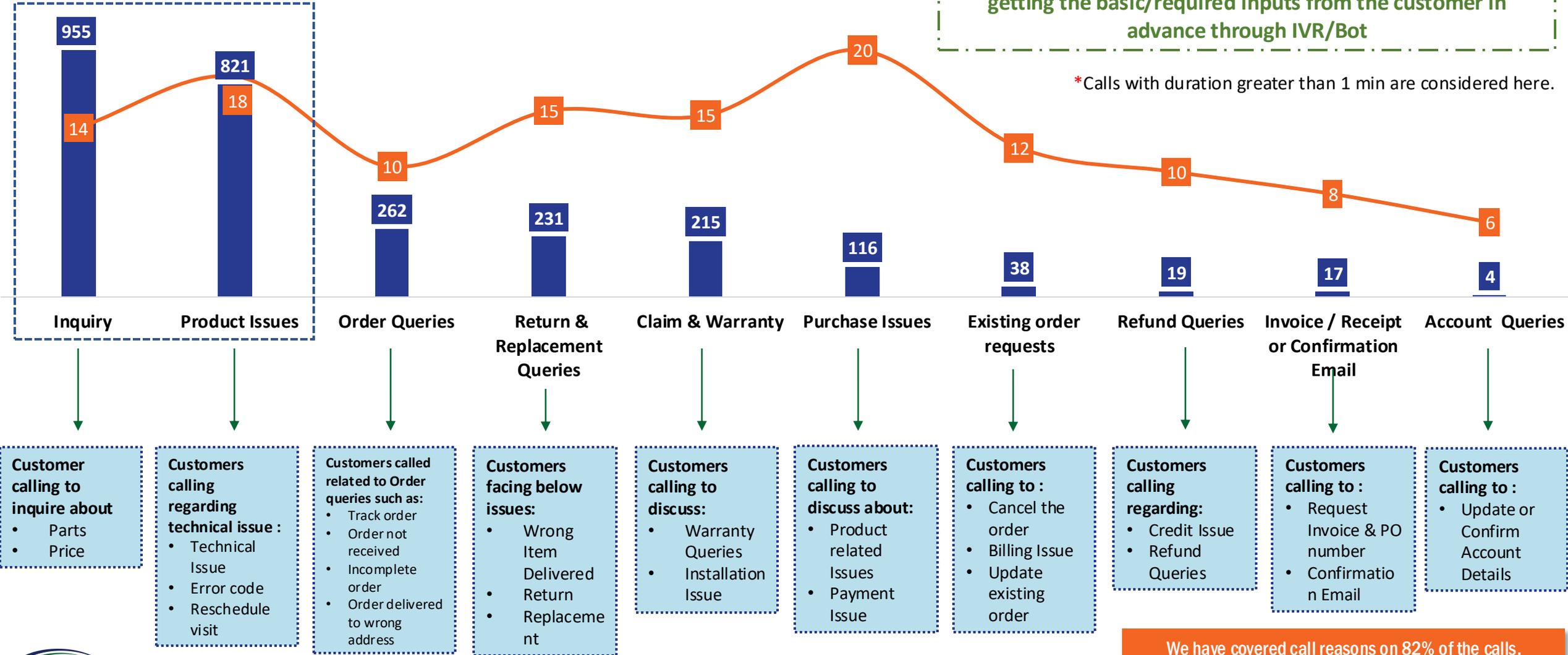
Total Population: 2,286
Categorized Population: 1,868

Inquiry & Product Issue covers 74% of Call Reason

■ Volume — ATT

With our contact centre technology/staffing, we can reduce the AHT, increase the agent capacity & enforce quick fixes by getting the basic/required inputs from the customer in advance through IVR/Bot

*Calls with duration greater than 1 min are considered here.



We have covered call reasons on 82% of the calls.

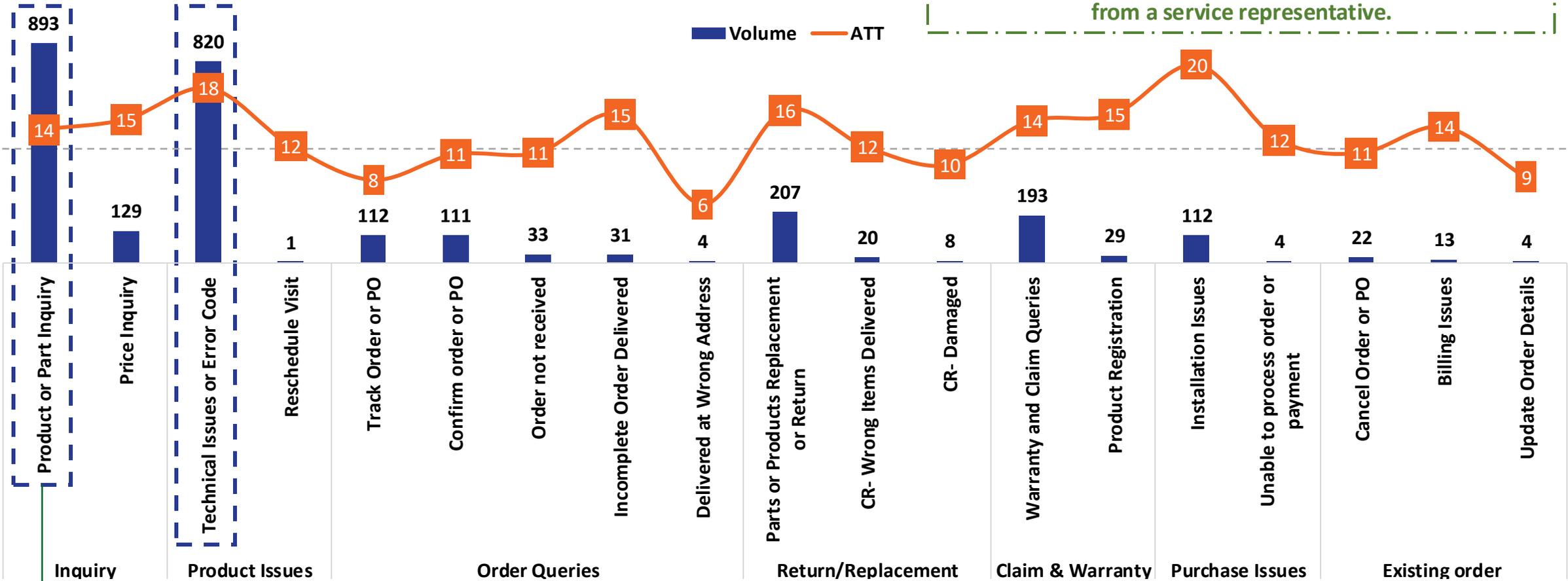


Call Reasons Inbound Level 2

Categorized Population: 1,868
Accumulative Volume: 2,746

Customers called to resolve their technical issues

Several categories of calls can be automated through self-service. It is an approach where caller independently access resources to seek solutions without the need for assistance from a service representative.



Overall ATT is 13:00 Mins

Most of the time customers called regarding **Heaters, Boilers & Thermostats**. In terms of parts: customers discussed about **Tanks, Compressors, Burners, Control Board, Gasket Kits, Sensors**.

*Calls with duration greater than 1 min are considered here.



Call Reasons Inbound Level 2

Order Queries

Order Status, Return or Refund, such interaction can be automated via IVR, chatbots or by promoting website. It will enhance customer experience and provide 24*7 support.

- Can handle large volume at same time**
- It will increase efficiency**
- Faster Resolution on such type of calls**

01

Technician Request & Reschedule Visit

Implement an automated system that enables customers to schedule technician visits through various channels such as phone, website, or mobile app. This system should offer available time slots, confirm appointment details, and provide reminders or notifications.

- Help to get Real-Time Technician Availability**
- It can Automated Reminders and Notifications**

02

Production Registration & Warranty

Implement an automated system that enables customers to verify their product's warranty status and register warranty. This can be achieved by integrating the IVR system with the warranty database, allowing customers to input product information and receive automated responses regarding the warranty coverage

- enables customers to verify their product's warranty status**
- Escalation to Live Agents for Complex warranty claims or unique registration requirement**

03

Account Related Queries

Implement intelligent chatbots or virtual assistants capable of understanding and addressing account-related queries. These automated systems can interact with callers via chat interfaces or voice interactions, providing personalized assistance, troubleshooting, and account-specific information.

- Lower support efforts and cost**
- Reduce customer dissatisfaction of not having immediate assistance**

04

Opportunity Cost

Hours spent on assisting customers on call reasons: 104.7 Hours

Conservative approach, reduce approach by 50%: 52.34 Hours

60 days opportunity cost in \$ (52.34 * \$25): \$1,308.5

Annual opportunity Cost in \$ ((1,308.5/60) * 365): \$7960.04

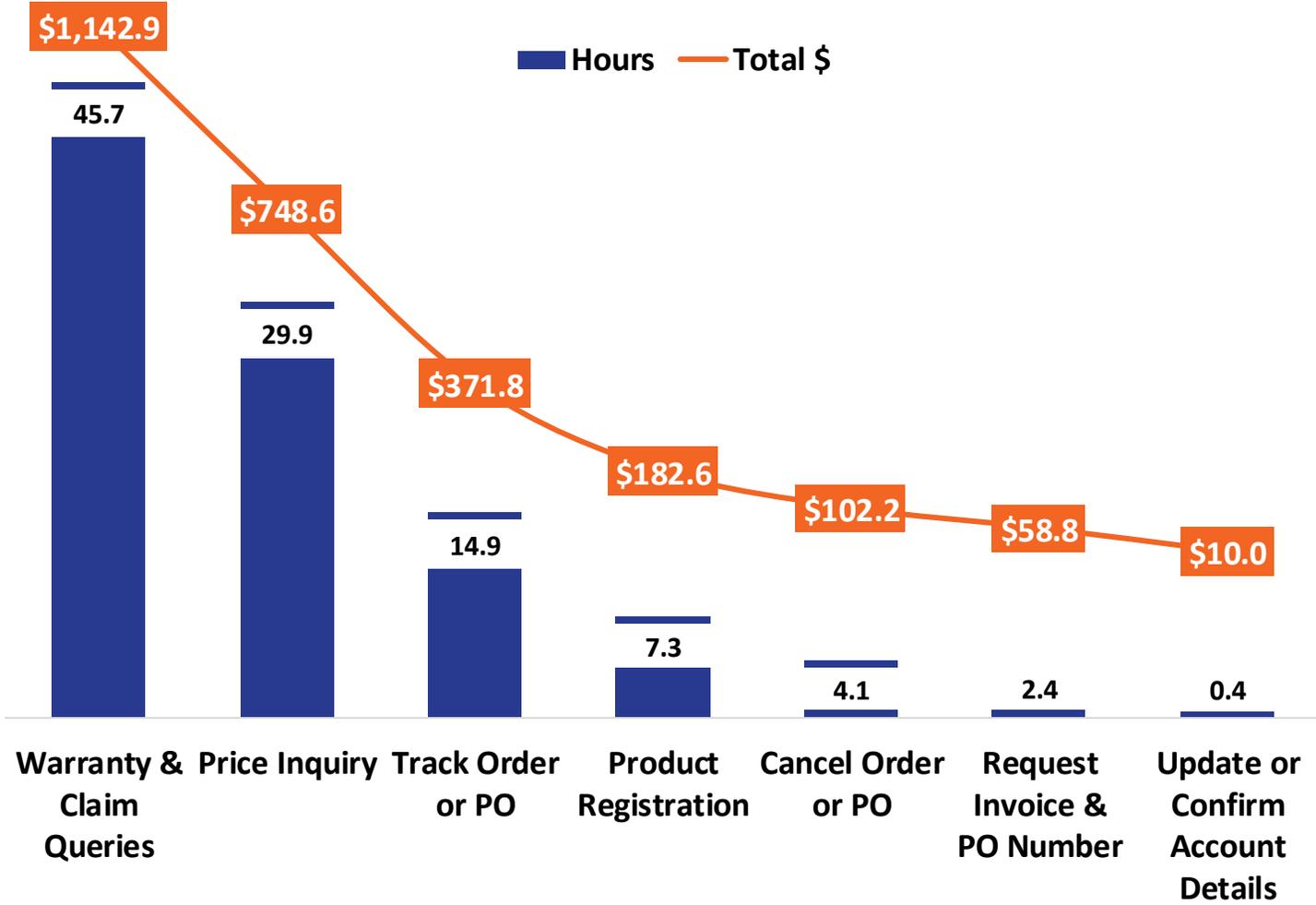
50% deflection in call volume will result in **\$7,960**

*Considering \$25 as an hourly pay for an agent.

We can help !

- Etech can help reduce Bot training time by almost 60% by providing contextual phrases of top contact reason
- We analyze Bot health in near real time building a continuous improvement cycle

Calculation is based on Categorized Population: 1,868



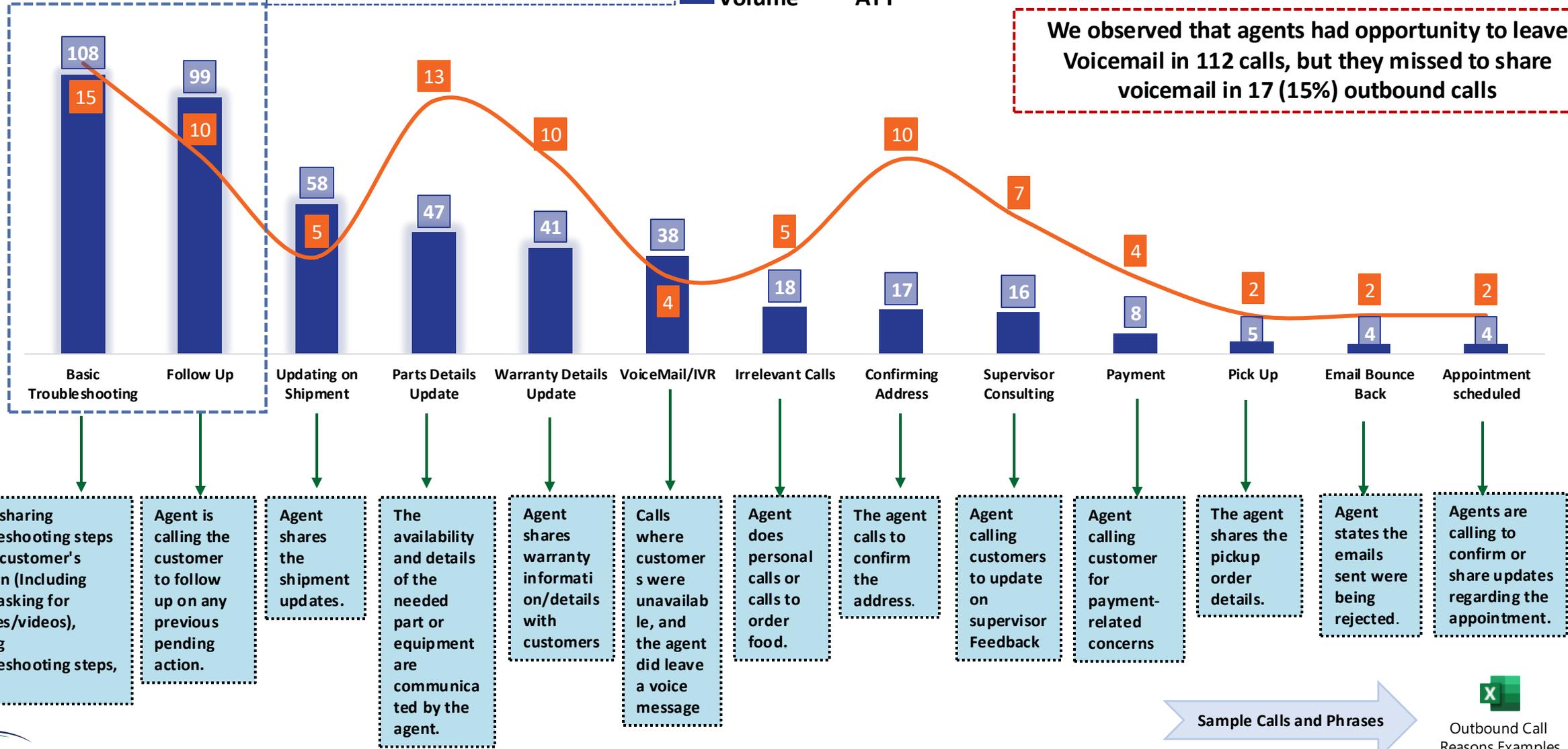
Outbound Call Reasons

Total Population: 458
Categorized Population: 331

Basic Troubleshooting & Follow Up covers 50% of Call Reasons

■ Volume — ATT

We observed that agents had opportunity to leave Voicemail in 112 calls, but they missed to share voicemail in 17 (15%) outbound calls

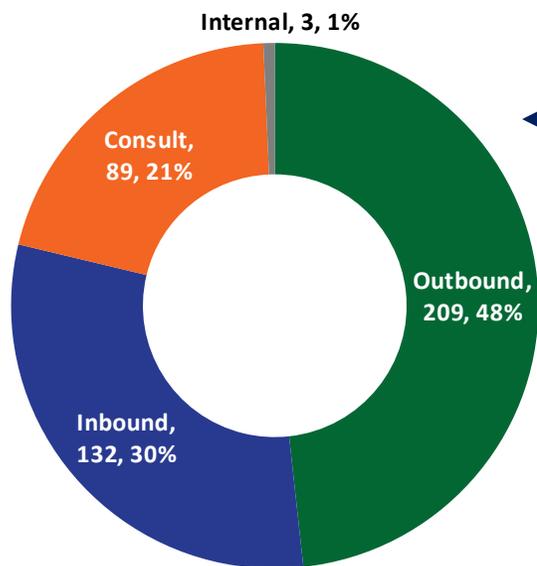


Outbound Call Reasons Examples



Call Less Than 1 Min Analysis

Etech utilizes an outbound calling methodology and can help increase connect rate and customer experience

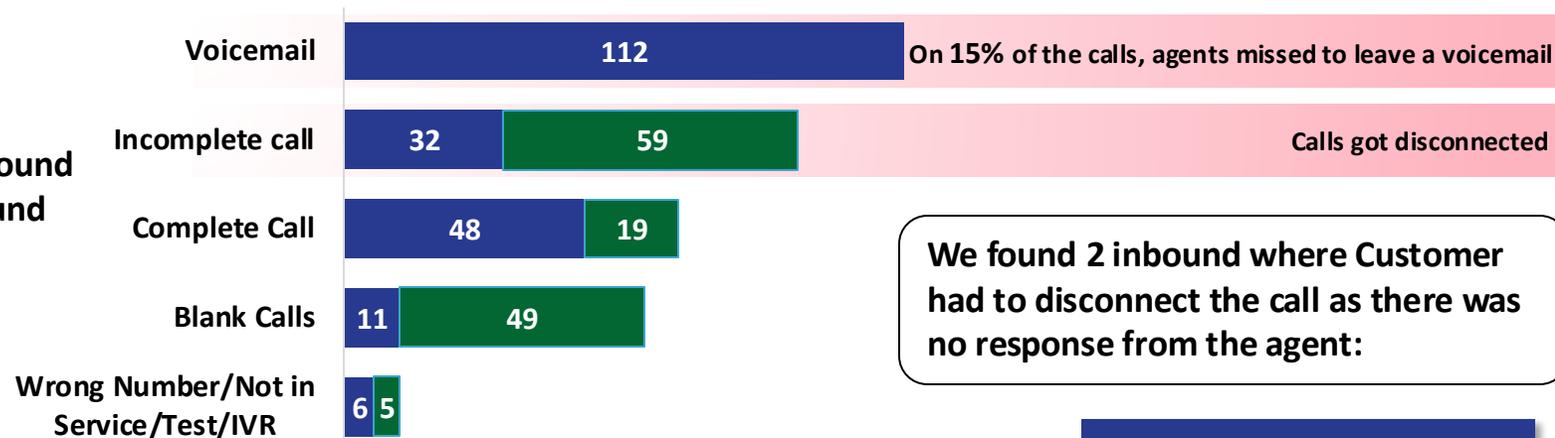


← Connect % on OB calls 23%

■ Outbound
■ Inbound

Total Population: 433

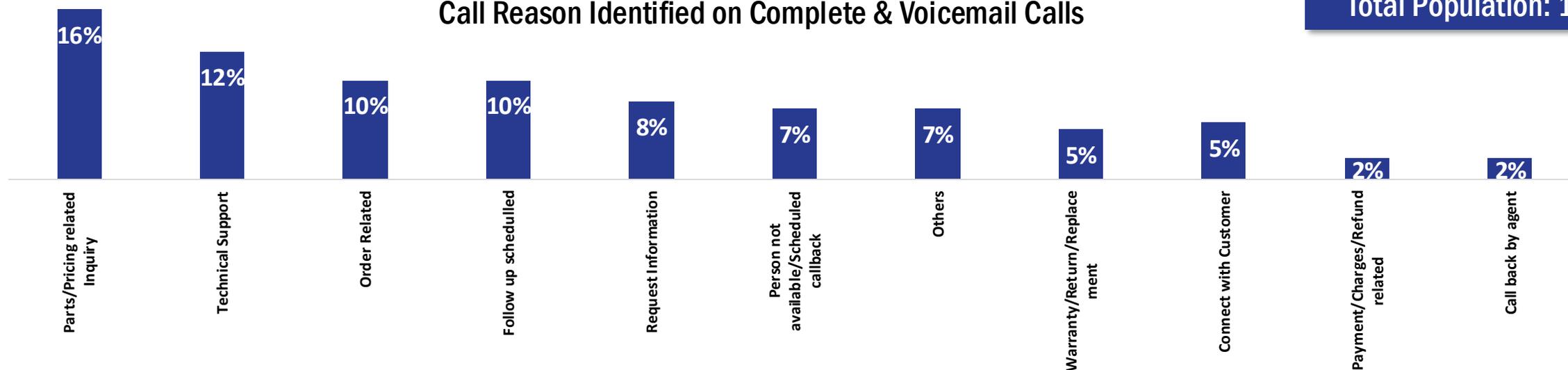
Call Conclusion



We found 2 inbound where Customer had to disconnect the call as there was no response from the agent:

Total Population: 341

Call Reason Identified on Complete & Voicemail Calls

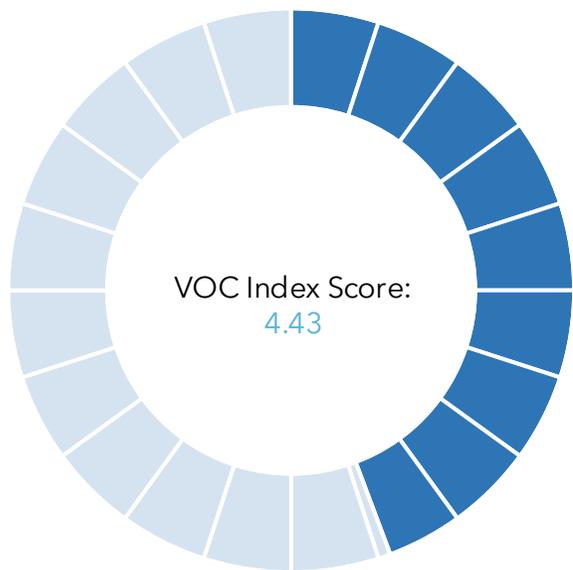


Total Population: 122

VOC Analysis

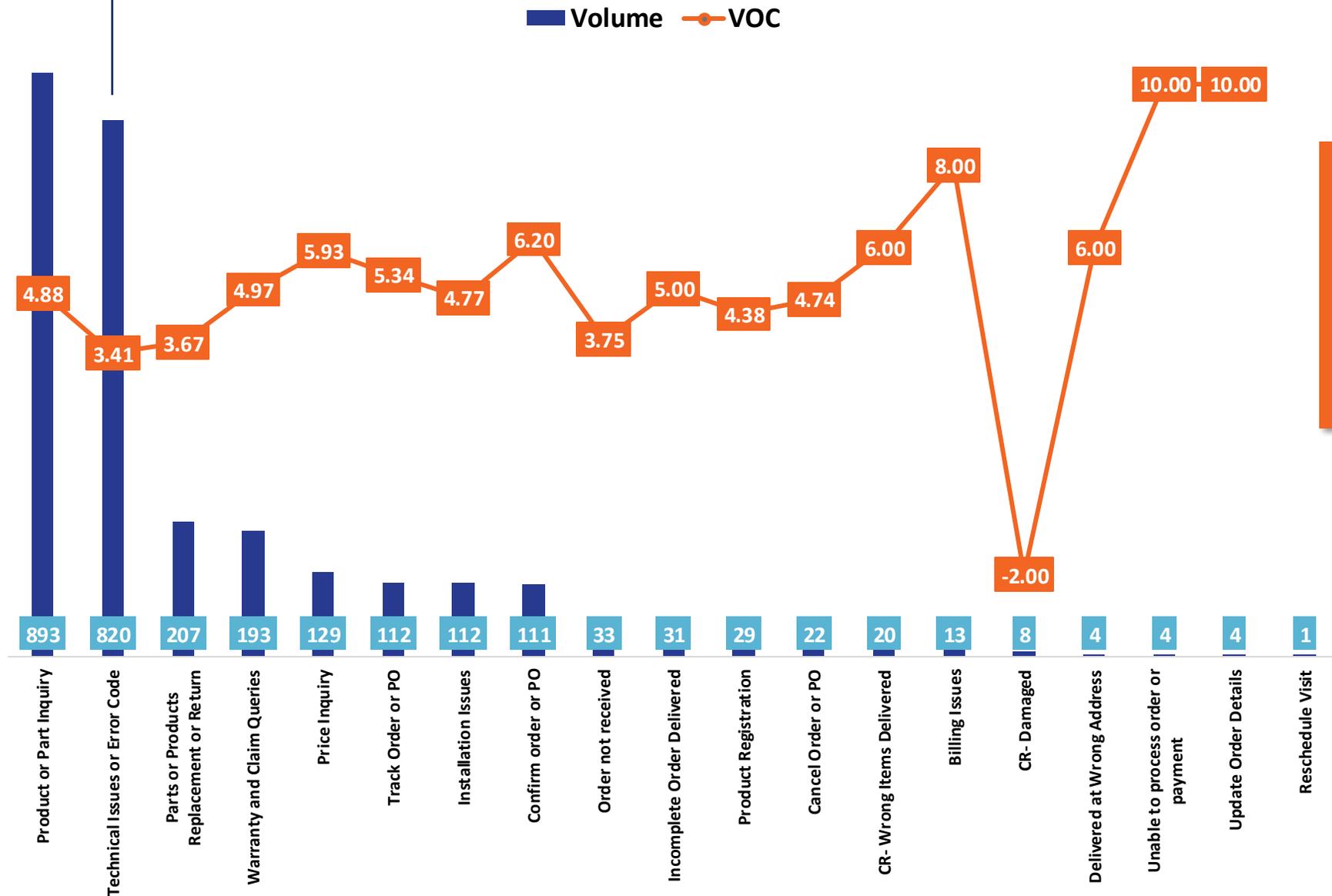
Total Population: 2,286

	
Total Positive Sentiment Interactions	Total Negative Sentiment Interactions
1,230	475



Customers shared more negative sentiments when they called for technical issue

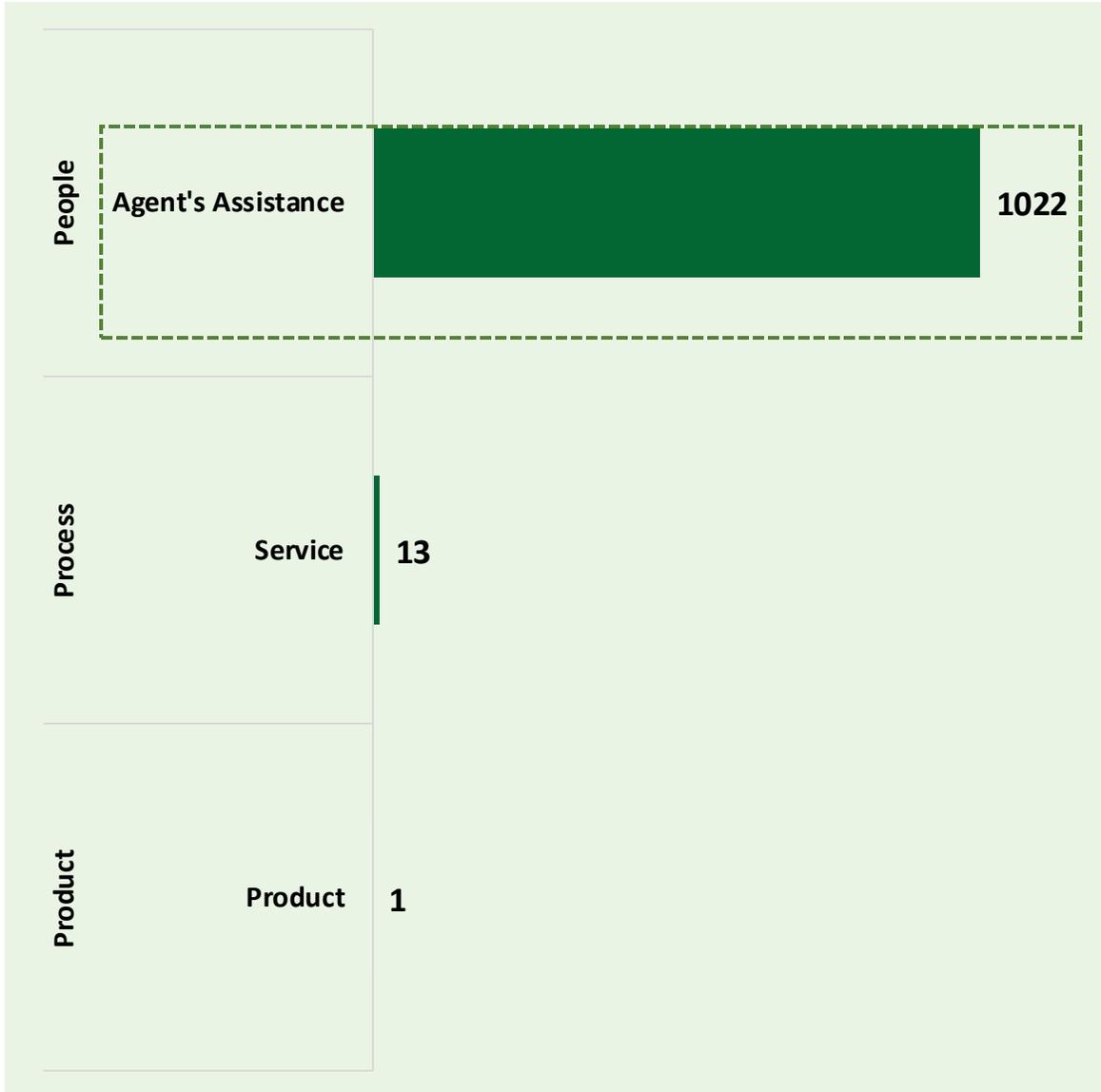
VOC Score with Call Reasons



Current VOC Index - 4.43

Positive Voice of Customer

Total Population: 1,230



Agent's Assistance

VOC: *"I appreciate your help"*

Process

VOC: *"Impressive seeing it went straight"*

Product

VOC: *"we're really pleased with it"*

Agent's Assistance

VOC: *"I appreciate the advice"*

Service

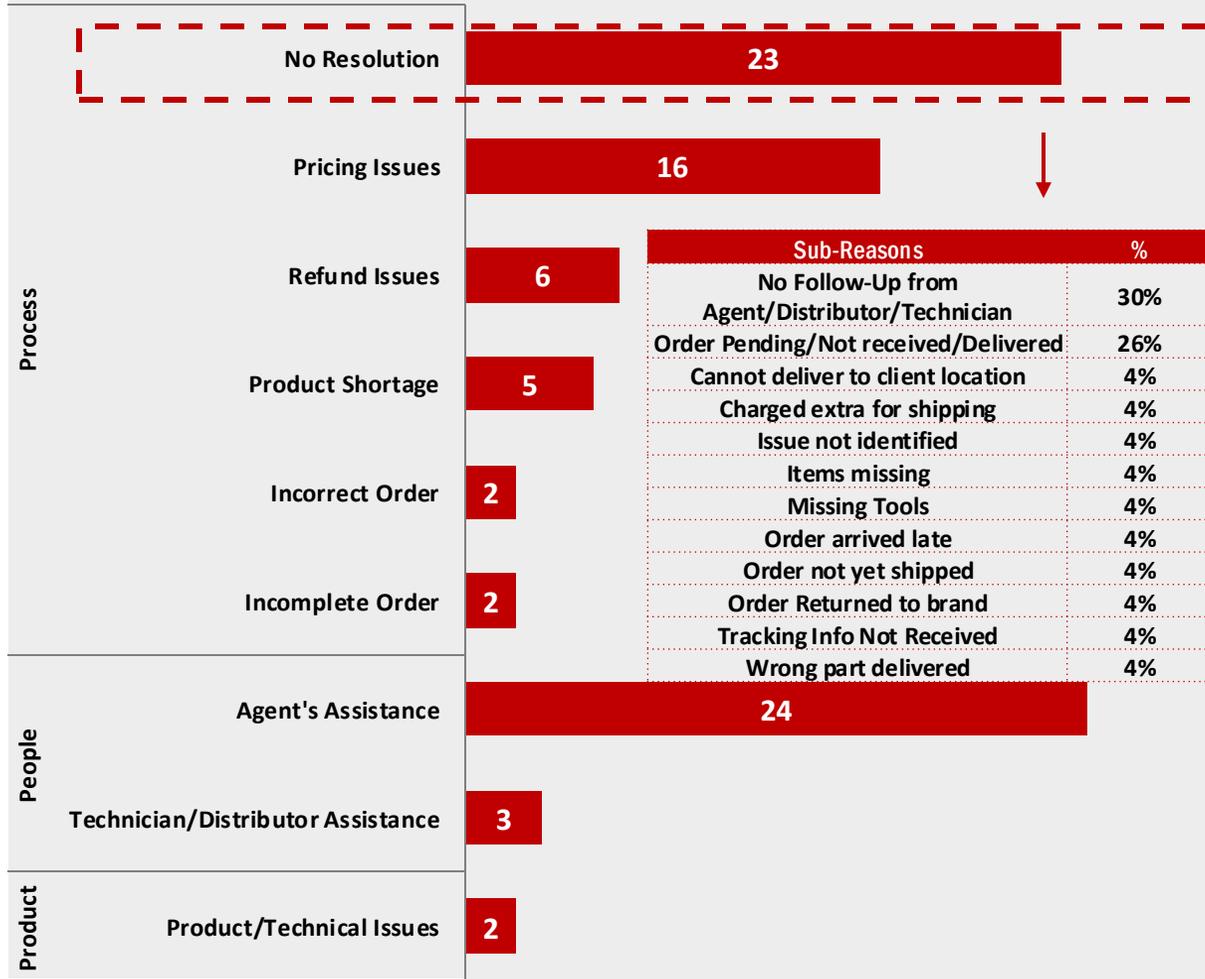
VOC: *"it was impressive what they were doing"*

Negative Voice of Customer

Total Population: 656



Negative Sentiment Drivers



No Resolution

VOC: "Then you never called me back"

Delivery Issues

VOC: "It will be here at my house today here between eight and noon It's still it's not"

Refund

VOC: "I haven't seen a copy of the credit yet"

Product Shortage

VOC: "it says it's not available after unit not unavailable"

Incorrect Order

VOC: "But they're telling me that's not the right part"

Pricing Issues

VOC: "I said compressors are expensive."

Product/Technical Issues

VOC: "Still takes like fu## minutes for that outdoor to start producing good"

Agent's Assistance

VOC: "They transfer me to you, and I've been transferred for three times"

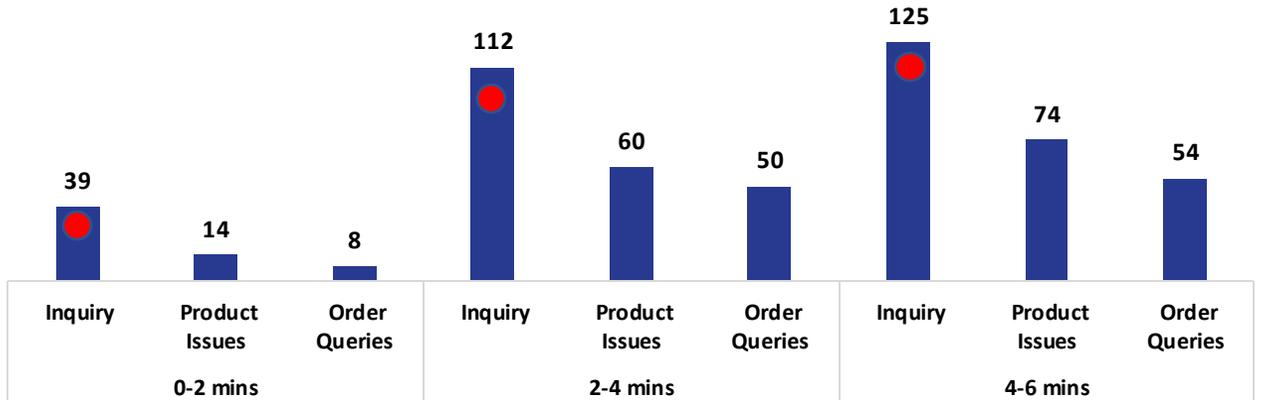
Technician/Distributor Assistance

VOC: "I'm yeah frustrated with my distributors"

Average Talk Time Analysis Inbound

Total Population: 2,418

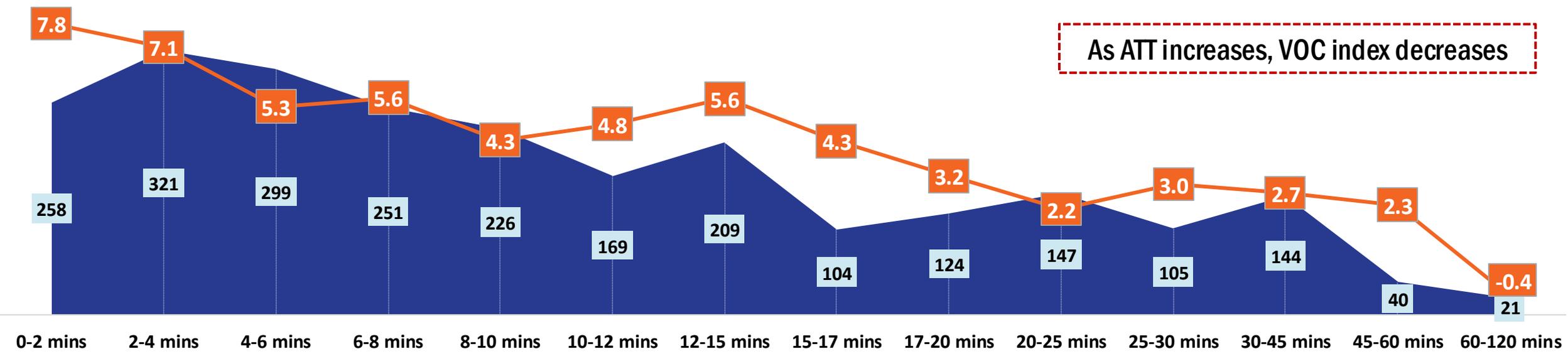
Major Call Drivers



Top 5 Agents with high ATT

Agent Name	Higher Duration Calls (Above 10 mins)	Total Calls	Proportion
SHC4LDY	133	170	78%
KIP1LDY	121	176	69%
AND3LDY	121	243	50%
MTE1LDY	95	150	63%
LEF1LDY	89	135	66%

Volume VOC Index

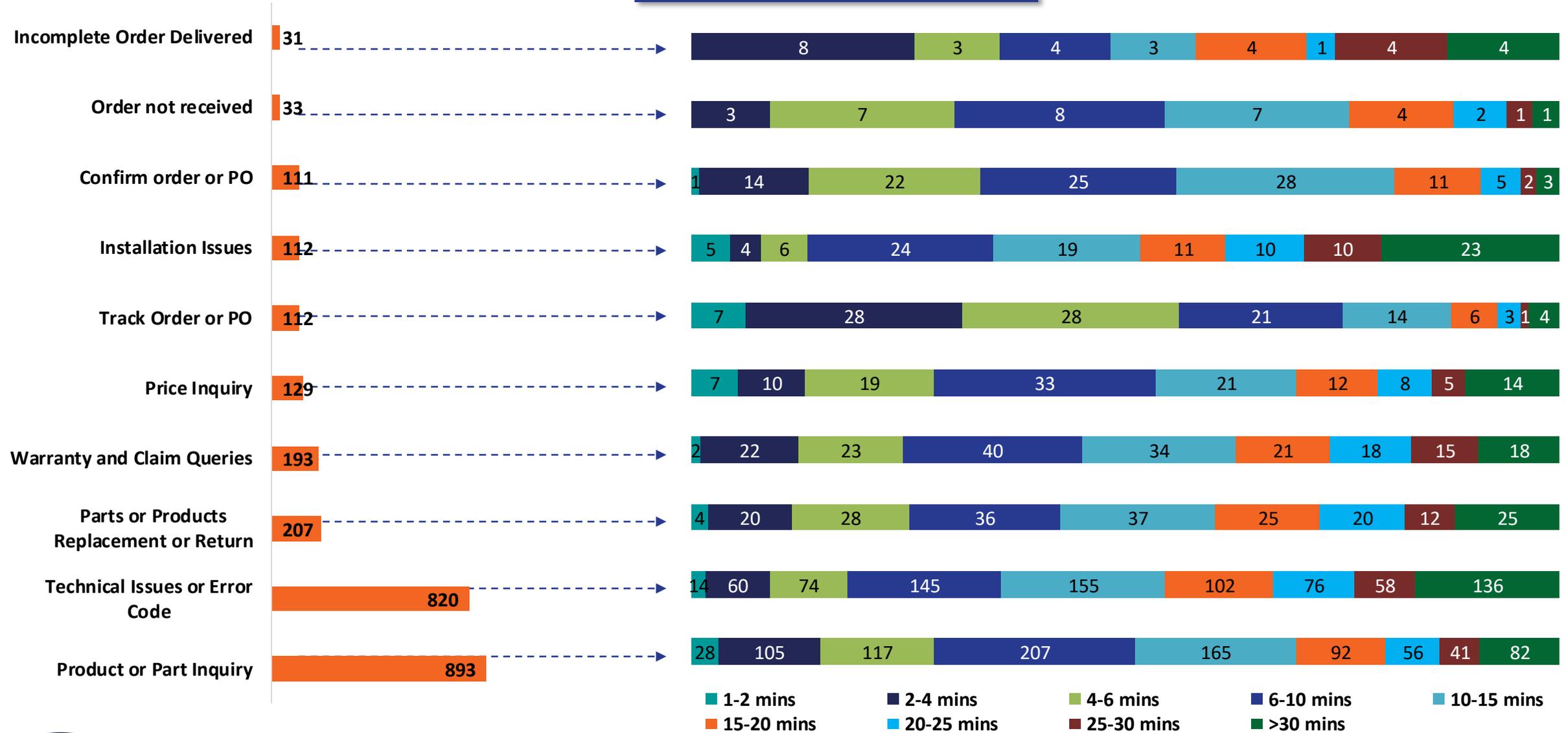


As ATT increases, VOC index decreases



ATT Vs Call Reasons

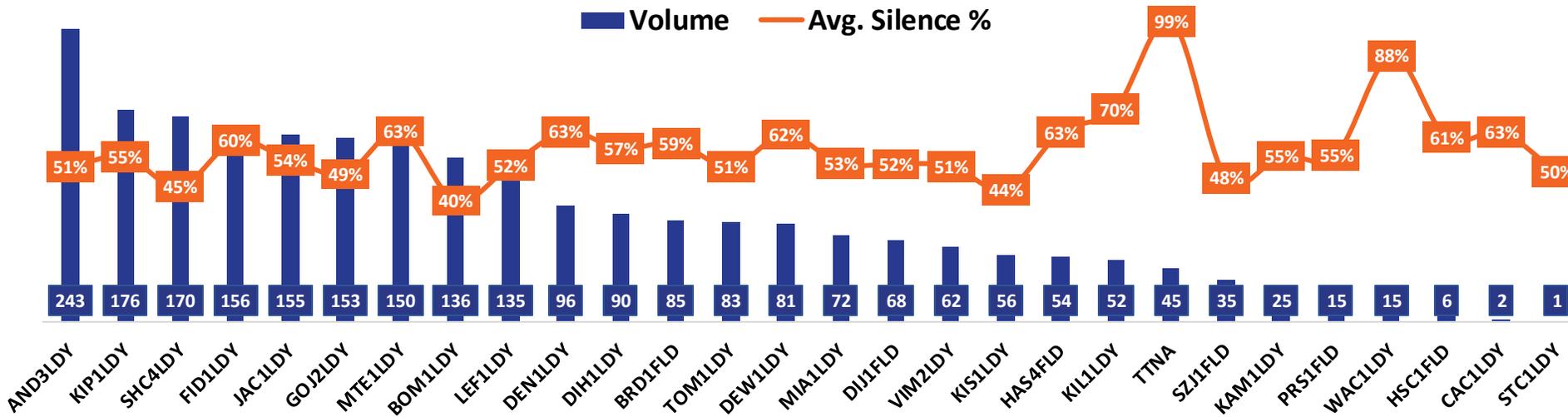
Top 10 Contact Reasons - Level 2



Silence Time Analysis Inbound

Total Population: 2,418

We noticed that 57% of inbound calls had greater than 50% silence. In addition, we can see that there is negative correlation between positive sentiments & percent silence.



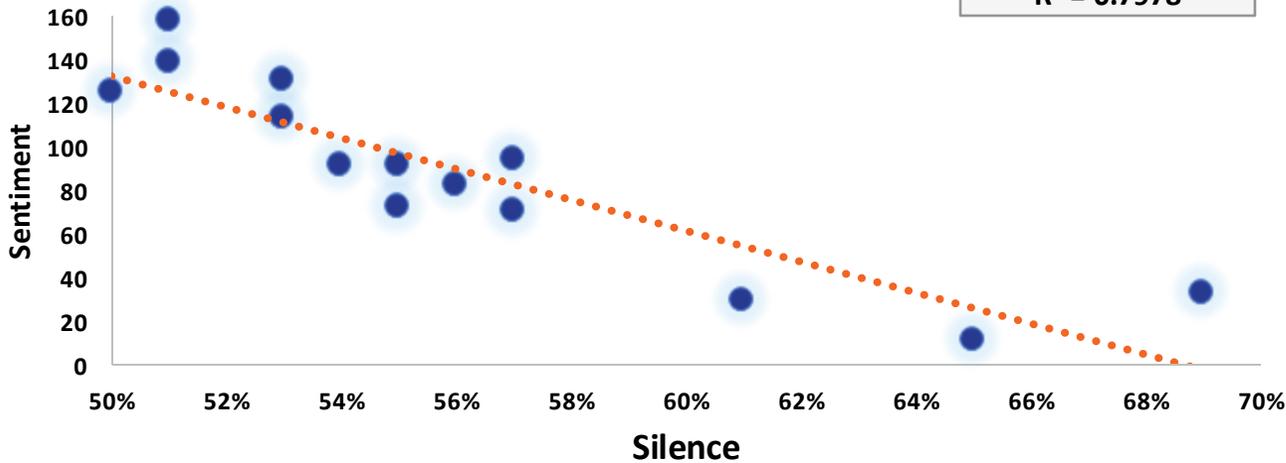
Recommendations

It is evident that there exists a negative correlation between silence and positive sentiment. When the percentage of silence increases, the level of positive sentiment decreases. Therefore, we recommend that agents refrain from experiencing extended periods of silence and instead focus on establishing rapport with customers

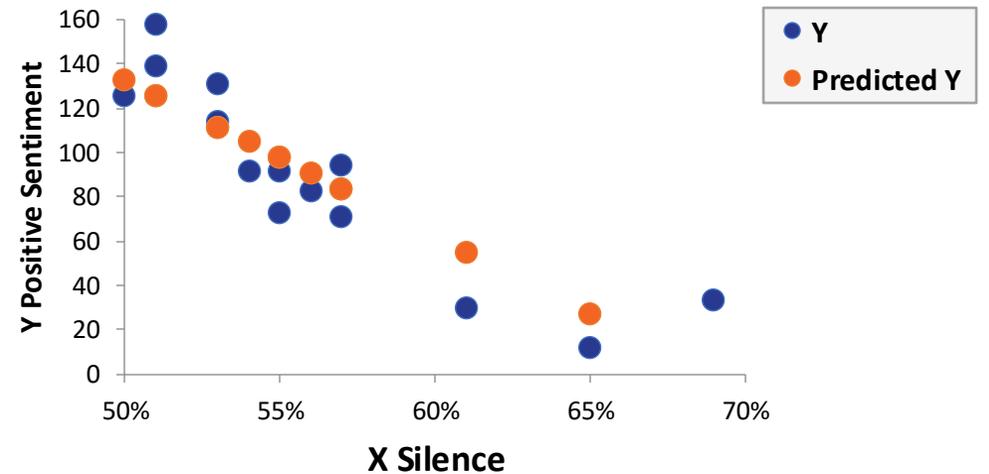
Silence VS Positive Sentiment

$$y = -705.79x + 485.04$$

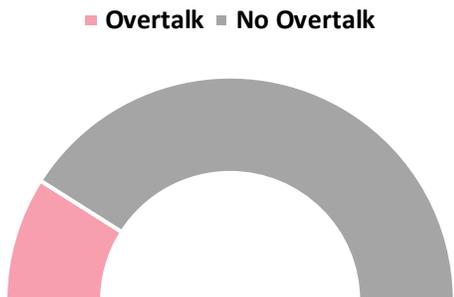
$$R^2 = 0.7978$$



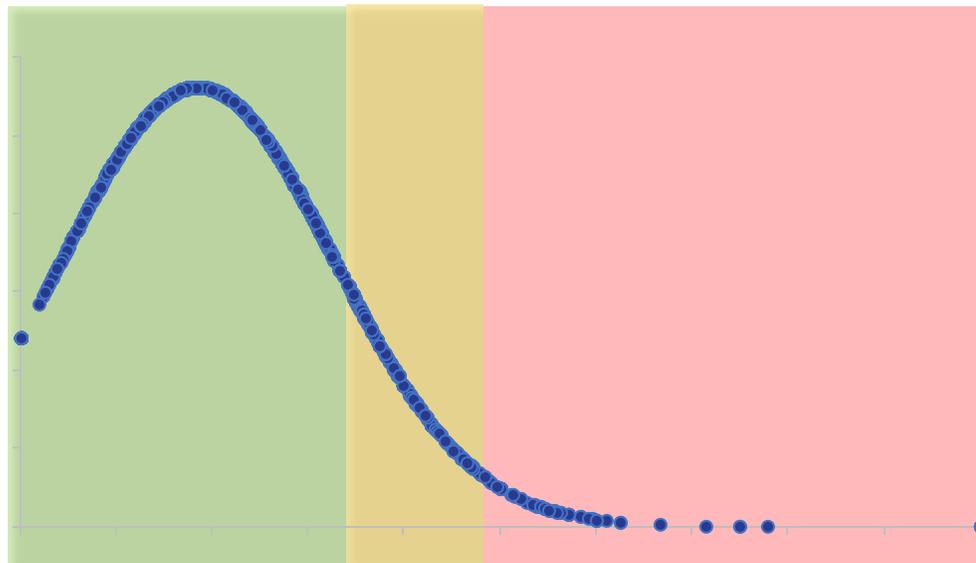
Variable Line Plot



Overtalk Analysis



Note: Overtalk is captured by AI where 2 parties speak together.



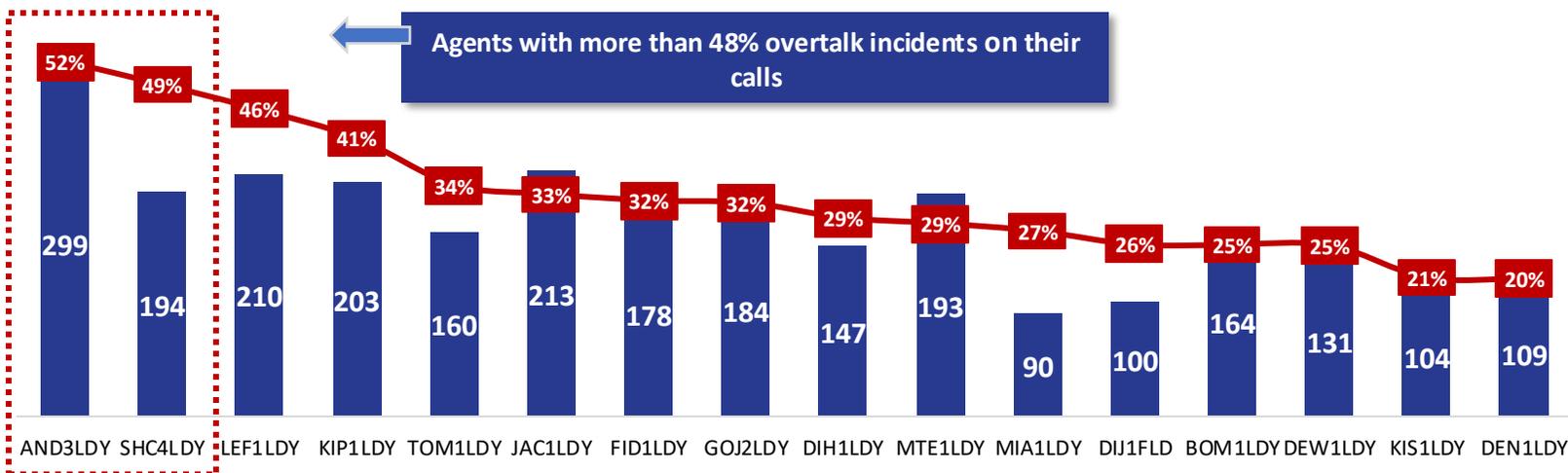
Meets Expectation Range	Needs Improvement Range	Needs Attention Range
0%-32%	32% - 48%	>48%
2,745 calls (85%)	380 calls (12%)	98 calls (3%)

Observed Phrases

Agent: And I'm sorry to *cut* you *off* there, but it says only one.
Call ID::mp3

Agent : I'm not trying to *interrupt* you that's just there's a few seconds delay, it seems like.
Call ID ::mp3

■ Total Calls — Average % of Overtalk



Note: Agent with > 100 calls

Recommendations

Avoid interruptions: Allow the customer to complete their thoughts before responding, refraining from interrupting or interjecting, as this behavior can be seen as impolite and potentially result in lengthier conversations.

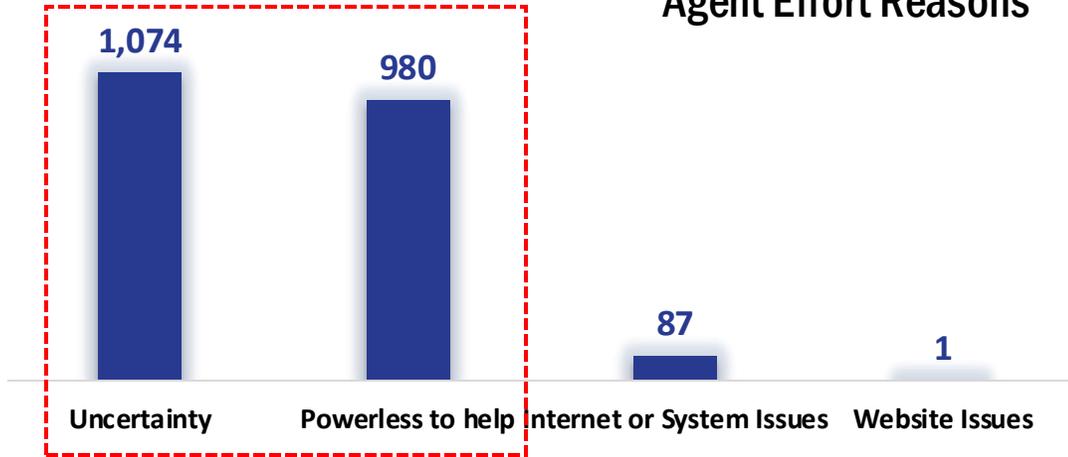
Take pauses: After the customer has finished speaking, it is beneficial to incorporate brief pauses to ensure that they have fully expressed their thoughts. These pauses not only allow you to confirm their completion but also provide you with an opportunity to compose a suitable response.

Active listening: Devote your full attention to the customer's concerns, allowing them to express themselves without any interruptions. Prioritize understanding their needs before providing a response.

Effort Analysis

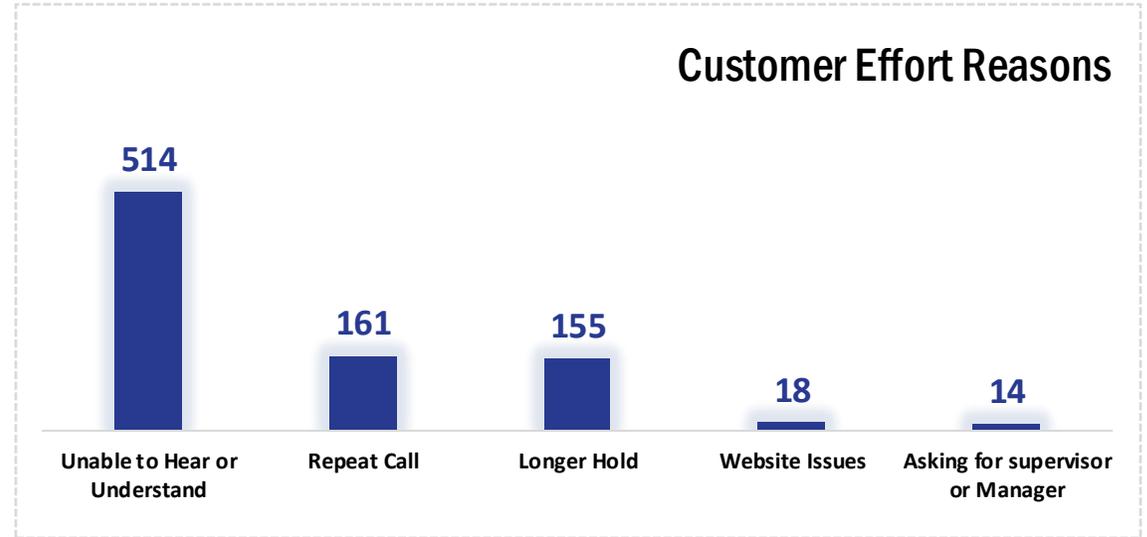
Total Population: 2,286

Agent Effort Reasons

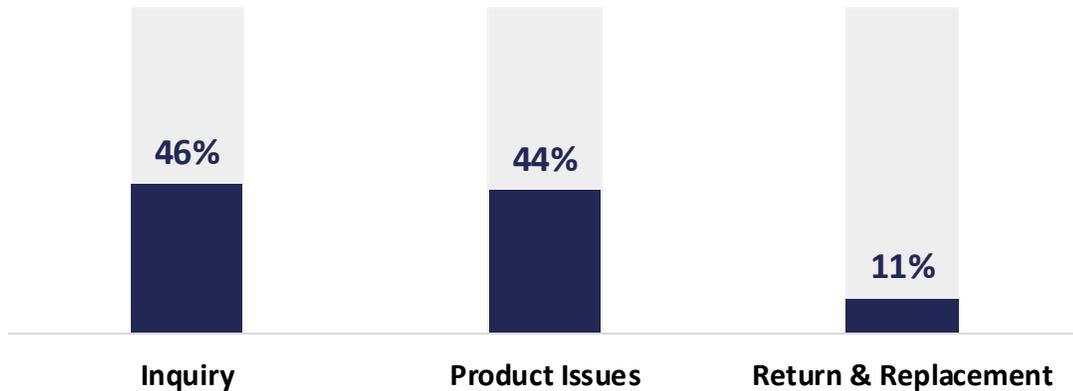


*We have selected the agents who has call volume above 100.

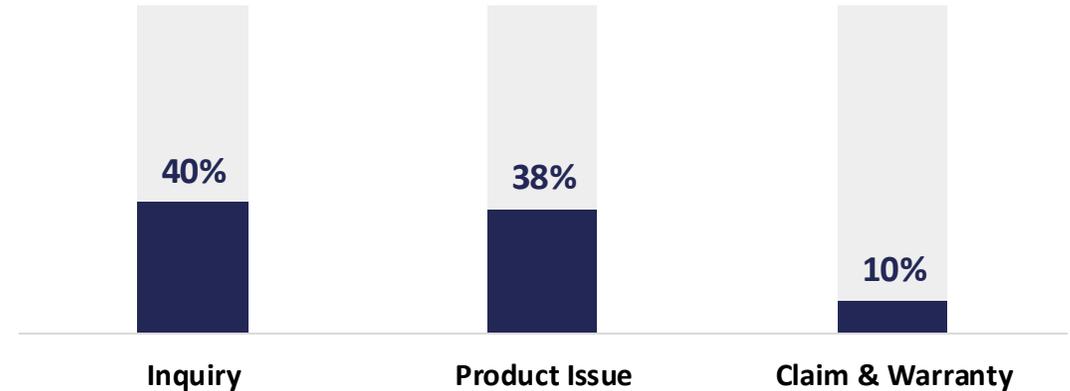
Customer Effort Reasons



Top three call reasons where agents were powerless to help

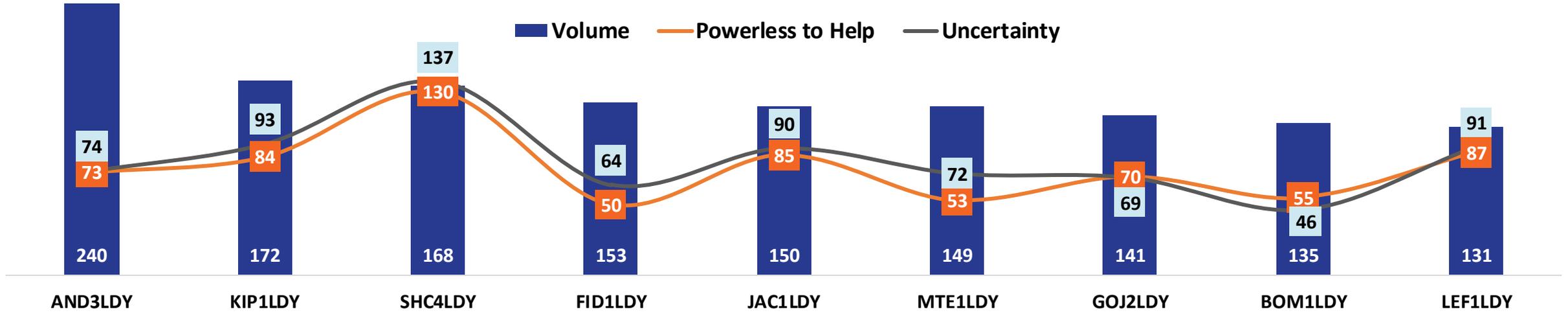


Top three call reasons where agents showed uncertainty



Agent Effort Analysis

Agent Level Count of Uncertainty & Powerless to Help



Agents exhibit uncertainty and are unable to assist on the calls due to a lack of expertise and resources.
Example – Not able to provide proper troubleshooting steps.

Call ID: 123

"I can't cancel it directly. That's why I'm trying to get you to a distributor"

Call ID: 345

"I don't know exactly how to fix that"

Call ID: 657

"I don't have the authority"

Call ID: 258

"I'm not sure"

Call ID: 254

"I don't know you will have to work that out with John stolen"

Call ID: 236

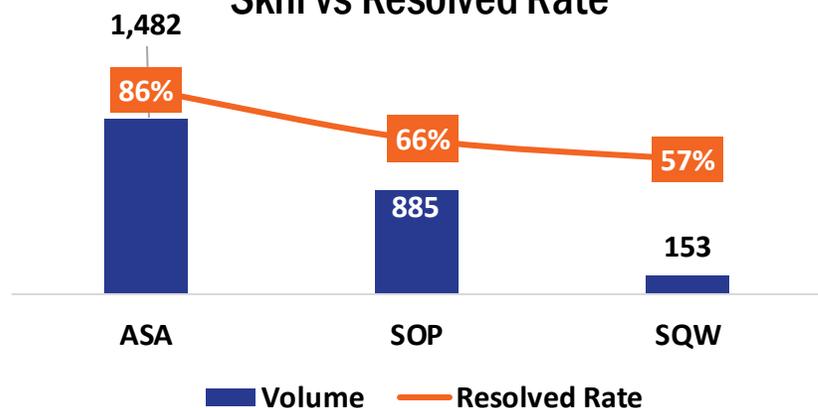
"I don't know maybe the pumps kind of wound up in and caused it"

Disposition Analysis

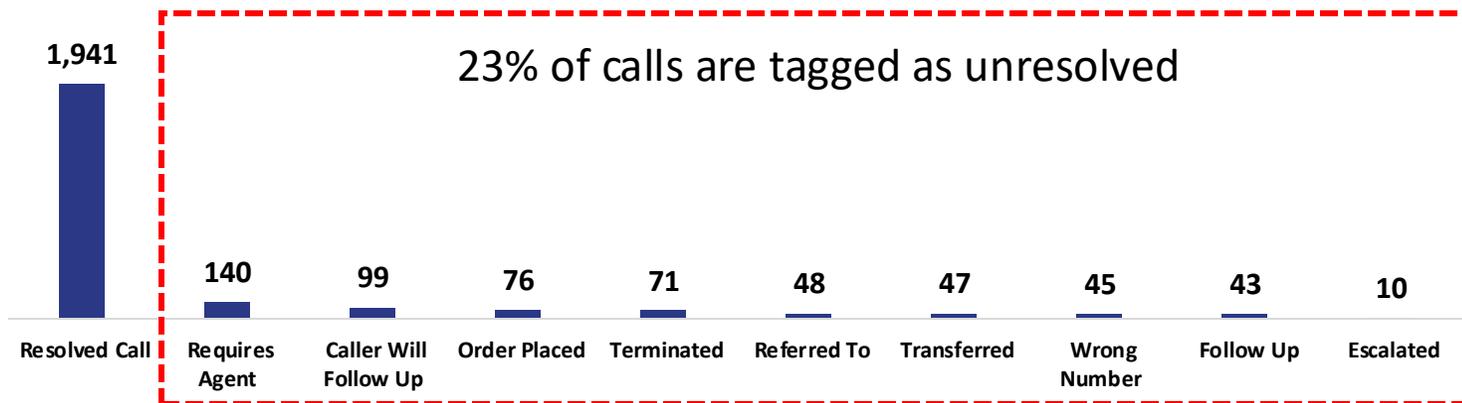
Total Population: 2,520

Etech's monthly analytics can look to see if it's a technical, process, or agent issue that is driving this number.

Skill vs Resolved Rate

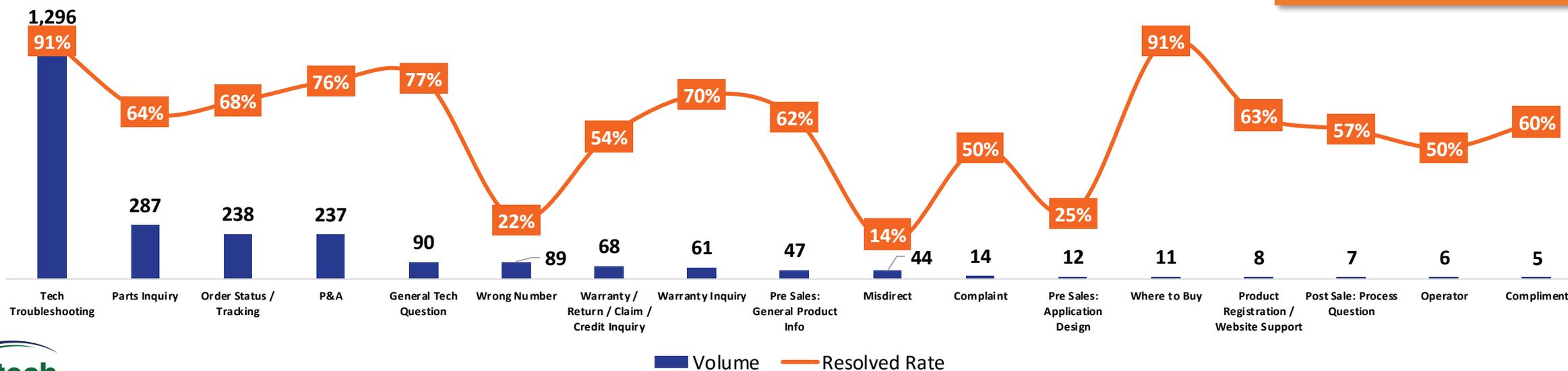


Outcome Count



Contact Reason vs Resolved Rate

Overall Resolved Rate is 77%



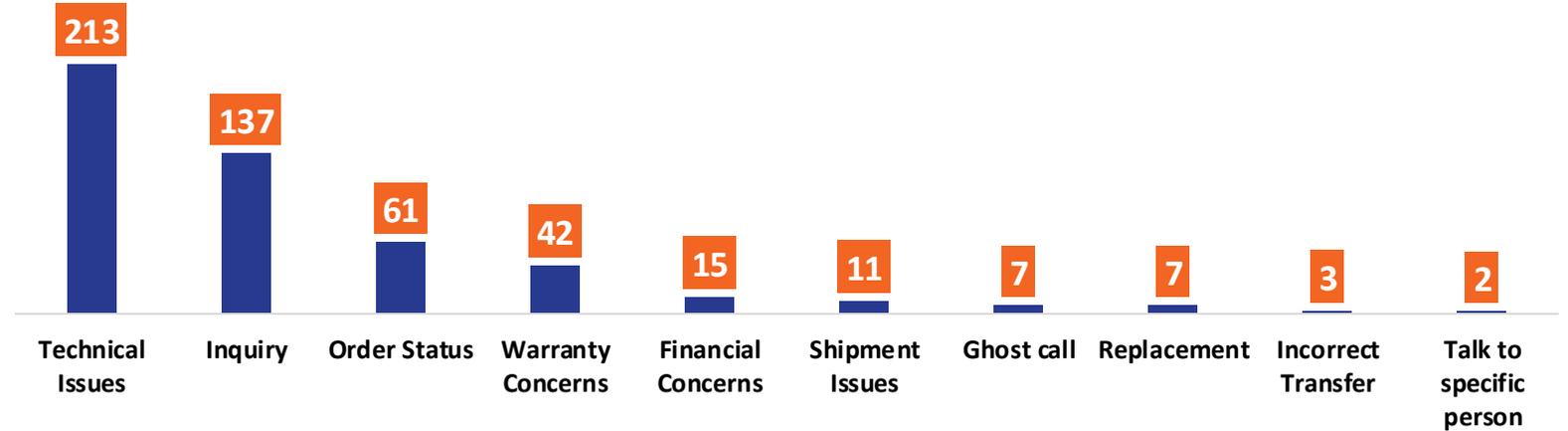
Transfer Study Analysis

Study was performed on 500 interactions

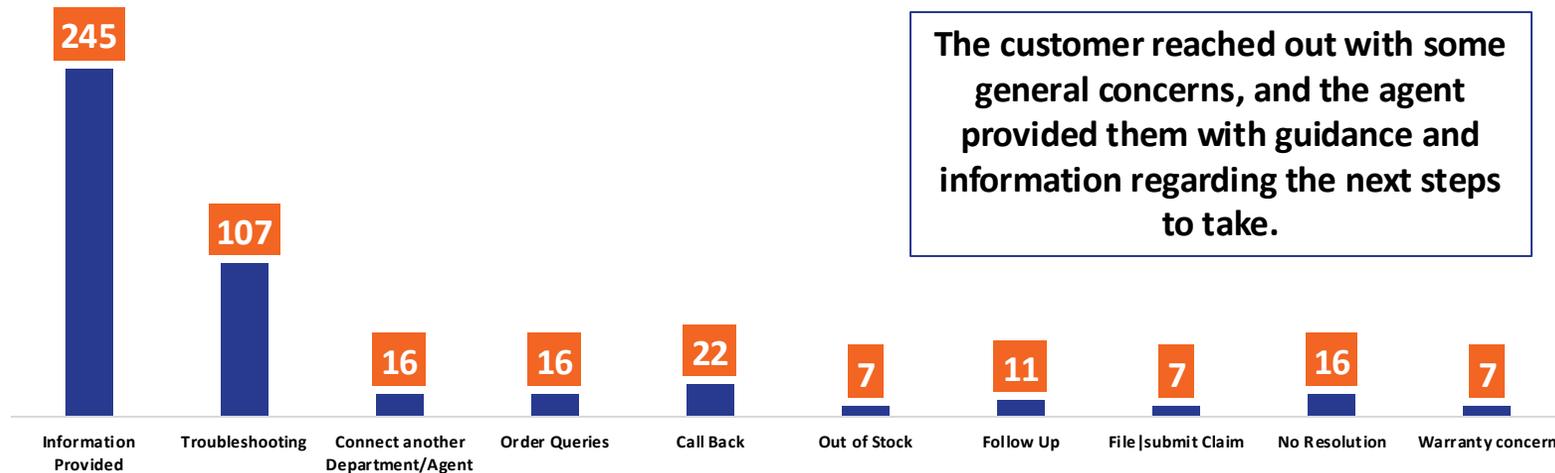
Interactions	Count
Total applicable calls	2,286
Transfer Calls	1,834 (80%)

Out of 500 calls, on 440 (88%) calls agent transferred the call to correct department.
On 33 calls (7%) agents did incorrect transfers. Rest 23 calls were ended abruptly

Top 10 Contact Reason

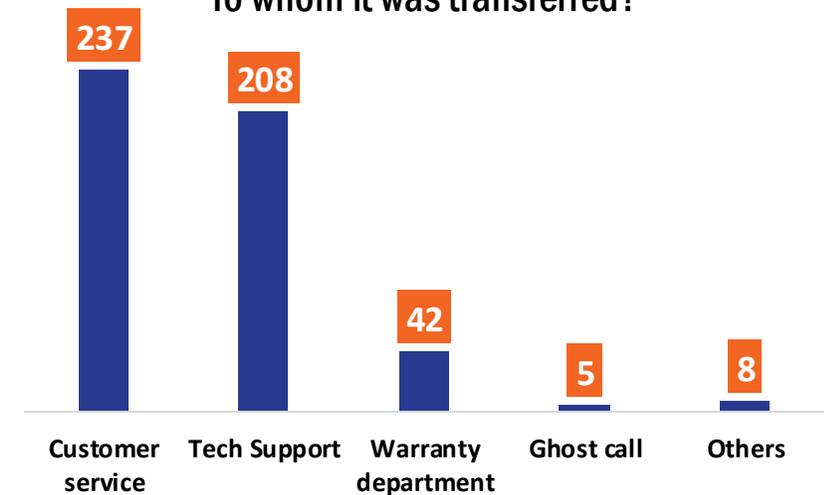


Resolution Type



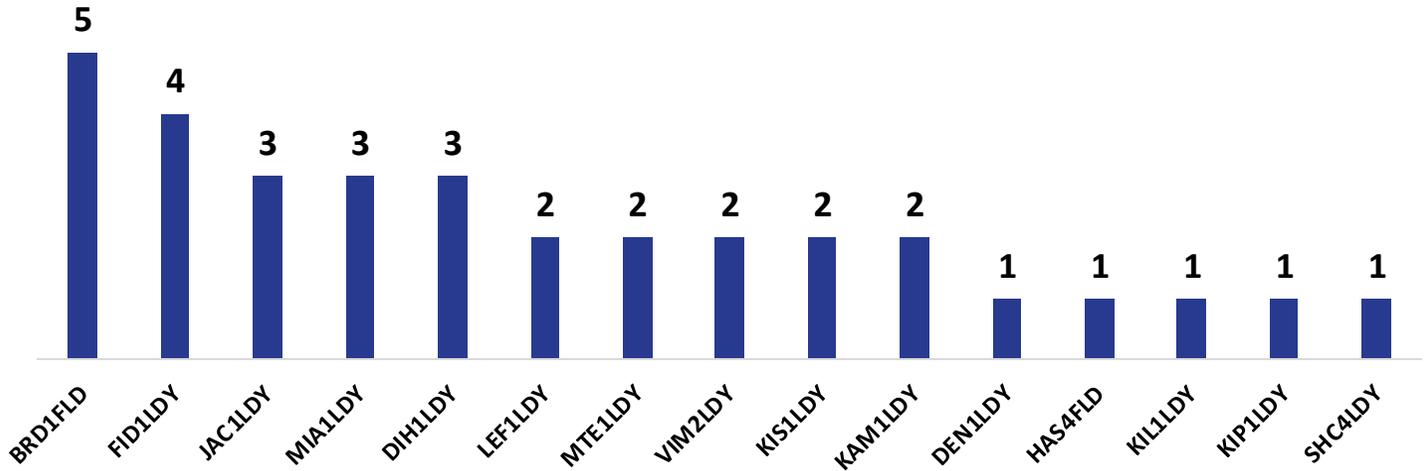
The customer reached out with some general concerns, and the agent provided them with guidance and information regarding the next steps to take.

To whom it was transferred?



Transfer Study Illustrations

Incorrect Transfers - Agent Level



Call ID	Phrases
Call 1	CLIENT: So, I ended up with a very nice British lady with brand global support and she says I don't know but this is this has happened before we need to report this to your team lead.
Call 2	CLIENT: I'm not sure if I get this transferred correctly. This is Michelle from warranty me tryto release this call again AGENT: Actually, showed the call should have gone back to tech support
Call 3	CLIENT: He said, okay look I'm going to send you to warranty now. So, I don't know if that means that the evidence, I gave him was sufficient. I don't know why they would have sent to you.
Call 4	AGENT: Alright, hold on one second hold on one second, please you've got the wrong person hold on.

Communicate with the customer:
Inform the customer about the transfer and explain the reason for it. Assure them that you are transferring them to the appropriate person or department who can better assist them with their specific issue.

Warm transfer if possible:
If feasible, perform a warm transfer by introducing the customer to the next representative before disconnecting. This allows for a smoother handover and reduces the chances of miscommunication.

Understand the customer's issue:
Before transferring the call, ensure you have a clear understanding of the customer's concern or request. Gather all relevant information and ask clarifying questions if needed.

Follow up or share survey on transfers:
If possible, follow up with the customer after the transfer to ensure their issue was resolved or their question answered. This demonstrates your commitment to their satisfaction and provides an opportunity to address any further concerns.

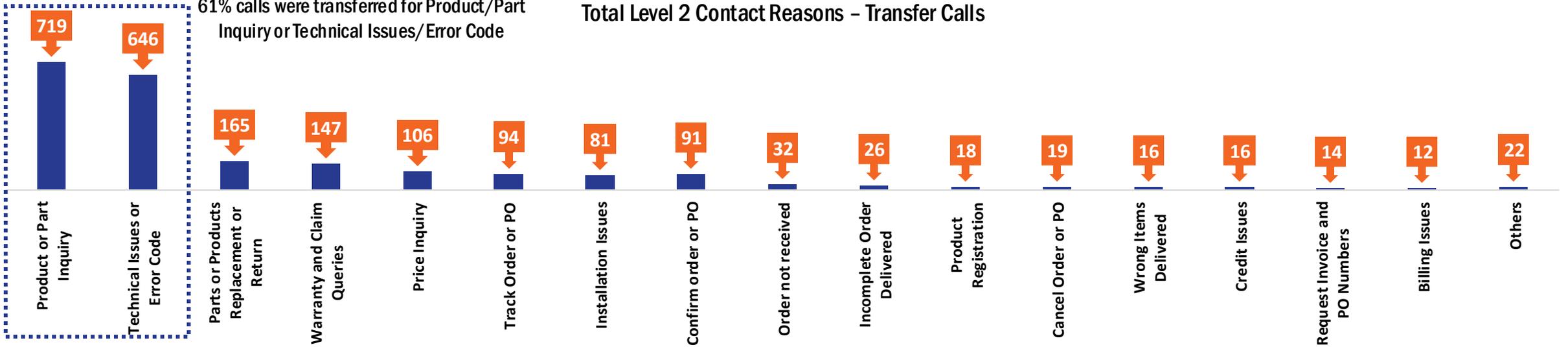
Etech's training will ensure agents are following the process, being professional, and providing a high-quality experience that is working to resolve the issue.



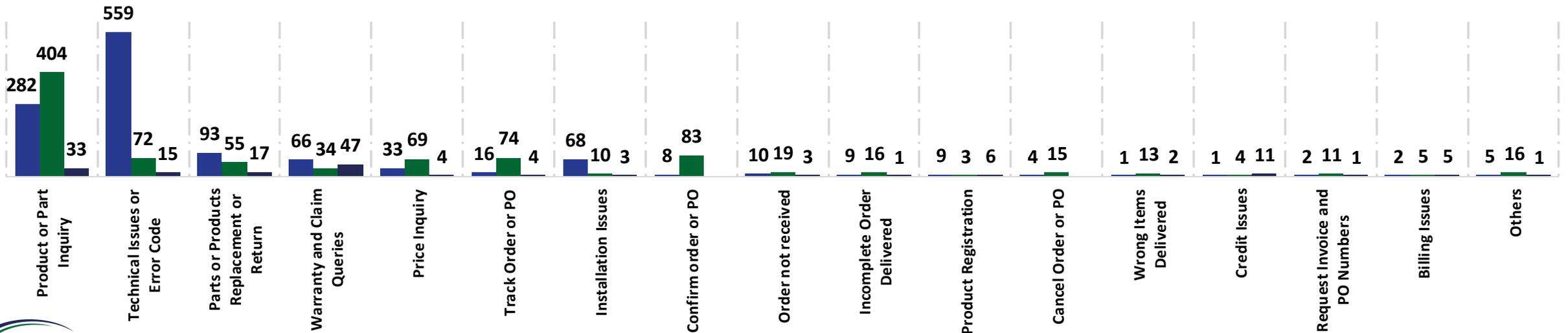
Transfer Study- Level 2 Contact Reasons

61% calls were transferred for Product/Part Inquiry or Technical Issues/Error Code

Total Level 2 Contact Reasons – Transfer Calls



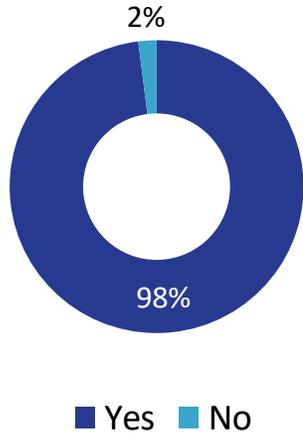
Skill Level Bifurcation



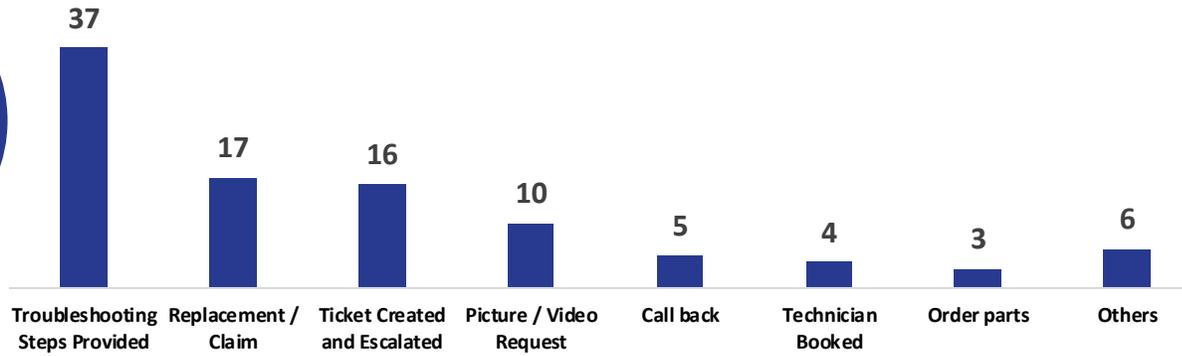
Technical Issue Analysis

Study was performed on 100 interactions

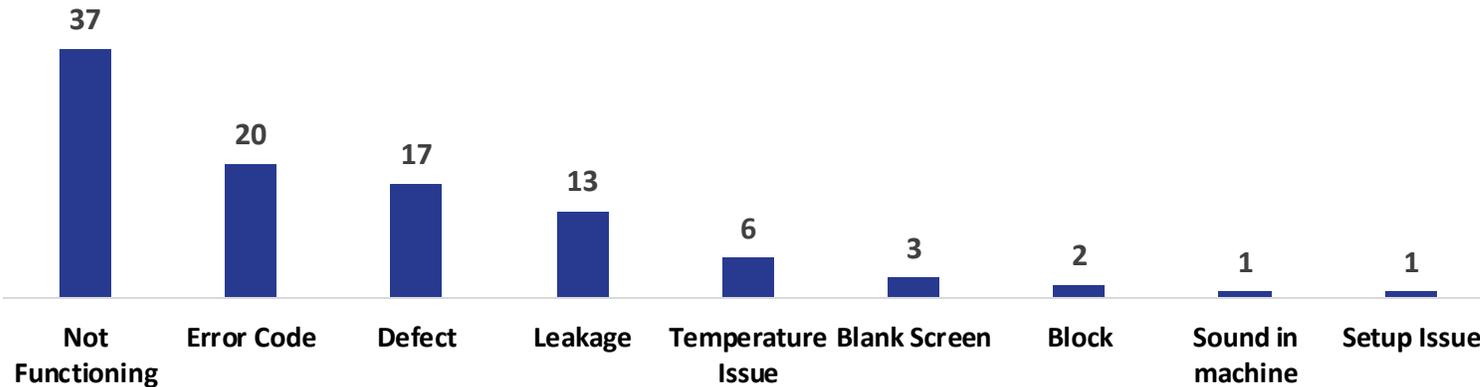
Resolution Provided



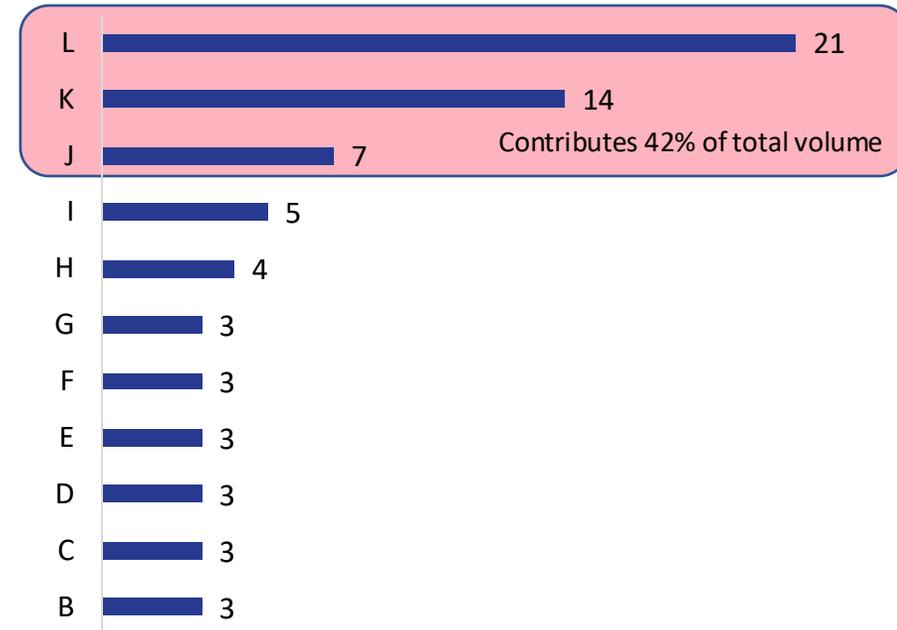
Resolution Type



Type of Technical Issues



Top 10 Products



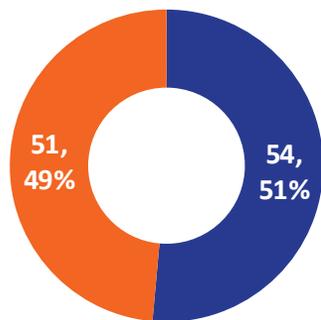
On 36 calls we found product like A, B, C, etc.

ID	Phrase
1.mp3	It was giving an error code
2.mp3	I'm not able to adjust the temperature
3.mp3	Blowing cold air out everywhere instead of hot

Repeat Study Analysis

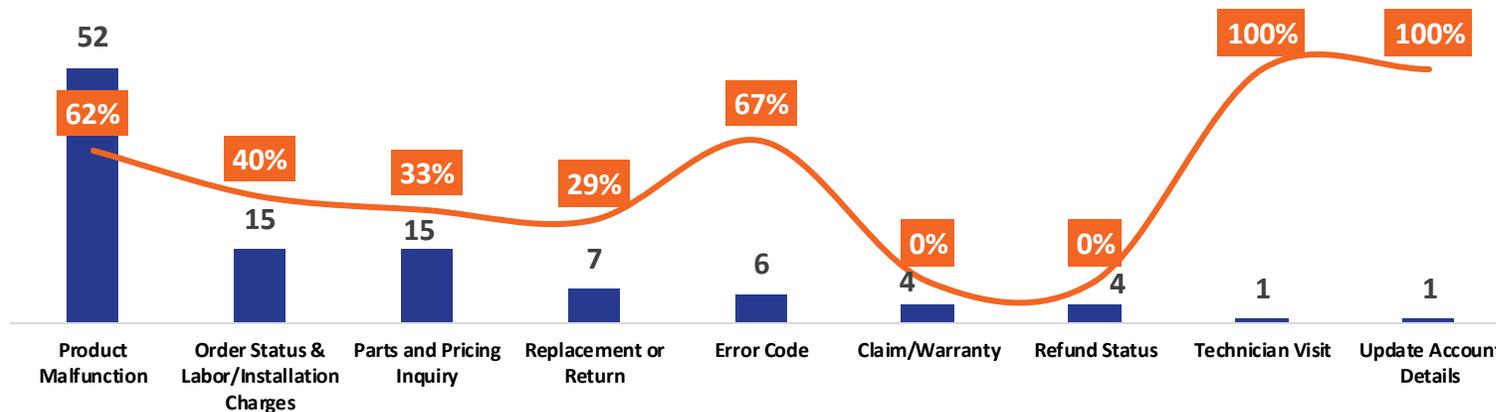
Study was performed on 105 interactions

Issue Resolved?



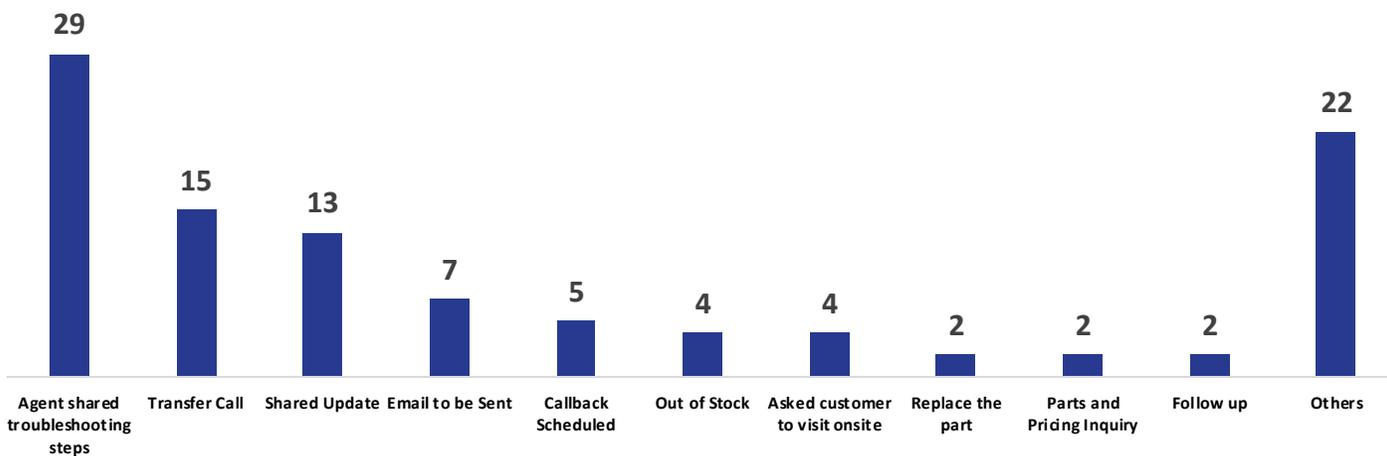
■ No ■ Yes

Contact Reason vs Resolved Rate



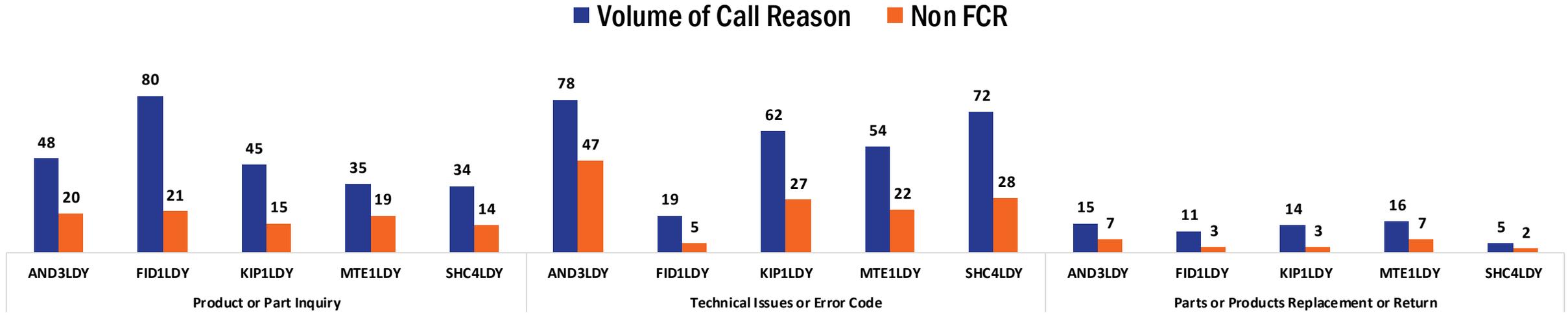
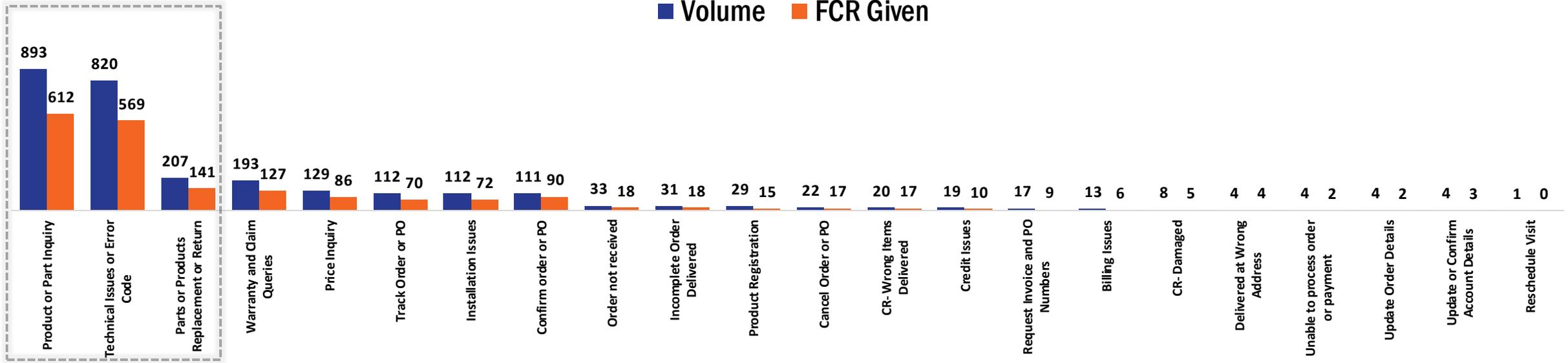
■ Volume — Resolved Rate

Resolution Type



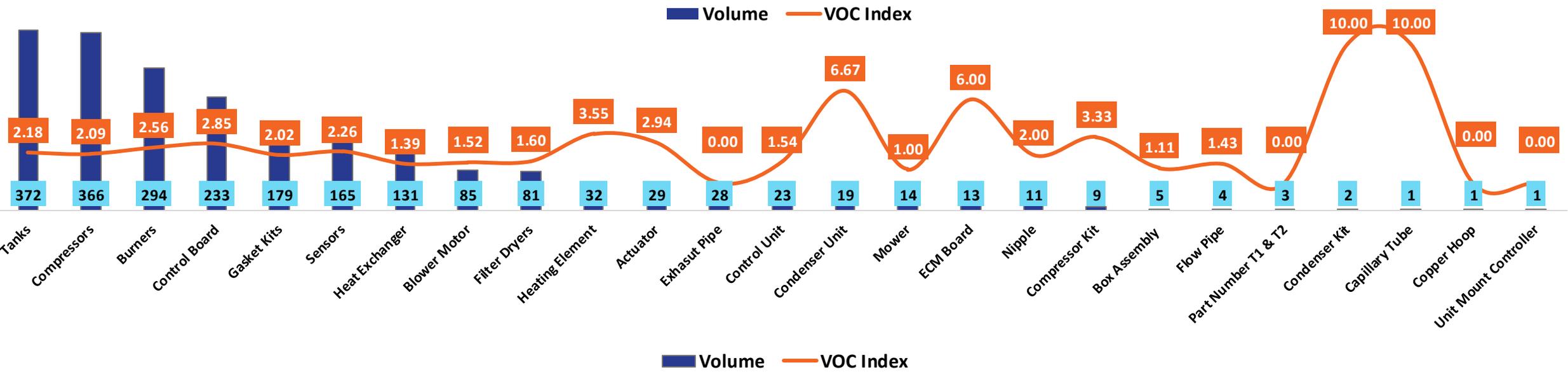
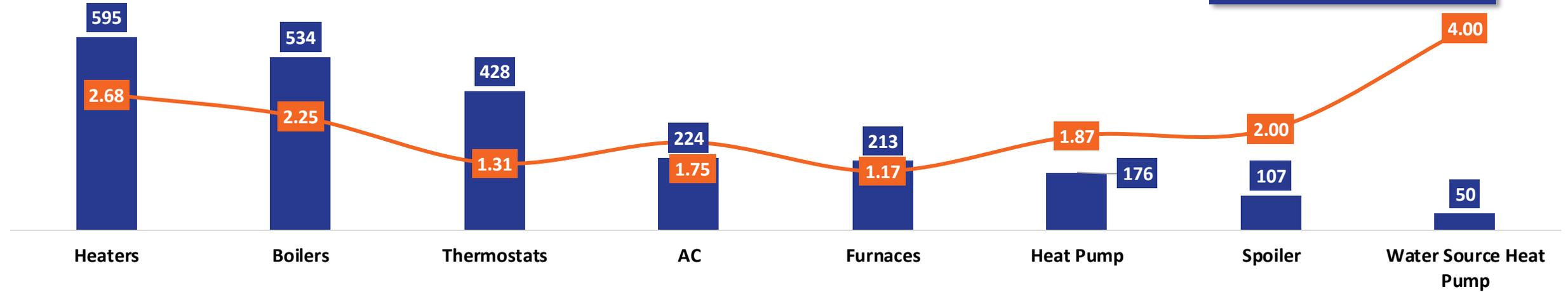
ID	Reason	Customer Verbiage
1.mp3	Parts and Pricing Inquiry	I called for it twice and I may not be ready for a coupon please.
2.mp3	Unable to place order	I like to order a part for water heater. I called yesterday to try to order it but they connected me to too many different people
3.mp3	Order Status & Labor/Installation Charges	I called yesterday about a unit and never got through to him technician

First Call Resolution Analysis



Product & Parts

Total Population: 2,286



In future, Etech can provide insights if there is seasonality that drives technical calls for certain products at different times of the year.



How to Overcome On Short Staff Issue



We identified 27 calls where agents mentioned about staff issue.

Example

“Unfortunately, we're so short-handed”

“Especially now we're super short-handed”

Workforce forecasting

Utilize historical data and call volume patterns to forecast future staffing requirements accurately. Analyze call patterns, seasonality, and other factors that influence call volume to ensure adequate staffing levels.

Cross-training and skill development

Cross-train your employees to handle multiple roles within the call center. This way, they can fill in for absent or busy colleagues, minimizing the impact of staff shortages.

Flexible scheduling options

Offer flexible scheduling options such as part-time, shift rotations, or remote work, if feasible. This can attract a wider pool of candidates and provide flexibility to meet staffing needs during peak periods.

Recruitment and hiring strategies

Implement robust recruitment and hiring processes to ensure a steady pipeline of qualified candidates. Continuously source and screen potential candidates, maintain a talent pool, and streamline the hiring process to minimize vacancies.

Short Staff Issue

To avoid short-staffing issues in a call center, it's important to focus on proactive measures that promote workforce stability and operational efficiency

Staffing models

Develop staffing models that align with call volume fluctuations. Consider different staffing scenarios for various times of the day, week, or year. This will help you identify potential staffing gaps and plan accordingly.

Real-time monitoring and analytics

Utilize real-time monitoring tools and analytics to track call volumes, service levels, and agent performance. This data can help you identify potential staffing gaps and take proactive measures to address them.

Performance management

Implement effective performance management practices to address underperformance and identify areas for improvement. Regularly assess individual and team performance to ensure productivity and quality standards are met.

Training and onboarding

Develop comprehensive training programs to equip new hires with the necessary skills and knowledge. Implement efficient onboarding processes to expedite the time it takes for new employees to become fully productive.

Recommendation- FCR

First call resolution (FCR) is an important metric for contact centres, as it measures how effectively agents can resolve customer issues on the first contact. Here are some recommendations for improving FCR in a contact centre:



Provide comprehensive training

Provide comprehensive training: Ensure that your agents are fully trained and equipped with the knowledge and skills necessary to handle a wide range of customer issues.



Implement a knowledge base:

Create a centralized database of customer information and frequently asked questions. This can help agents to quickly access the information they need to resolve customer issues on the first call.



Use proactive communication

Proactively communicating with customers can help reduce the likelihood of inquiries and improve FCR. For example, Educate customer about warranty, Provide troubleshooting steps.



Monitor and measure FCR

Regularly track and analyse FCR metrics to identify areas for improvement. Use this data to adjust processes and procedures as necessary.



Gather customer feedback

Solicit feedback from customers to identify areas where the contact centre can improve. Use this feedback to make changes that can improve FCR.



Use call scripting/Job aids

Develop call scripts that guide agents through common customer interactions. This can help agents to provide consistent and accurate responses to customer inquiries.

By implementing these strategies, you can improve FCR in your contact centre, leading to higher customer satisfaction and increased efficiency.

Business Improvement Recommendations

Automation

A total of **95 customers** reached out seeking updates on their order or purchase order (PO) status. This procedure can be automated by efficiently transmitting relevant details through SMS or email communication channels. Additionally, customers should be provided with online access to effortlessly retrieve and review the required information.

Price Match

65 customers have reached out to inquire about the pricing of brand products and parts. It has come to their attention that these items are available at lower prices on Home Depot and other online platforms. In order to attract customers who are price-conscious, implementing a price matching policy can prove to be a highly effective strategy. i.e. Promote your price matching, Research and monitor competitors' prices

Avoid Multiple Transfer

More than 70% customer were transferred to get resolution. We recommend to avoid multiple transfer to improve CX. Multiple transfers lead to negative sentiments and delay resolution. brand can avoid multiple transfer by appointing own technicians, provide better troubleshooting, by Developing comprehensive training programs to equip new hires with the necessary skills and knowledge

Technician's Service

Upon observation, we have noticed that brand currently engages with technicians and contractors to offer support. Considering this, we highly recommend the recruitment of our own technicians and empowering our agents to provide direct assistance to customers when it comes to resolving technical issues.

Promote Website

325 Customer contacted for part's return & refund. By promoting online return & exchange, it will reduce customer service burden, increase CX, will be easy to track data online

Hourly Sentiment Analysis

Working Hours	Monday		Tuesday		Wednesday		Thursday		Friday		Total Calls
	Positive Sentiments	Negative Sentiments									
11:00 AM	0	0	0	0	0	0	0	0	0	0	1
12:00 PM	0	2	0	2	0	0	0	0	1	0	12
1:00 PM	1	15	4	2	0	0	0	1	1	0	38
2:00 PM	31	16	23	14	0	14	0	25	53	24	396
3:00 PM	34	17	28	15	38	24	53	28	29	18	406
4:00 PM	30	19	29	20	42	25	53	22	39	18	386
5:00 PM	35	10	36	16	41	19	49	10	38	29	403
6:00 PM	32	17	23	10	45	11	34	22	44	21	358
7:00 PM	28	20	20	18	21	27	45	16	40	29	368
8:00 PM	24	18	24	15	35	30	43	28	37	17	396
9:00 PM	35	1	30	13	34	26	49	23	50	33	422
10:00 PM	1	0	1	3	47	0	44	2	2	2	26
11:00 PM	0	0	0	0	3	0	4	0	0	0	1
12:00 AM	0	0	0	0	0	0	0	0	0	0	5
1:00 AM	0	0	0	0	0	0	0	0	0	0	5
Grand Total	251	135	218	128	306	176	374	177	334	191	3223

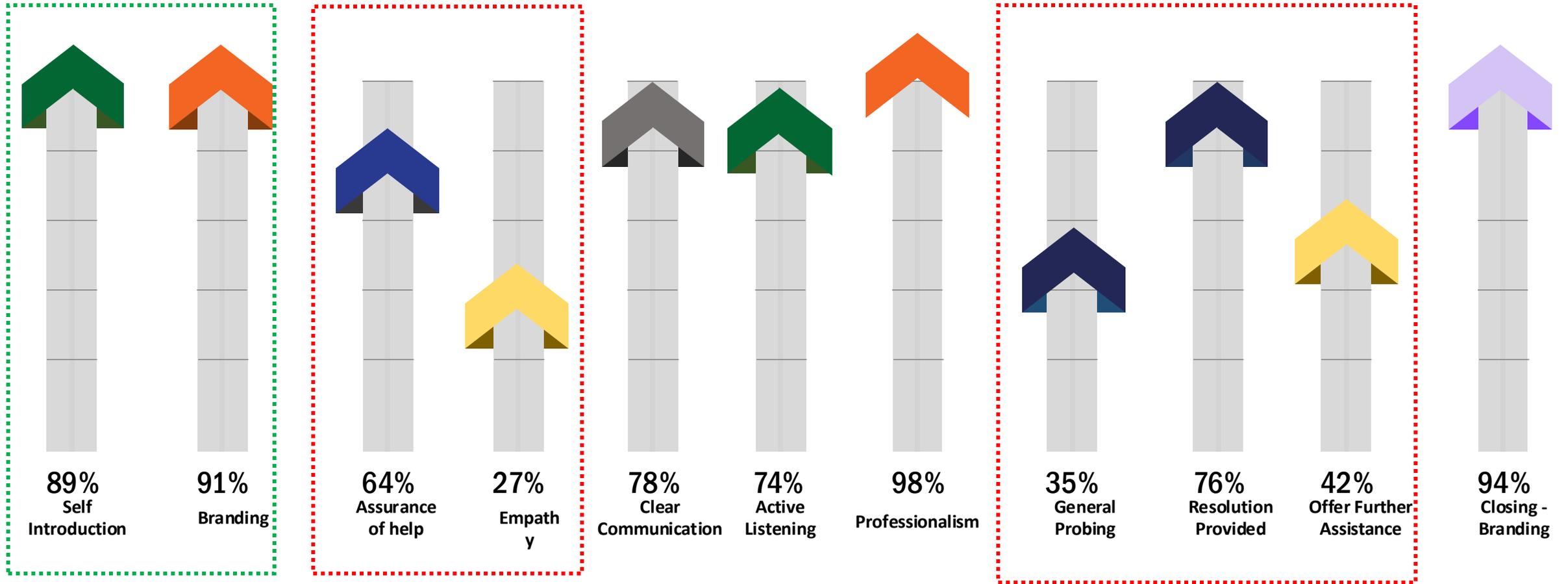
Most of the sentiments were observed between 3 PM to 9 PM



Agent Insights

Performance- Key Behaviours: Inbound

Total Population - 2,286



*Calls with duration greater than 1 min are considered here.

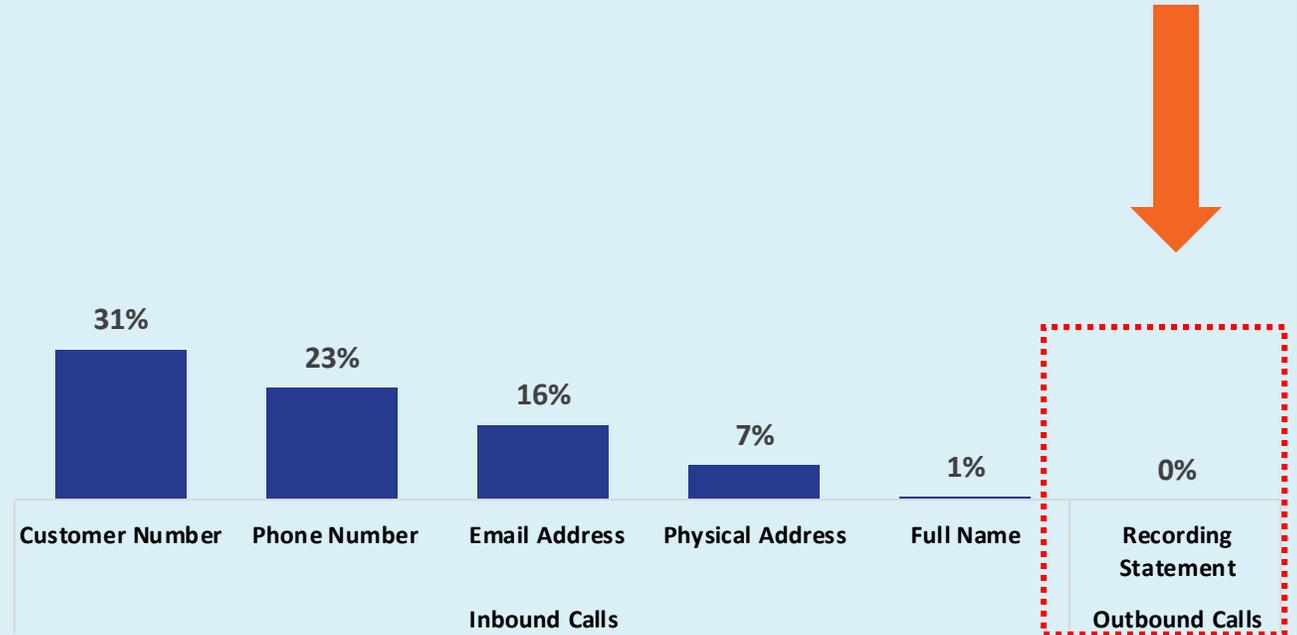
While interacting with customers, agents used profanity-laced keywords/phrases.

Compliance

Inbound - 452
Outbound - 458

- Customer Number**
Agents captured customers account number in **142 (31%)** interaction out of 452.
- Phone Number**
Agents captured customers phone number in **106 (23%)** interaction out of 452.
- Email Address**
Agents captured email ID in **71 (16%)** interaction out of 452.
- Physical Address**
Agents verified address in **33 (7%)** interaction out of 452.
- Full Name**
Agents captured name in **3 (1%)** interaction out of 452.
- Recording Statement**
In outbound calls, agents were not using recording statement. They missed to share recording statement in all OB calls.

To ensure compliance, it is of utmost importance to incorporate a recording statement during outbound calls. We observed that agents did not share recording statement in any calls.



Note: Data is based on first interaction with brand

HERE ARE FEW EXAMPLES FOR RECORDING STATEMENT

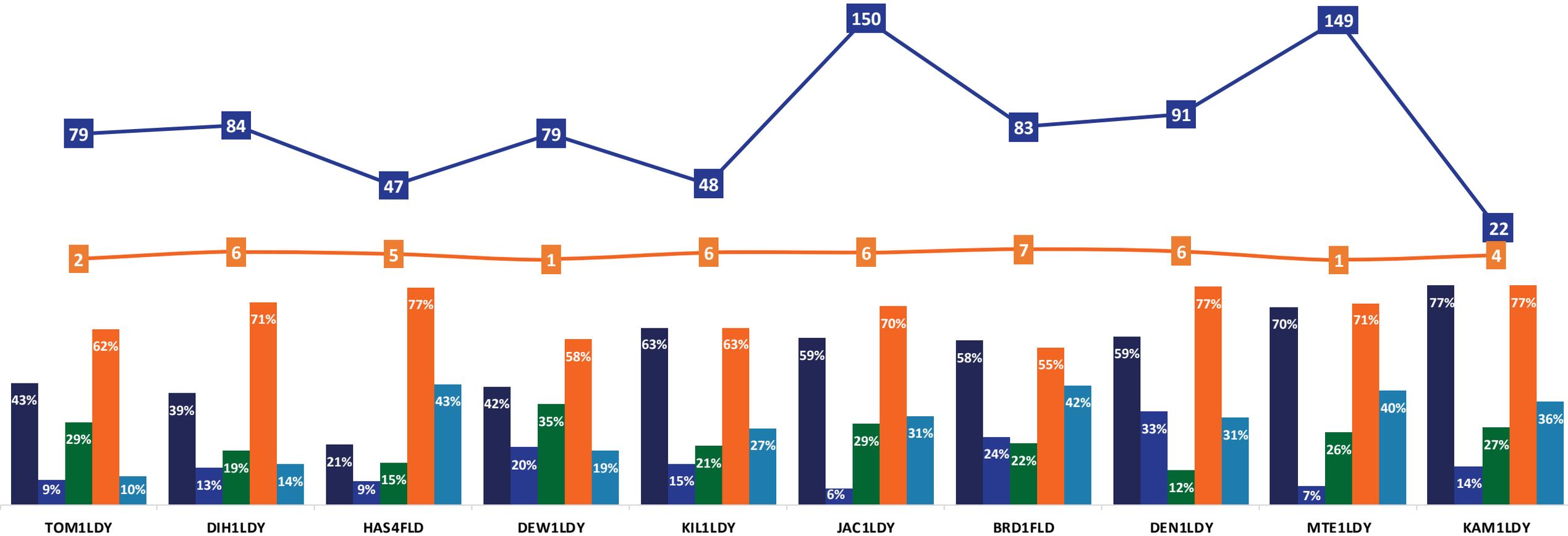
“Please note that the call is being recorded for training and quality purposes.”

- *You are on recorded line*
- *Your call is being monitored*

Immediate Coaching Candidates

Total Population: 1,000

Assurance of Help Share Empathy General Probing Resolution Provided Asking for Further Assistance Volume VOC Index



* Considered top 10 agents who have average score below or equal to 50% for all the listed behaviors.



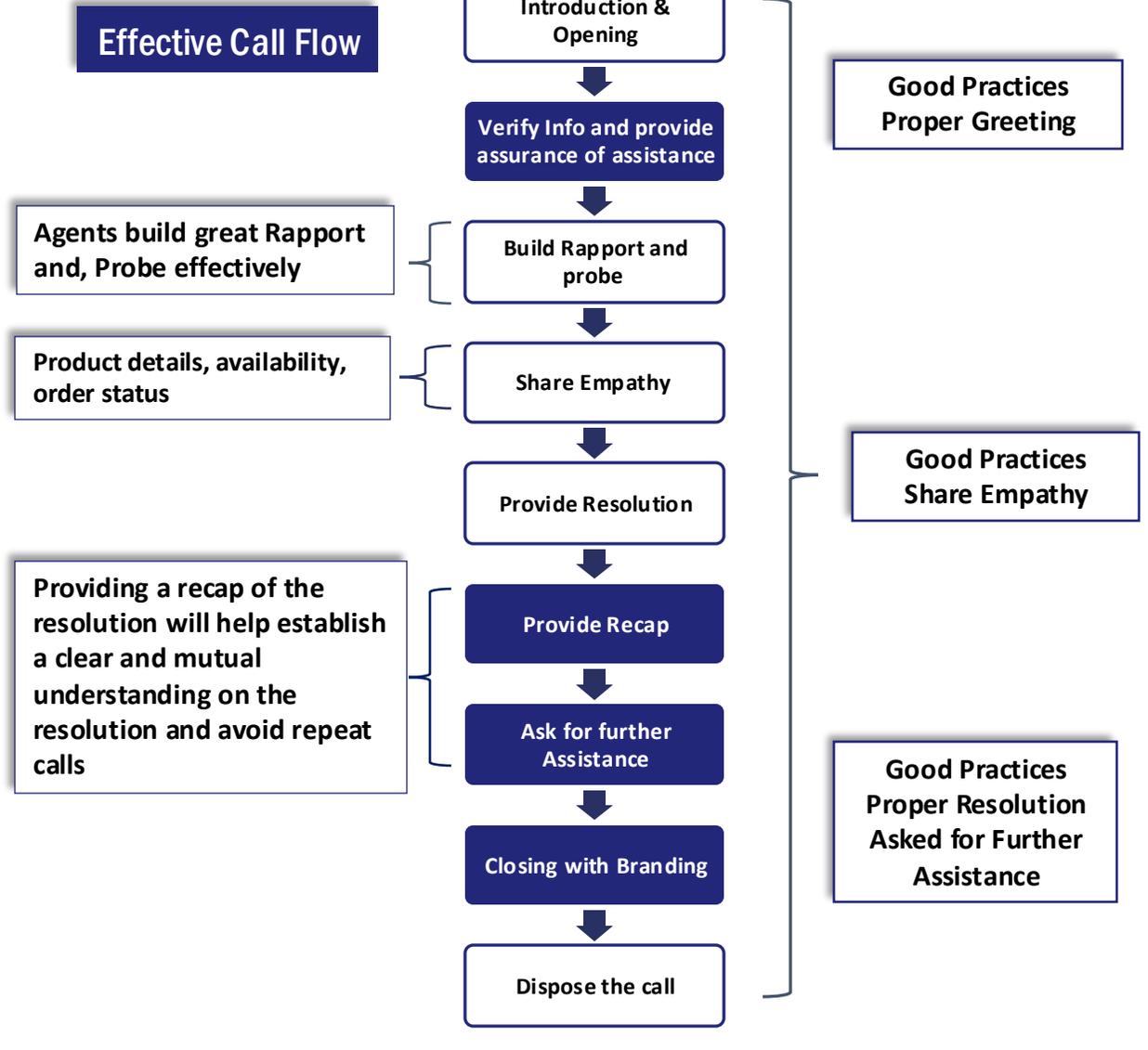
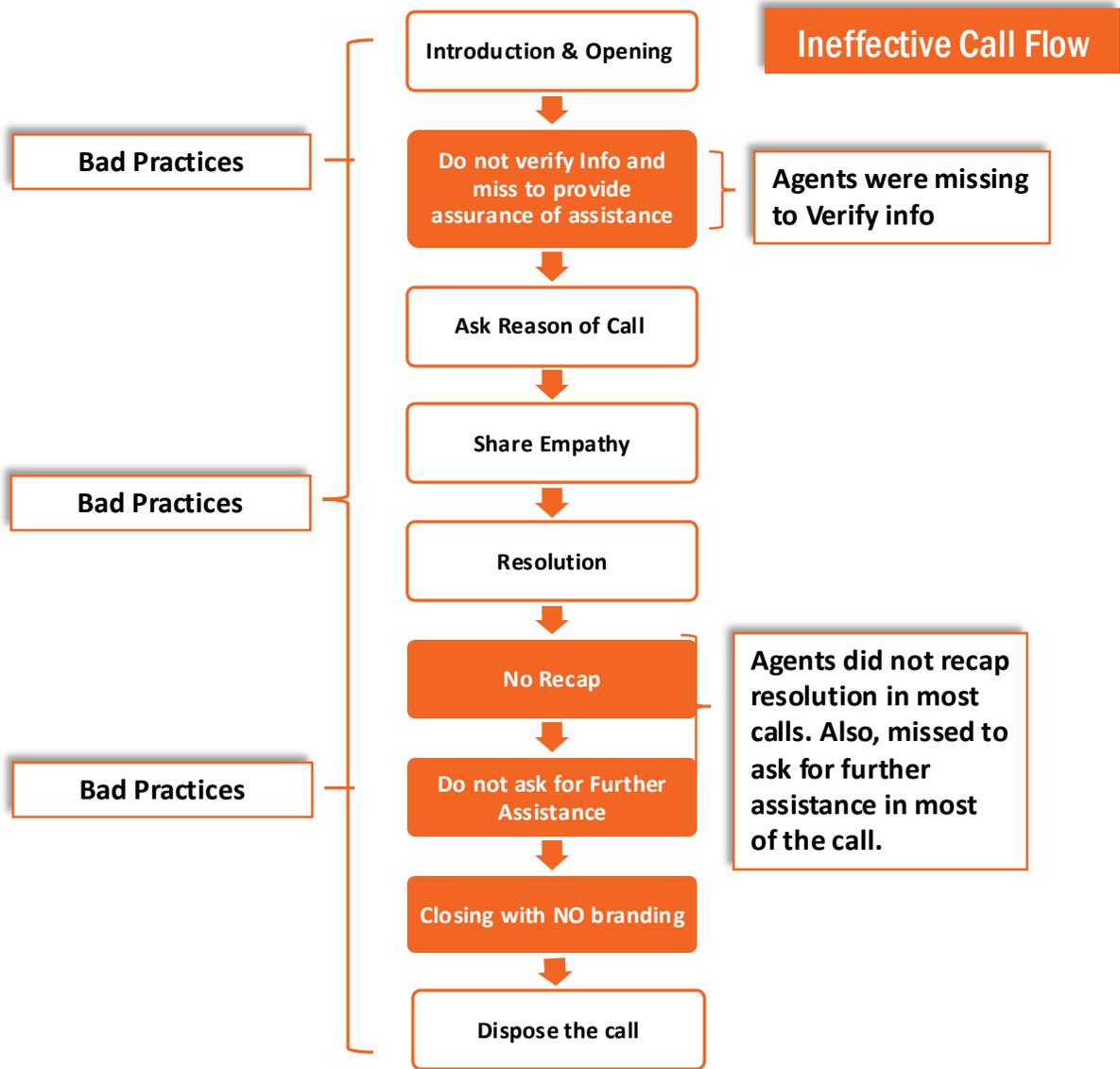
Agent Heat Map

Compliance & Verification

Agent Name	Volume	Call Opening	Analyzing the need	Conversation	Process Adherence	Silence Time & Hold Procedure	Call Closing
AND3LDY	240	73%	10%	74%	53%	52%	42%
KIP1LDY	172	94%	29%	75%	69%	30%	51%
SHC4LDY	168	96%	24%	78%	83%	65%	52%
FID1LDY	153	89%	16%	72%	62%	23%	48%
JAC1LDY	150	90%	10%	72%	65%	36%	44%
MTE1LDY	149	86%	27%	74%	60%	14%	43%
GOJ2LDY	141	91%	13%	69%	64%	62%	47%
BOM1LDY	135	84%	28%	75%	62%	81%	53%
LEF1LDY	131	71%	15%	74%	71%	47%	42%
DEN1LDY	91	71%	9%	76%	58%	35%	43%
DIH1LDY	84	56%	6%	71%	46%	25%	37%
BRD1FLD	83	85%	3%	77%	43%	42%	45%
DEW1LDY	79	66%	18%	67%	65%	28%	38%
TOM1LDY	79	63%	7%	66%	47%	48%	34%
MIA1LDY	69	81%	5%	80%	70%	43%	52%
DIJ1FLD	66	95%	15%	75%	70%	45%	45%
VIM2LDY	60	67%	14%	74%	51%	47%	57%
KIS1LDY	52	88%	10%	79%	84%	83%	54%
KIL1LDY	48	61%	18%	72%	38%	24%	35%
HAS4FLD	47	70%	10%	69%	43%	34%	44%
SZJ1FLD	35	92%	14%	77%	54%	64%	49%
KAM1LDY	22	88%	12%	76%	57%	35%	39%
PRS1FLD	15	85%	11%	76%	57%	41%	47%
TTNA	7	0%	0%	56%	0%	0%	0%
HSC1FLD	5	95%	8%	73%	40%	25%	40%
WAC1LDY	2	25%	0%	56%	25%	0%	17%
CAC1LDY	1	50%	20%	89%	100%	50%	33%
STC1LDY	1	75%	0%	78%	50%	100%	33%

Range	Color
0% - 40%	Red
40% - 70%	Yellow
70% - 90%	Light Green
>90%	Dark Green

Optimum Call Flow



Best Practices

Our observations indicate that while some agents adhere to the proper call flow and display positive behaviors to ensure the best possible customer experience, a subset of agents do not demonstrate these desirable behaviors.

To illustrate, we present an example of a well-handled call alongside an instance that presents an opportunity for improvement.

Efforts For Good CX

Agent ID: ABC
ID: ABC

Summary: Agent gave a call back to customer regarding issue customer was facing. Customer wanted to place an order and needed case number

AGENT: Hey, this is Dan with brand tech support. I was given this phone number to reach out regarding a call that I took. **(Proper introduction)**

AGENT : Sorry about that. Just bear with me. **(Shared Empathy)**

AGENT: Is there anything else you need, so I can assist . **(Asked Further Assistance)**

AGENT : So, the serial number going to be ***** . **Customer:** Yes, this is what I need. I will place and order now. **(Provide Resolution)**

AGENT: well. Thank you. You have good day **(Closing)**

No Effort to Provide Good CX

Agent: XYZ
ID: XYZ

Summary: Customer was concern about her electric bill due to equipment she was using it. Customer was very dissatisfied, and agent showed unprofessional behavior.

AGENT: Good morning. This is Bill. How can I help you?

(Missed Brand name)

AGENT : Give me a minute. I will check. **(Missed empathy after hearing customer' issue multiple times)**

AGENT : I don't tell people what to pick for equipment . **(Being rude on call)**

AGENT : I am not sure. **(Being Uncertain on call)**

AGENT : Right now, everyone above me is busy. **(Showing powerless to help)**

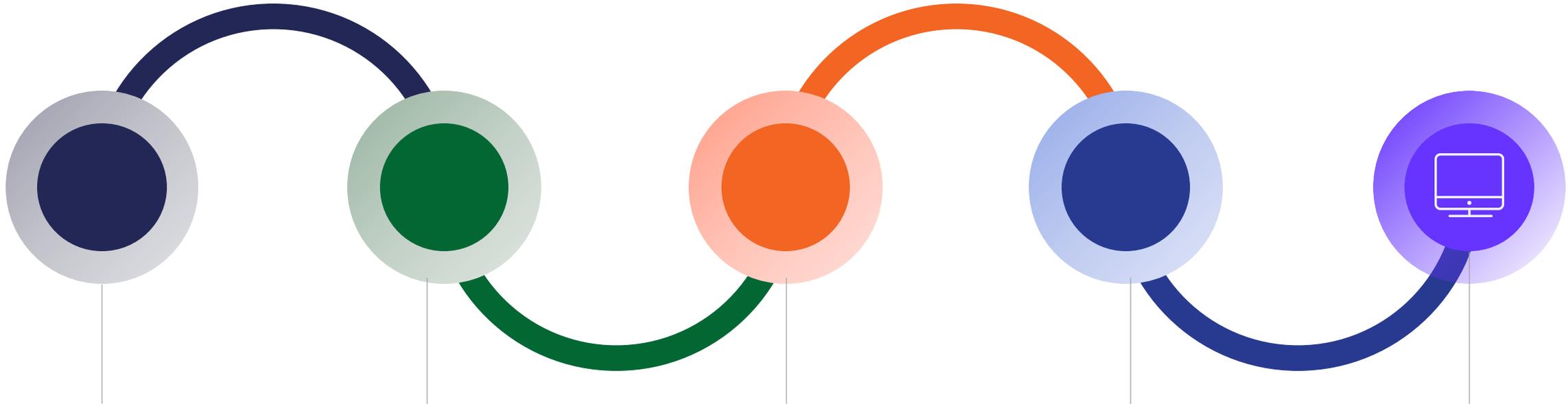
AGENT : let's just stop with the back and forth and what I can and cannot do I am telling you email him with your questions or concerns. We'll see what we can do. Tt sounds like to me that you purchased the wrong equipment, and you should have done some research and figure it out. **(Unprofessional Call)**

Agent Quality Scorecard- Inbound

Section Name	Parameter Name	Overall QA Score	QA Score	Data bar
Call Opening	Did the agent introduce themselves at the beginning of the call?	<p>57%</p>	89%	
	Did agent share the brand name in the opening of the call?		91%	
	Did the agent offer assistance?		81%	
	Did the agent provide assurance of help and take ownership to resolve the issue?		64%	
Analysing the Need	Did the agent confirm the customer number?		32%	
	Did the agent confirm the physical or billing address for the customer?		7%	
	Did the agent confirm the full name of the caller?		1%	
	Did the agent probe for phone number?		22%	
	Did the agent probe for email address?		16%	
Conversation	Did the agent ask effective probing questions?		35%	
	Did the agent maintain professionalism over the call?		100%	
	Did the agent avoid interrupting or overtalking the customer?		99%	
	Did the agent avoid using Jargons or Slang while talking to the customer?		97%	
	Did the agent behave politely on the call?		86%	
	Did the agent use power words on the call?		68%	
	Did agent exhibit active listening through out the call?		74%	
	Did the Agent Communicate in a Clear and Understandable Manner?		78%	
Process Adherence	Did the Agent share empathy when required?		27%	
	Did the agent provide proper answer(s) to the FAQ(s) and resolve the customer's query?		76%	
Silence Time & Hold Procedure	Did the agent avoid displaying uncertainty over the phone call?		53%	
	Did the agent follow the correct Hold procedure?	44%		
Call Closing	Did the agent avoid the Excessive Dead Air on call? (lesser than or equal to 50%)	44%		
	Did the agent summarize the next steps on the call?	0%		
	Did the agent offer further assistance?	42%		
	Did the Agent close the call with branding?	94%		

Next Step

To further improve quality and enhance the customer experience, we can focus on the following points in our next iteration:



Surgical deep dive Analysis

Conduct surgical analysis of business issues with the goal of enhancing overall performance. Business issues such as: Transfer & First call resolution, Overtalk etc.

Voice of Index

How to improve Voice of Index using effective strategies and deep dive on negative sentiment.

Post Call Analysis

Post call analysis to enhance customer experience

Understand business and provide effective recommendations

Improve ATT and partner relation

Goal

Improve Customer Experience

Methodology – VOC Index



Classification

Sentiments are being classified as Positive or Negative based on keywords/phrases used on the call by the customers.



Behavior

AI analyses frequency of the Positive and Negative words used by the customer



Intent

AI captures the intent of the call and helps us to correlate with the sentiments

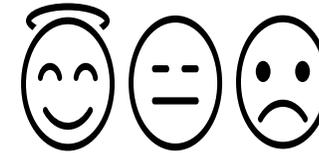


Output

Once AI Categorizes the input using words/phrases, the final output is generated in binary format.

What is Sentiment Analysis?

Sentiment analysis (or opinion mining) is a natural language processing (NLP) technique used to determine whether data is positive, negative or neutral.



What is Net Sentiment Score?.

Net Sentiment Score (NSS) which is simply the percent of positive sentiments minus the percent of negative sentiments.

Calculation

Net Sentiment Score = % Positive - % Negative

VOC Index = Net Sentiment Score * 10

Source

Irrelevant Interactions



Personal Calls

We observed few calls which were made for personal motives:

- Agents may prioritize personal calls over attending to customer inquiries.
- This behavior, characterized by agents engaging in personal calls during their designated working hours, can significantly impact the overall productivity of the process, as well as increase the chances of errors in daily tasks

Recommendations



- **Utilize personal time effectively:** Make use of breaks, lunch hours, or designated personal time to handle personal calls or attend to personal matters. This ensures that agents follow their personal responsibilities without compromising work productivity.
- **Set Expectations:** Set Expectations with all agents to ensure do not make personal calls during business hours. Be attentive to handle customer's queries.

: Good Morning. Yep, can I get a grilled chicken Caesar salad wrap, and a diet coke. I will pay with my card; Londonderry Giovanni is the name of restaurant.

: It is a 43 mins call, and it looked to be personal conversation with friends not official call discussing about family, restaurant , food

: One large pepperoni pizza and another large pizza that's half pepperoni

: A diet coke. [SILENCE 3] And I'll pay with my card.

Introduction to Self Service



1

What?

Self-service is an approach where users access resources to find solutions on their own without requiring assistance from a service representative



2

Why?

- Customer Autonomy.
- Availability any time every day.
- Increase in Customer Satisfaction.
- Greater customer retention.
- Scalability.
- Cost reduction



3

How?

- Applications
- Chatbots.
- Knowledge Base
- Service Desk
- Educational Workshops

- **Better Customer**

Experience: The 2020 Customer Experience Trends Report from Zendesk found that 69% of customers prefer self-service. Customers want to avoid waiting on hold, need quick answers, and want to learn how to solve their own issues in case the problem occurs again in the future.

- **Decreased Customer Support**

Costs: Since your support team won't have to deal with as many tickets, a self-service model can also drastically reduce your CS expenses. If a well-written FAQ page or customer search engine knowledge base cuts down on the number of tickets by 50%, then you could easily see your annual customer support costs halved.

- **Faster Customer Support**

Resolution Times: Sometimes Customers don't need or want to talk to an agent – they just want to get things done themselves. The Human agent greetings and Rapport building can be nice but that takes time. Self Service allow time- constrained customers to resolve issues quicker and faster.



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