



**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 D&D)



This output is based on calls received for the date of December 23, 2022.

## Call Volume

Total Interactions: 1,000  
Above 1 Min: 972

## Major Call Reason

- Order Status
- Purchase Inquiry

## Agent Performance Quality Score

68%

## Major Agent Opportunities

- Share Empathy
- Assurance of Help

## Average Talk Time

6 Min 22 Sec

## Major Issues

- Delivery Issue
- Website Issue
- Order Not Received

## Voice of Customer Index

6.2 out of 10

## Sentiments

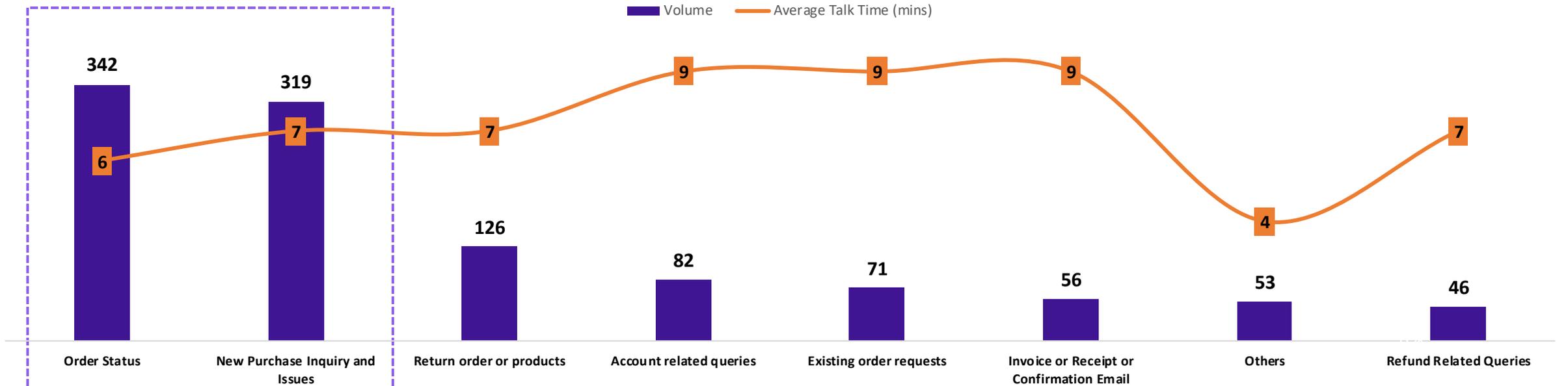
- Positive – 301
- Negative - 71

A photograph of a worker in a warehouse or factory setting. The worker is wearing a grey long-sleeved shirt, a high-visibility yellow safety vest with reflective silver stripes, and black gloves. They are holding a handheld device with a red and yellow striped handle. The background shows industrial shelving with blue and white labels. The text "Business Insights" is overlaid in white on the right side of the image.

# Business Insights

# INBOUND CALL REASONS LEVEL 1

Order Status & New Purchase Inquiry/issues covers 66% of Call Reason



Customer calling to request services as follows:

- Order not received
- Track Order
- Missing Order

Customers have the following inquiries:

- Place order
- Product Inquiry
- Stock Issues or Availability
- Unable to process order or payment

Customers have the following inquiries:

- Damaged
- Wrong Items Delivered
- Extra Items Delivered
- Return Label and Misc

Customers facing below issues:

- Update Account Details
- Login Issue
- Upload Certificates

Customers calling to request:

- Special Request Delivery
- Cancel Order
- Billing Queries

Customers calling to get information about:

- Request Invoice or Credit Memo or 222 form or Stickers

Customers calling to request:

- Share Update
- General Inquiry

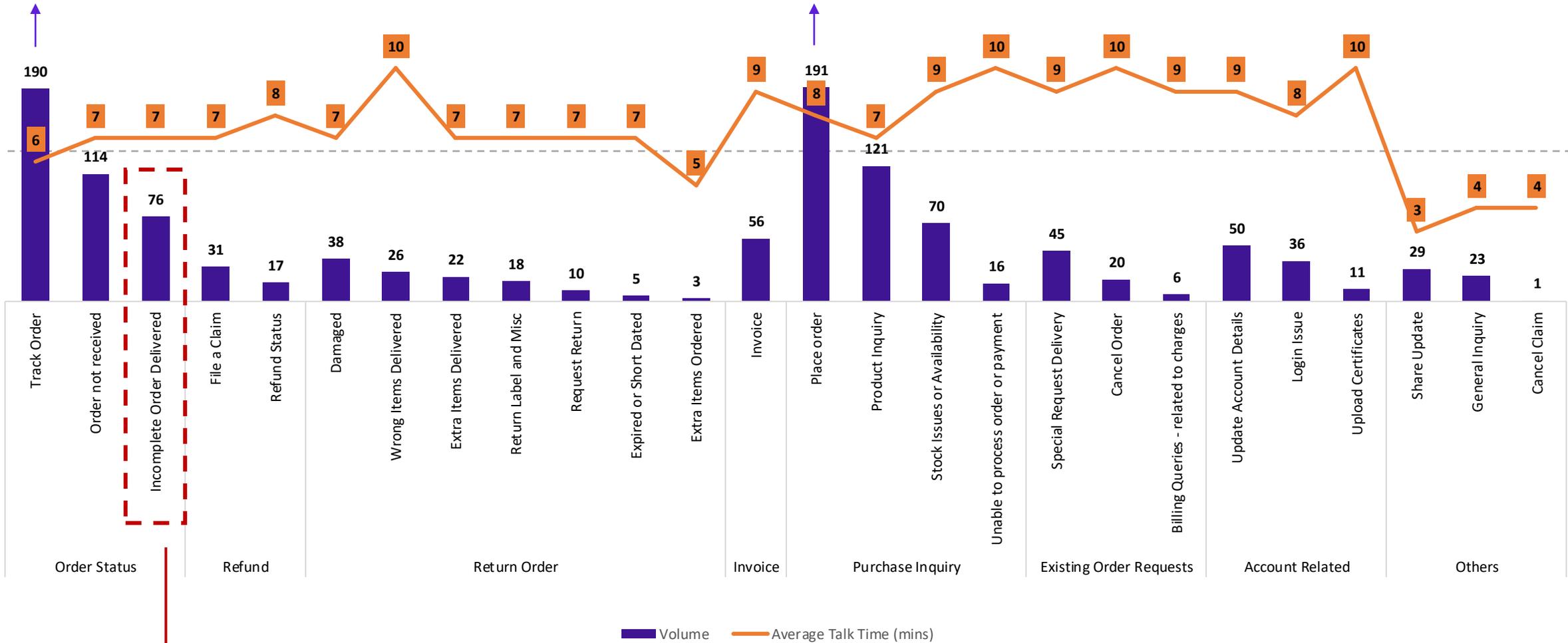
Customers calling to get status for:

- File a Claim
- Refund Status

# INBOUND CALL REASONS LEVEL 2

Customers contact to inquire about the status because they are unaware of the latest update on their orders.

Customers contact to book the medicines or sometimes they already have the PO available but due to some reasons they are not able to book it by themselves



Overall ATT 1s 6:22 Mins

We have identified a total of 14 instances where customers expressed dissatisfaction due to incomplete orders caused by unavailability of essential medicines for emergency situations.



Total Population: 1,000

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

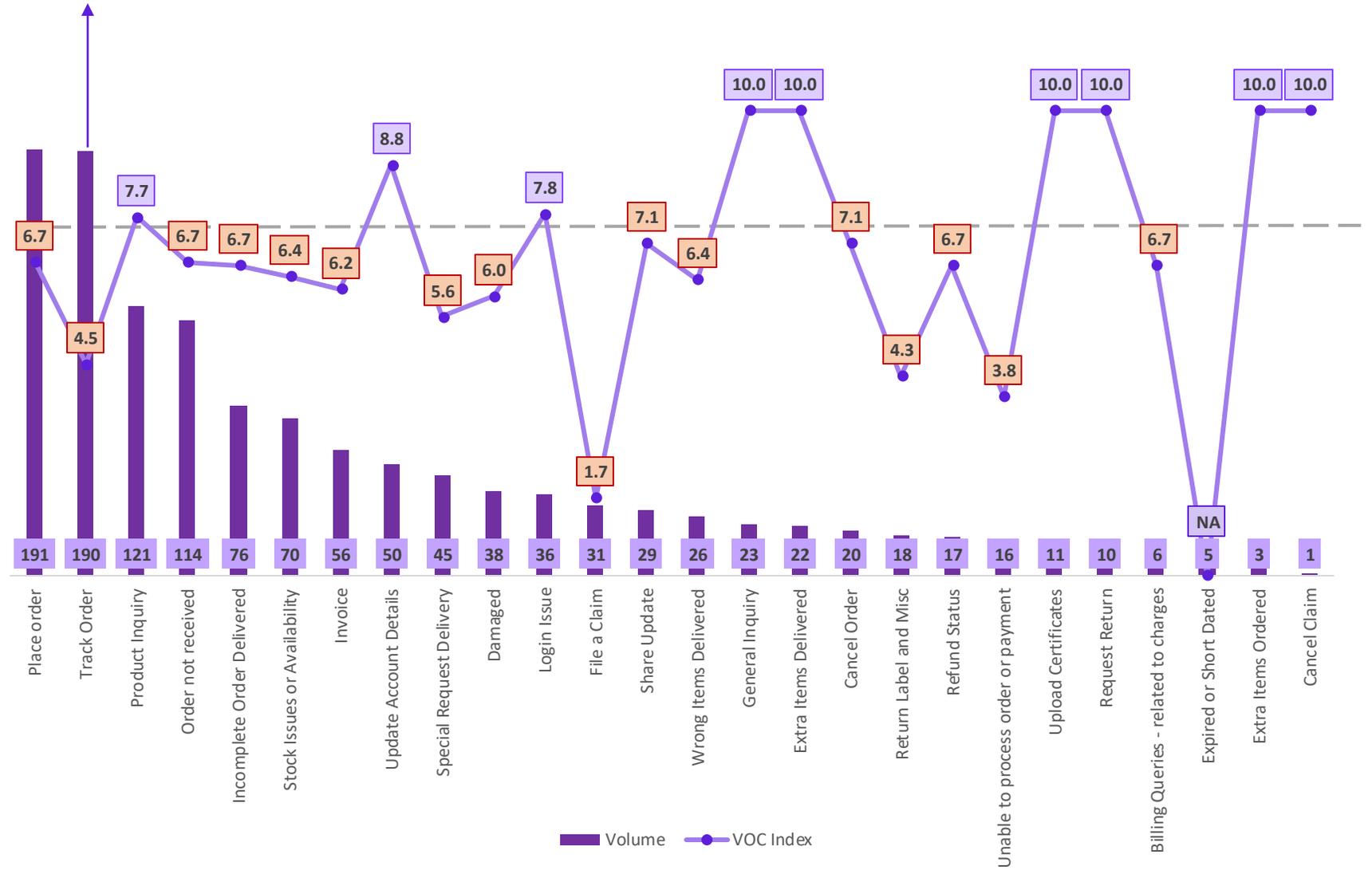
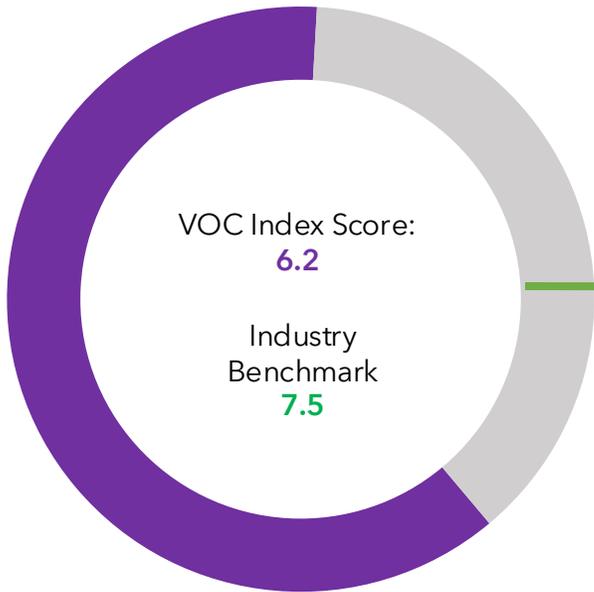
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# VOC INDEX

Customers contact to inquire about the status because they are unaware of the latest update on their orders. Hence, it is increasing the customer efforts and leading to more negative sentiment.

## VOC Score with Call Reasons

	
Total Positive Sentiment Interactions	Total Negative Sentiment Interactions
301	71



Industry Benchmark VOC Index is 7.5



### Agent's Assistance

Call ID: 123  
 VOC: *"you're the best know you've been amazing"*



### Process

Call ID: 456  
 VOC: *"normally you guys are very good about posting like when you know, there's delays"*



### Product

Call ID : 789  
 VOC: *"That's crazy cause this is like a life saving entity"*



### Agent's Assistance

Call ID: 101  
 VOC: *"I don't know how you guys do the job and yeah, that's amazing much you guys do"*

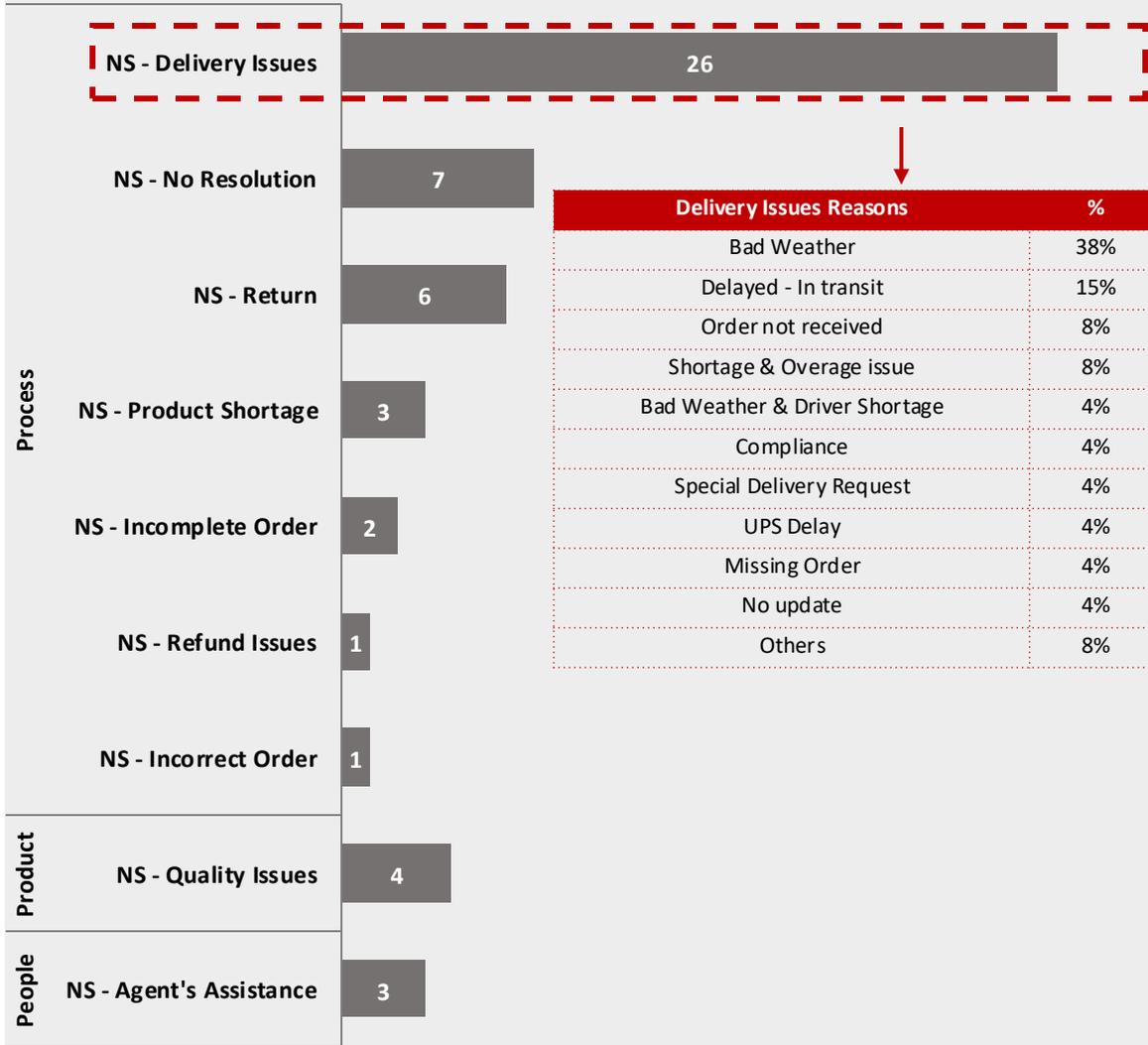


### Service

Call ID : 125  
 VOC: *"the quicker the medicines in the facility the better people would feel about it. Let's go ahead and do it tonight"*



## Negative Sentiment Drivers



**Delivery Issues**  
 Call ID: 125  
 VOC: "you guys mistake not mine"

**No Resolution**  
 Call ID: 125  
 VOC: "this is really frustrating because it should have been with our morning delivery"

**Return**  
 Call ID: 256  
 VOC: "He's refused the tote couple of times and then yesterday he refused taking our weekly auto return"

**Product Shortage**  
 Call ID: 256  
 VOC: "some of these are allocated are out of stock"

**Incomplete Order**  
 Call ID: 369  
 VOC: "missing our whole drug order"

**Refund Issues**  
 Call ID: 147  
 VOC: "we haven't received and it's been since October"

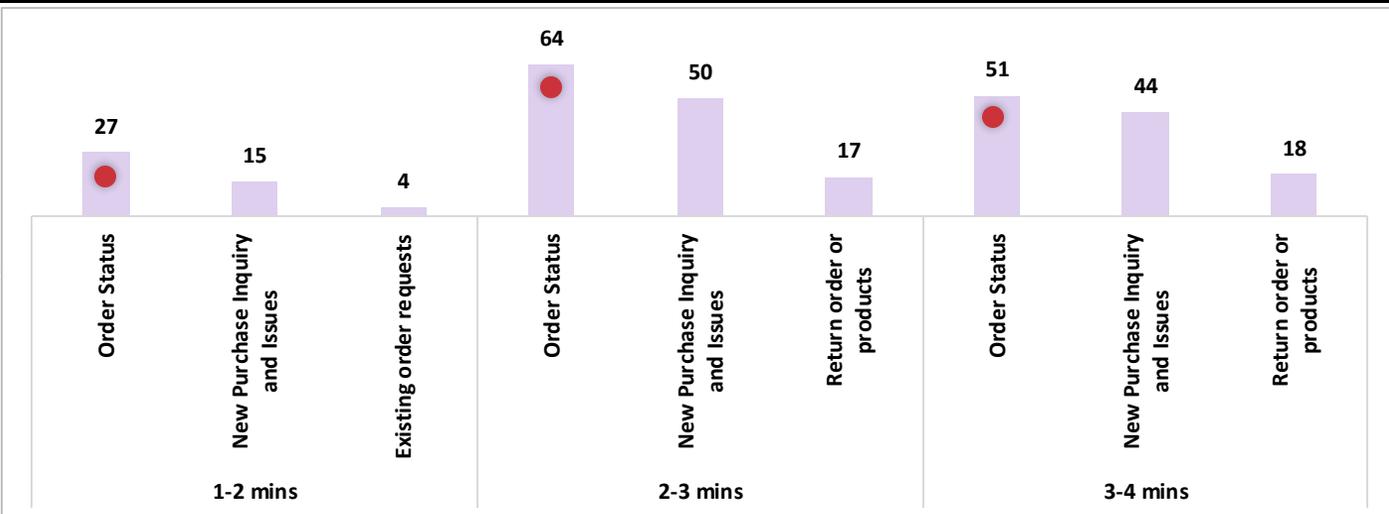
**Incorrect Order**  
 Call ID: 258  
 VOC: "it's a nightmare to even have a contract substituted to this"

**Quality Issues**  
 Call ID: 258  
 VOC: "I am not satisfied with the sticker issue"

**Agent's Assistance**  
 Call ID: 369  
 VOC: "when the phone drops nobody called us back why"

# Average Talk Time ANALYSIS

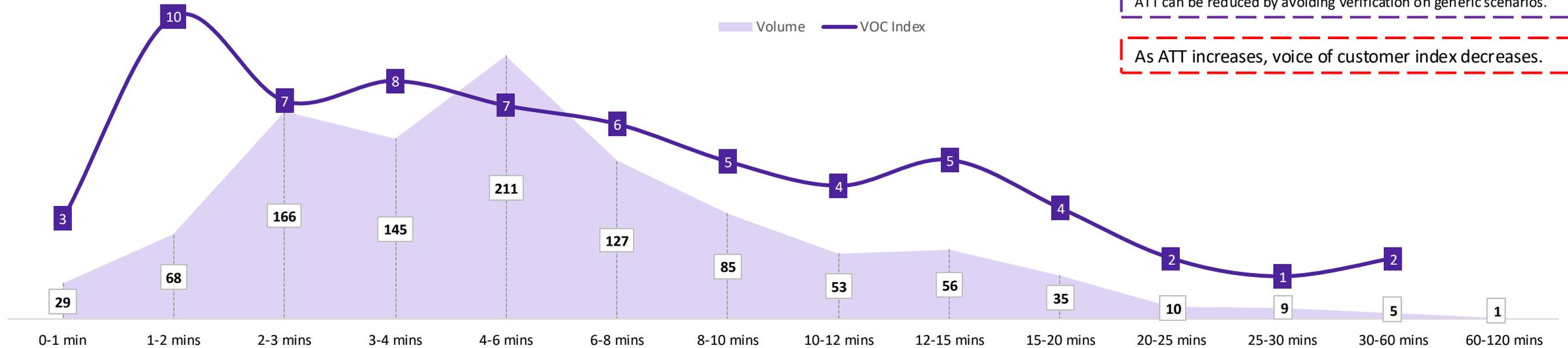
## Major Call Drivers



Red indicator shows highest call volume for particular ATT.

## Top 5 Agents with high ATT

Agent Name	Higher Duration Calls (Above 10 mins)	Total Calls	Proportion
Julio	8	17	47%
Riley	6	11	55%
Manzo	5	13	38%
Mcneil	5	12	42%

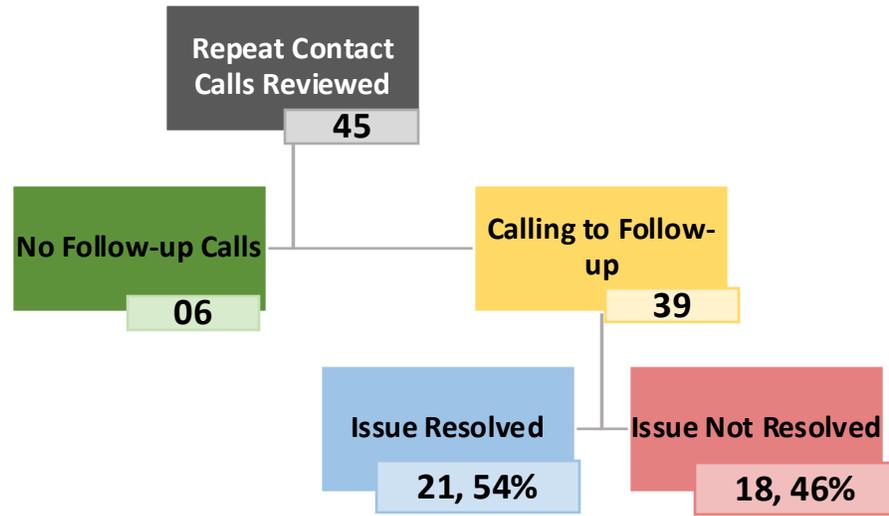


ATT can be reduced by avoiding verification on generic scenarios.

As ATT increases, voice of customer index decreases.

41% of calls were concluded within 4 mins

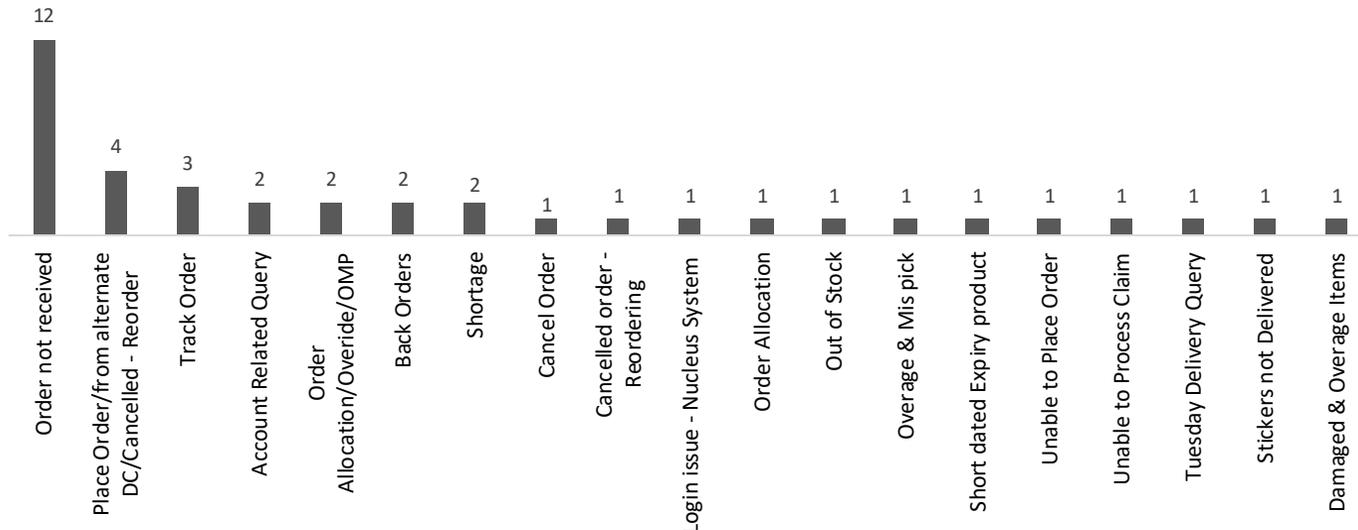
# First Call Resolution ANALYSIS



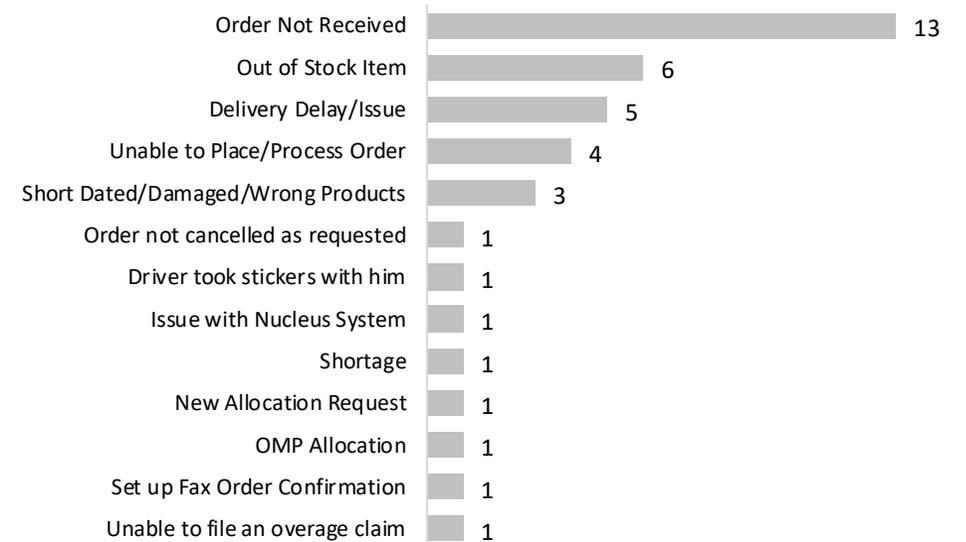
No FCR		Happy with Resolution	
Call ID: 123	"He's called multiple times, and nobody's gotten back to him"	Call ID: 458	"Awesome. Thank you so much for your help"
Call ID: 456	"But I never got the order here"	Call ID: 589	"Thank you so much for your help. You're awesome"
Call ID: 458	"So, I called again, and I guess well it's 4:50 it's not here"	Call ID: 698	"no, you've been very helpful"

➤ 33% of the time, customers had to follow up again because they did not receive their orders.

Initial Contact Reason

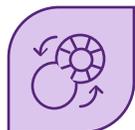


Issues Faced By Customer



## 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, sending order confirmation emails or updates on product availability can reduce the need for customers to contact customer service with questions.



### 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.



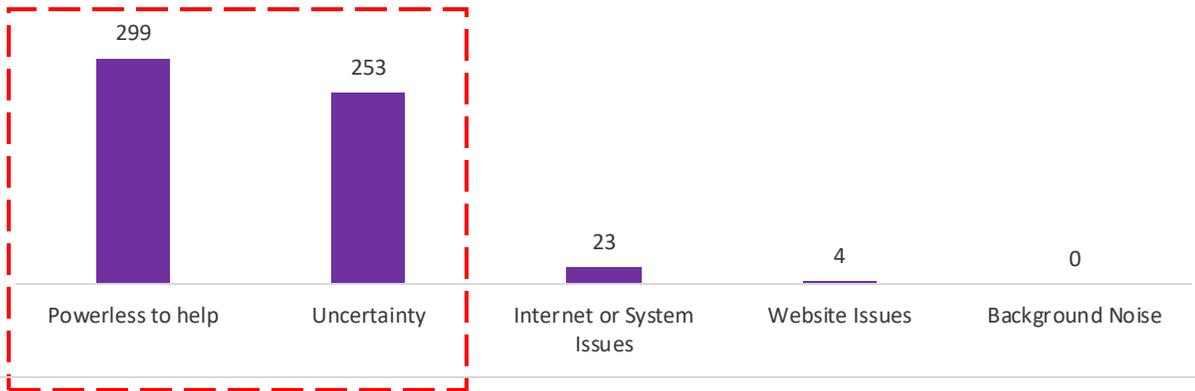
### Use call scripting/Job aids

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

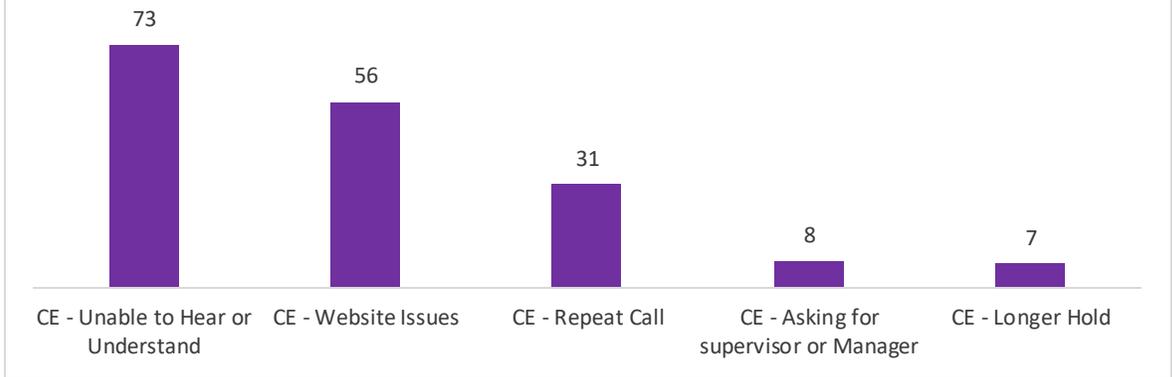
By implementing these strategies, you can improve FCR in your contact centre, leading to higher customer satisfaction and increased efficiency.

# Effort Analysis

### Agent Effort Reasons



### Customer Effort Reasons



### Agent Level Count for Uncertainty and Powerless To Help

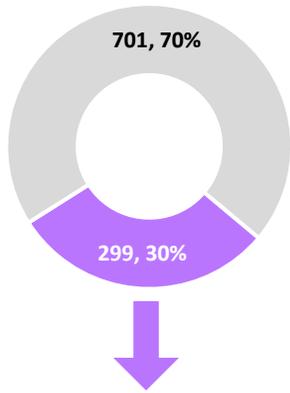
Agents exhibit uncertainty and are unable to assist on the calls due to a lack of expertise and resources. Example – Sharing ETA for the delivery which is still in transit.



Total Population: 1,000

# Agent Effort Analysis

■ Powerless to Help ■ Effortless



## Top three call reasons where agents were powerless to help



Agent Name	Calls
Mahalek	11
Murphy	11
Scott	9

Call ID: d8b80b5f-ba46-437d-90ec-7fd2bd6b5e4e  
*"I don't have any additional information and now that is with the carrier my distribution center won't have anything"*

Call ID: d177f492-7020-400f-aef4-48dc3493bc43  
*"So, there's not really any way to go around that it's an algorithm that nobody has any control over today."*

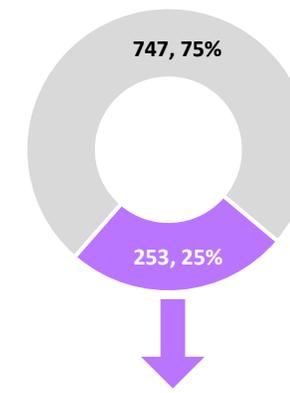
Call ID: 5ecdd230-5003-4594-9572-faaaf0ba4dff  
*"unfortunately, I don't have the answer for you"*

Agents must avoid using such negative language and instead use the phrases listed below (Example):

"Let me find out the answer for you"

"Allow me to look into it for you"

■ Uncertainty ■ Confident



## Top three call reasons where agents showed uncertainty



Agent Name	Calls
Mahalek	11
Miller	10
Manzo	8

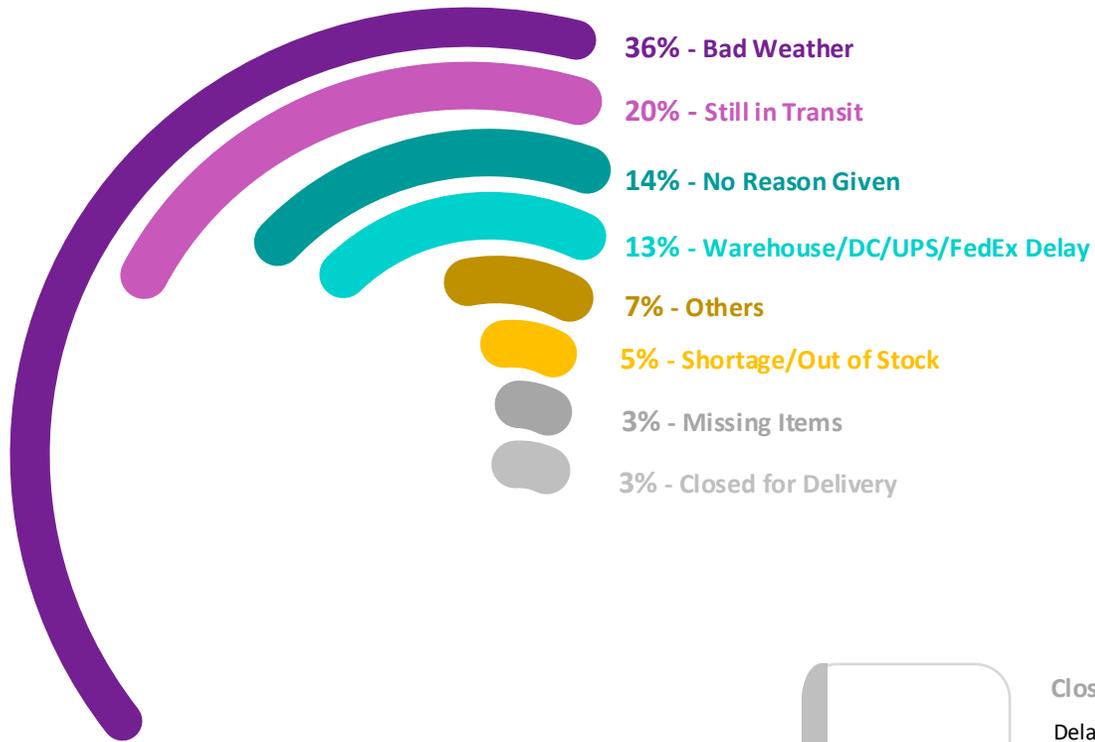
Call ID: 6251ae06-d271-4a55-afaf-2f889bd5477f  
*"So not sure why they haven't shipped out yet"*

Call ID: 8da24729-d72d-4036-ba17-ad1531693914  
*"Not sure what's happening"*

Call ID: f5949145-01b6-496f-b662-04674058b81f  
*"I'm not sure if it's FedEx or if it's UPS next day"*

Total Population: 1,000

# Delay in Order



**36%**

## Bad Weather

Order was delayed due to bad weather.  
 Example: 21db9f30c-46f6-4922-8934-59a4d76c8092  
 "they weren't able to get UPS to pick up due to the weather"

**20%**

## Still in Transit

Order still in transit and running late than expected.  
 Example: 3815cac115e-9266-41a-aa90ba353104e5ce  
 "the order or the delivery is still show in transit and it was delayed two hours and 53"

**14%**

## No Reason Given

Incomplete order delivered.  
 Example: 7475c466-1e0f-4422-83fd-20d485725464  
 "I have not received my order"

**13%**

## Warehouse/DC/UPS/FedEx Delay

Order delayed because of warehouse/delivery partner.  
 Example: de18da4b-30dd-4256-a9ce-86f6547bd2bc  
 "There was a delay at the warehouse"

**7%**

## Others – Invoice Missing, Truck Breakdown, To be Reviewed by Compliance, etc.

Order got delayed due to other reasons.  
 Example: 366c6c80-33d8-43a0-a464 e80c1a551782  
 "regular driver said his truck has broken down"

**3%**

## Closed For Delivery

Delay caused because partners were closed due to holidays  
 Example: cbe137a1-1a5c-4a10-b88b-334d67baa962  
 "Yesterday so there are less day for shipping orders for the holidays"

**5%**

## Shortage/Out of Stock

There was a shortage of product delivered.  
 Example: 3d0c6ba82-dcd3-40d5-adbc-a998e9b09d0f  
 "We were supposed to receive five, but we only got four."

**3%**

## Missing Items

Invoices, Totes were missing from the order.  
 Example: 399949c72-3b44-488f-a8ef-27818b7ac5b2  
 "we didn't receive your invoices from today's order"

# How to Avoid Delivery Issue?

## Weather Issues

### Monitor Weather forecasts

Keep an eye on weather forecasts and plan accordingly. If there's a chance of severe weather in a particular region, consider diverting shipments to an alternate route.

### Consider alternative shipping methods

If there is a need to deliver package urgently, consider using a shipping method that is less likely to be affected by bad weather, such as air freight or a courier service. Also, have contingency plans in place to deal with unforeseen weather events

### Communicate with customers

If your deliveries will be affected by bad weather, communicate with your customers as soon as possible. Provide them with updates and information on the status of their orders and let them know about any delays or changes to delivery schedules.

## Delay In Delivery

### Cross Check Delivery Address

Double-check shipping information: Ensure that you have entered the correct shipping information, including the recipient's name and address. Incorrect information can lead to delivery delays or even non-delivery.

### Tracking of shipments

Educate customer to use UPS's tracking services to keep tabs on your shipments and receive notifications when they are on their way or if there are any delays. This will help you keep your customers informed and avoid delivery issues

### Leverage Technology

Consider adopting new technologies such as warehouse automation, route optimization software, and real-time shipment tracking. This will help you streamline your delivery process and improve visibility across your supply chain

### Investigate Missing Items

Investigate missing items thoroughly by checking with the delivery carrier and reviewing security camera footage, if available. This can help identify potential issues and prevent future missing item incidents

### Lost Package

If your package has been lost in transit, Agent should contact the shipping company to report the issue and ask them to investigate. They may be able to locate the package and deliver it to customer, or they may provide a refund or replacement.

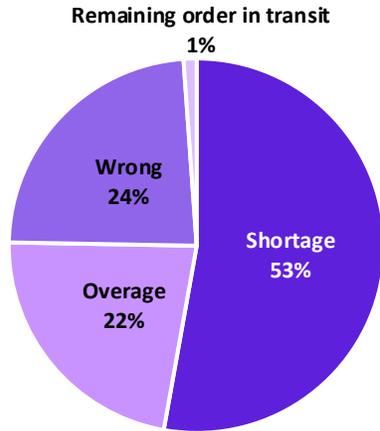
### Collaborate with Delivery Carriers

Collaborate with delivery carriers to improve the delivery process and address potential issues. This can include regular communication, feedback sessions, and joint problem-solving efforts

## Other Delivery Issues

# Orders Issues

We performed study on 89 interactions to identify top reasons of getting incorrect/missing orders



## Examples

### 01. Wrong Order



Call ID: 123  
 Phrase: "We got a few totes that did not belong to us"

Call ID: 234  
 Phrase: "but it's the wrong strength, they gave me a **different strength**"

### 02. Overage



Call ID: 145  
 Phrase: "I do know I **received too much** items from when the driver dropped it off"

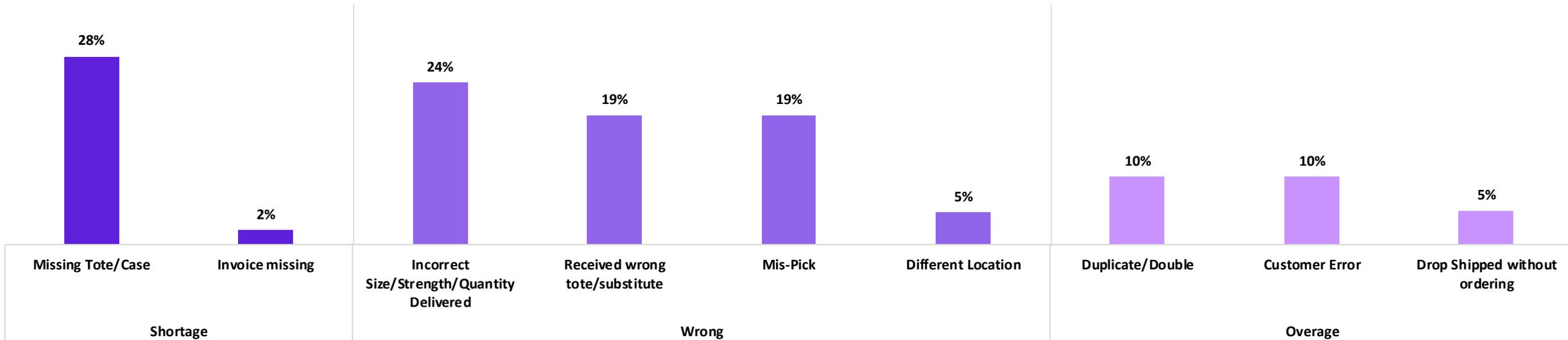
Call ID: 258  
 Phrase: "we received a **bottle of** something that **we did not request.**"

### 03. Shortage



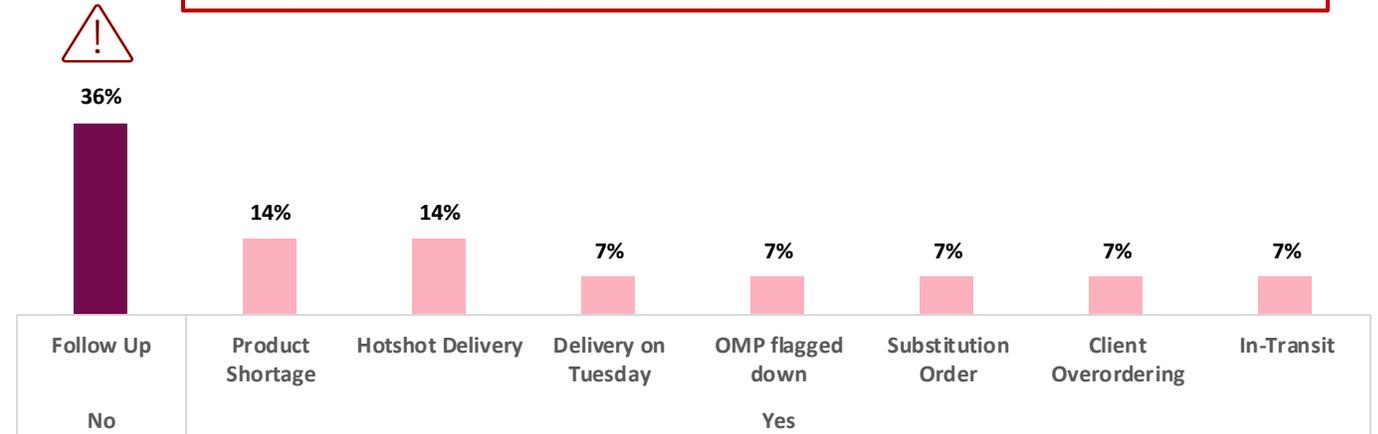
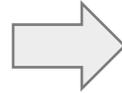
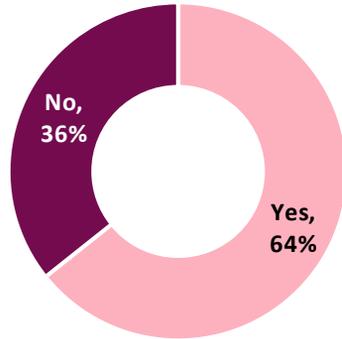
Call ID: 789  
 Phrase: "Placed an order yesterday and I only received a lock I didn't get the rest of the medication"

Call ID: 896  
 Phrase: "we ordered 10 boxes, and it said 10 were delivered but only nine"



# EMERGENCY ORDERS

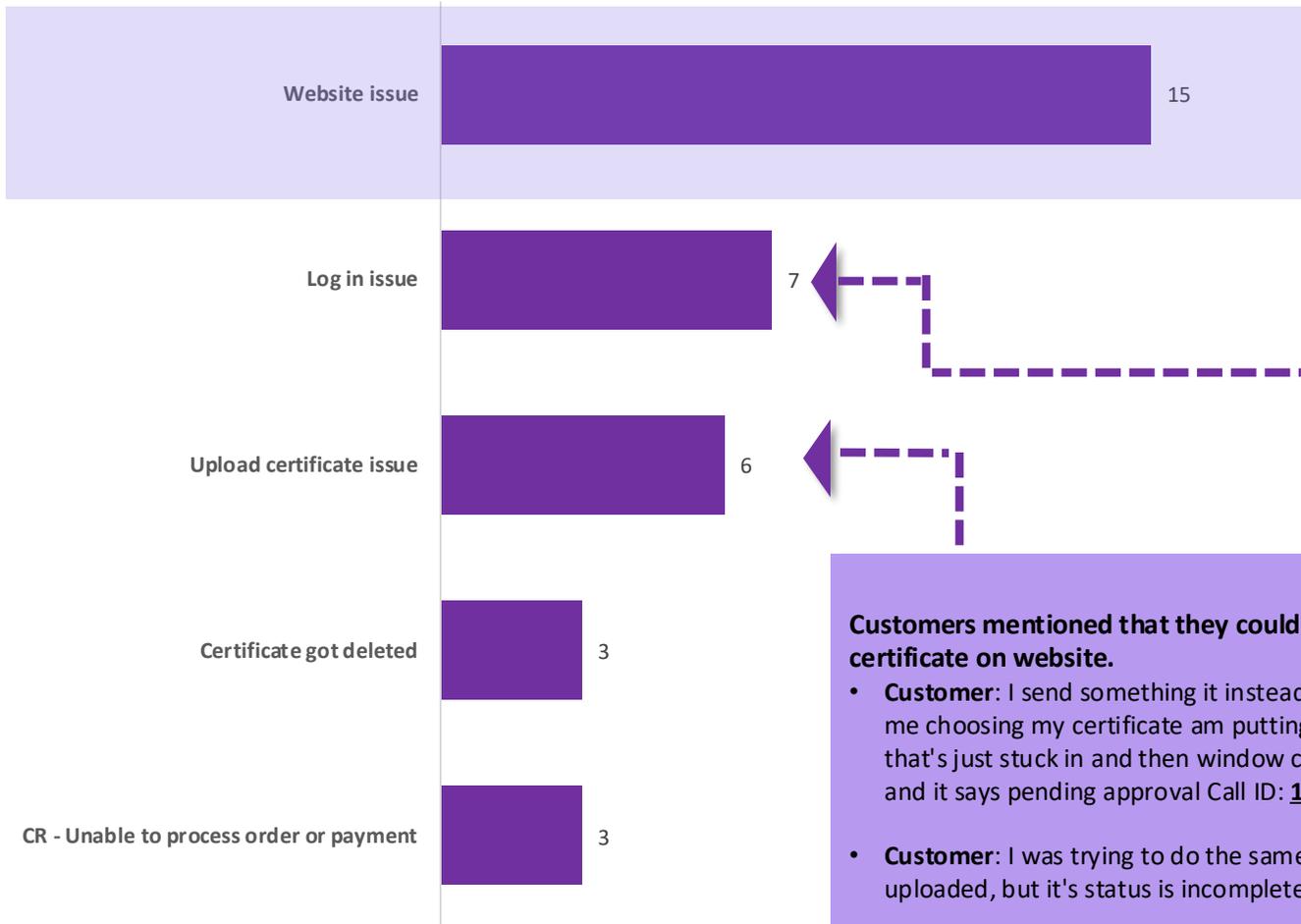
## Resolution Provided



Call Id	Customer VOCs	Resolution Offered	Recommendation
125	<i>"This is ridiculous like we were a long, term care pharmacy. We're servicing people in nursing home."</i>	Hotshot Delivery	<ul style="list-style-type: none"> <li><input type="checkbox"/> To avoid the customer effort, special centre's orders should be offered hotshot in advance to avoid any delays for example, long term care facilities, senior home cares, children or paediatrics, Covid patients, hospice care, etc.</li> <li><input type="checkbox"/> Inventory Stock check regularly to avoid shortage.</li> <li><input type="checkbox"/> Stock up on emergency medicines</li> <li><input type="checkbox"/> Automated emails to be sent to customers in their first over order to update them why order was not placed to avoid repeat placing over the limit orders.</li> </ul>
145	<i>"Yeah, this is really frustrating because it should have been with our morning delivery. So this has been a fiasco from the get go. No it's it's food, it's food for a child, so that's why they have to eat with a feeding tube. I have to get this food here or they will not have food for the next four days and it's a special food. So you can't just go to the store and buy it."</i>	Follow Up	
154	<i>"We have a lot of patients that are waiting."</i>	Product not available	
756	<i>"We haven't had any product to be able to give the patients that we have like. Oh gosh a tonne in our order queue waiting for it to come in and we just haven't gotten it like in a couple of weeks"</i>	Client Over Ordering	

# Website Issue

We performed study on 200 interactions to understand website issues and found that Customer raised website issues on **34 (17%)** calls.



Customers had multiple issues with websites such as: Import error, Product not showing on website, Access issue etc.

- It's not allowing me to check out it says unable to submit order for this account, please contact customer service. Call ID: 12582
- I was trying to return it on the website, but it's not letting me. Call ID: 25895
- So, I'm calling because we're getting input were trying to and put the order to check it in and I'm getting import error. Call ID: 14258

Customers were facing issue with Login. Many customers were not able to login to their accounts.

- We are locked out of our account. I have a change the password this morning and it said to wait 15, but I then I got logged Call ID: 12558
- I'm trying to personally sign in on your on your website and it keeps kicking out my password Call ID: 14525

Customers mentioned that they could not upload certificate on website.

- **Customer:** I send something it instead of coming up with me choosing my certificate am putting a password and that's just stuck in and then window called opened carts and it says pending approval Call ID: 14258
- **Customer:** I was trying to do the same with Lisa and it says uploaded, but it's status is incomplete.. Call ID: 14258

## Recommendation:

- **Test your website regularly:** Regularly testing your website can help identify and fix any issues before they become a problem for users.
- **Fix Password reset issues:** Regularly testing and monitoring the reset password function can help identify any issues before they become a problem for users.
- **Educate Customer:** Educate customer through FAQs, ToolTip, Videos etc. to ensure they quick fix error.

**Reduce ATT** – We observed that agents are authenticating caller for general call reasons which can be avoided.



1. Agents can avoid verifying account number, phone number etc. for general call reasons.
2. We recommend agents to ask call reason first then verify required information if that is necessary to maintain average talk time.
3. It will help agents to conclude call quickly and be ready for next call.
4. Here are few general call reasons
  1. Product Inquiry
  2. Share updates
  3. General Inquiry

**Order Issues**– In 254 (25%) calls, customer called due to multiple order related issues such as; Missing order, delay order, damage etc.



1. Contact the delivery partner to report the missing items and request a resolution
2. Ensure that all required items which were placed in order are packed well and deliver to customer
3. Multiple layers of order checking should be in place to ensure that customers receives what they ordered
4. Ensure customer receives order on time to avoid any dissatisfaction in CX

**VOC:** *“We didn't receive an order this morning and there's three days of no service coming up” “Few items are missing”*



**Expired Medicines**– In 5 calls, customer raised issue regarding Expired Medicines

1. Inspect the packaging before it get shipped
2. Establish clear communication with warehouse regarding the quality and expiration dates of the medicines. Specify the desired expiry date range and request confirmation that only medicines within this range will be delivered
3. Implement an inventory management system that tracks the expiration dates of all medicines in stock. This will help ensure that expired medicines are not dispensed to end users (patients).

**VOC:** *“We have received expired medicines which we want to return”*



**Driver's Issue**- We identify Driver/delivery person related issue in 6 calls

1. Communicate with delivery partner that drivers are professional.
2. Ensure that driver/delivery person follows all policies such as; provide return label, handover the package to correct person etc.
3. Deliver medicine on time
4. Keep shuffling delivery person/driver every certain period

**VOC:** *“he's extremely rude”, “every single day I get into fight with them”*

## CONTACT CENTER CAPACITY

Hours spent on assisting customers on track order and inquiries. (out of 1000 calls)

35  
Hours

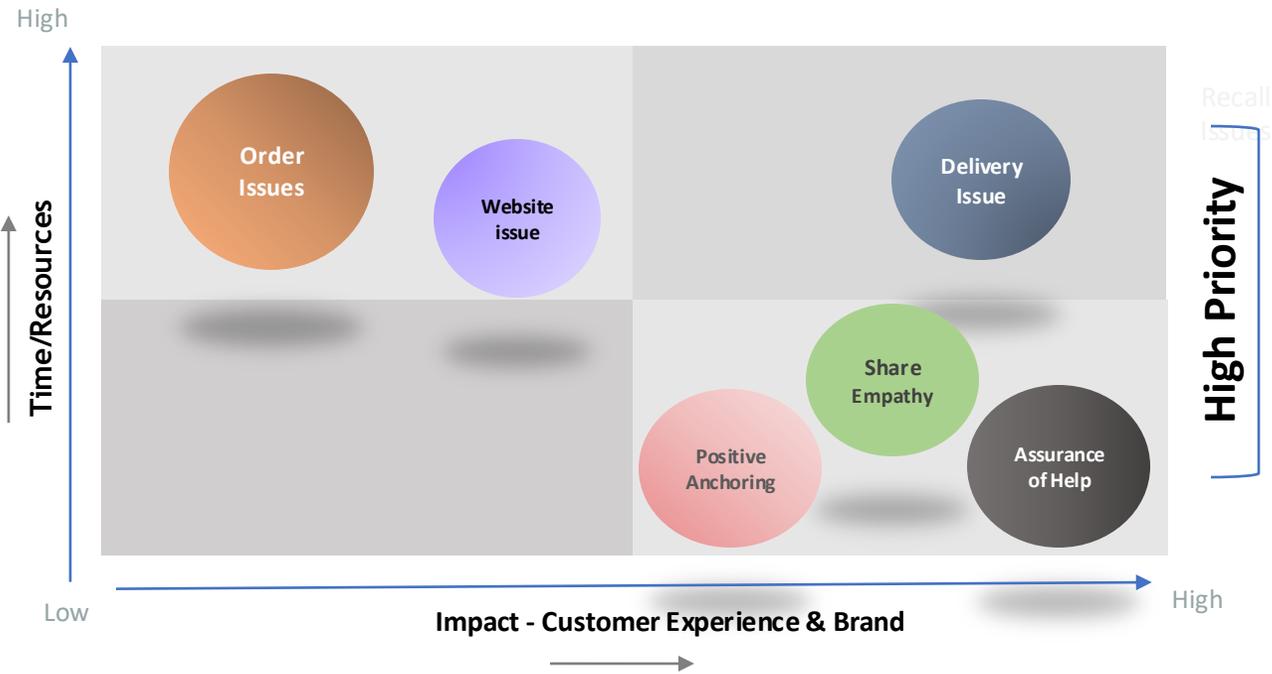
Considering 30% reduction on 100,000 calls

1,050  
Hours

You can save up to **1,050 hours**, if you automate these call reasons using self-service methods such as IVR, Chat BOT, automatic emails, and so on.

The following are the reasons why a customer called to track an order, inquire about a product, or ask general questions.





## Johari Window Model

- The matrix above can help us make training decisions based on the impact and resources involved in developing or correcting a behavior
- As you move to the right, the impact of that action on customer experience increases. The higher it is in the matrix, the higher time and resources you will need to achieve the goal

## How to achieve it?

1

### Assurance of Help:

- Sharing assurance of help in customer service is crucial for building strong relationships with customers and ensuring their satisfaction with the company's products or services. By doing this, customers feel heard and understood, which can help them feel more at ease and less stressed about the situation.
- Ex: *"I can certainly assist you regarding your order issue"*
- *I can go ahead and verify your account then check the status of your order"*

2

### Share Empathy:

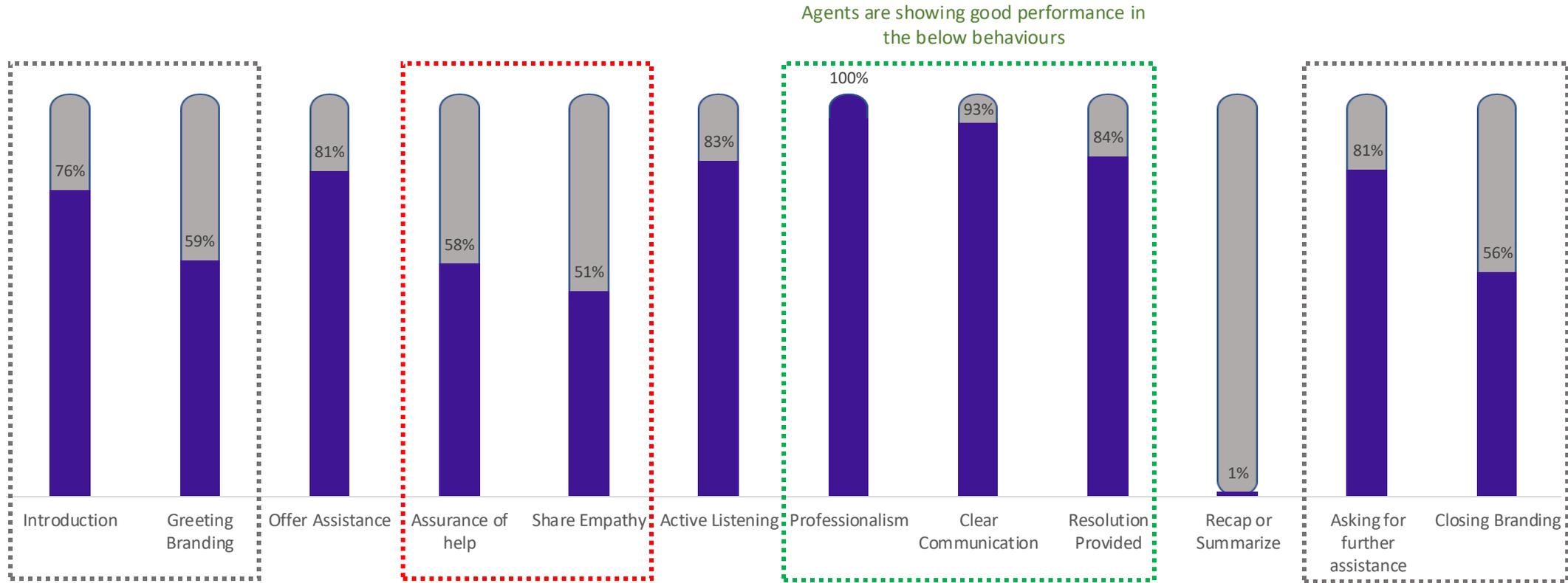
- Sharing empathy can help to build stronger relationships, improve communication, enhance decision-making, foster innovation, and increase customer satisfaction..
- Share empathy whenever customers show any negative expressions or issues.
- Ex: *"I am sorry to hear that". "I apologize for the inconvenience"*

3

### Positive Anchoring:

- Avoid showing powerless to help and provide a resolution
  - Empower training and provide complete knowledge
  - Share best practices and create job aids
  - For uncontrollable scenarios, share best practices to handle hurdles
- Ex: *"I won't be able to assist you, however, I can certainly transfer your call to another department to assist you"*
- Avoid uncertainty phrases on call and convey the message in an effective manner

# Agent Insights



Agents are showing good performance in the below behaviours

In 59% of the calls, agents were missing Branding

Agents were missing empathy and assurance of help

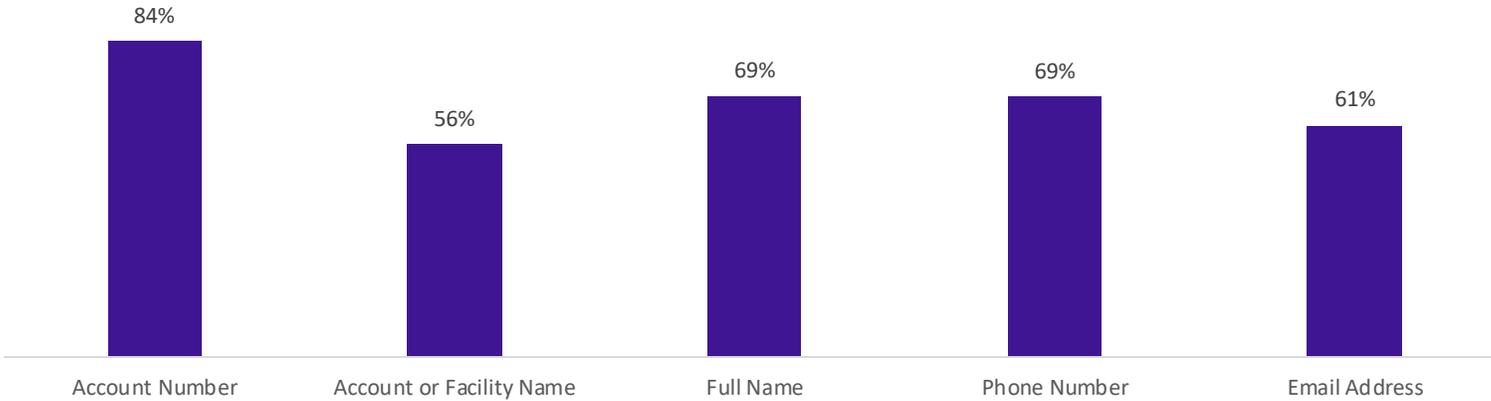
Most of the agents are not recapping calls

Agents were missing to share brand name during Closing



Easy Fix - Agents can start following practical application to improve scores

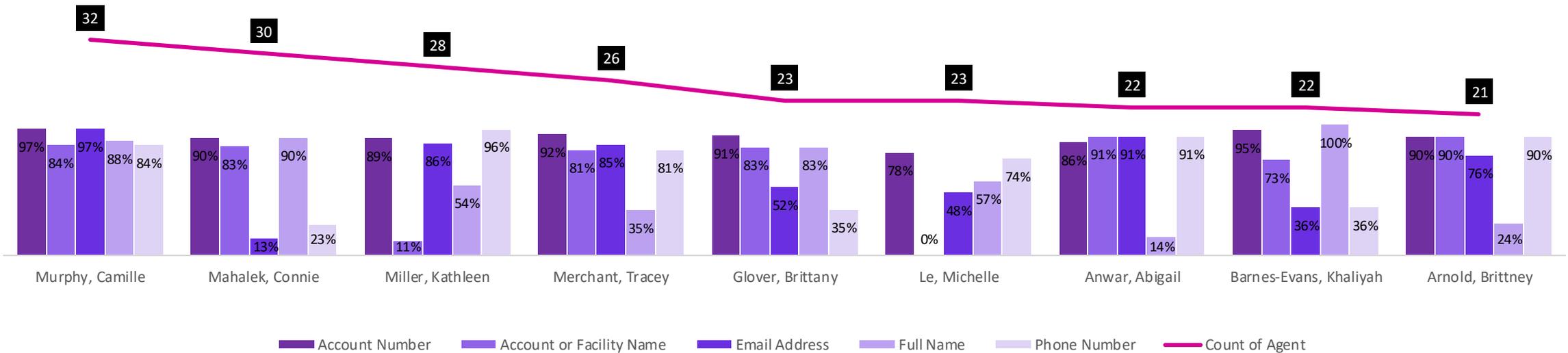
The average verification/compliance time is one minute. If the verification information could be pre-filled in the IVR, saving 30 seconds on each call can save 833 hours over the course of 100,000 calls.



Agent must verify required information on call.

Here are few example phrases:

- Can you please verify your first and last name in order to check further details?
- May I have your phone number or order number to assist you better?
- Would you please help me with your full name and phone number, so I can verify your account

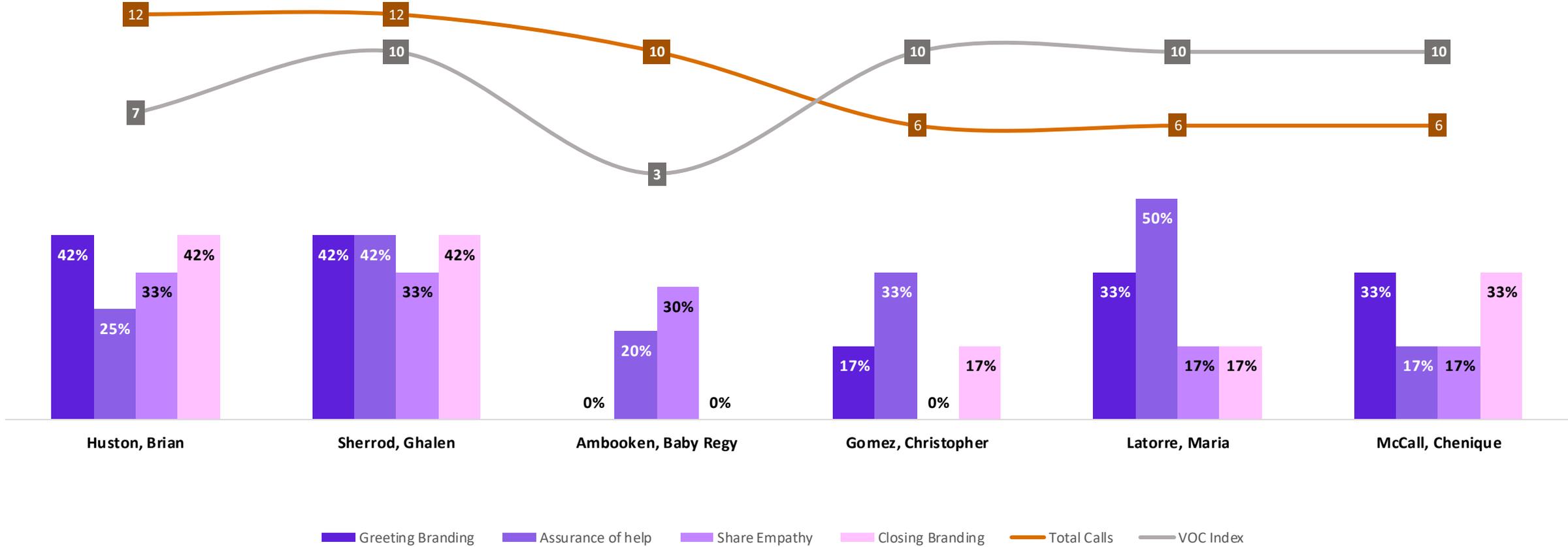


Total Population: 1,000

\*Agents with calls >20.



# Immediate Coaching Candidates



Considered agents who have scores below or equal to 50% in all the listed behaviors.

# HEAT MAP DEALER INBOUND

Includes Recap Parameter



Agent Name	Total Calls	QA Score	Call opening	Analyzing the need	Conversation	Process adherence	Silence time & Hold	Call closing
Murphy, Camille	32	79.89%	78.13%	90.00%	86.88%	79.69%	95.31%	48.96%
Mahalek, Connie	30	61.50%	70.00%	60.00%	65.33%	70.00%	36.67%	52.22%
Miller, Kathleen	28	73.56%	98.81%	67.14%	72.86%	71.43%	85.71%	58.33%
Merchant, Tracey	26	63.52%	43.59%	74.62%	75.38%	76.92%	73.08%	34.62%
Le, Michelle	23	66.18%	72.46%	51.30%	75.65%	91.30%	56.52%	59.42%
Glover, Brittany	23	70.27%	76.81%	68.70%	73.04%	80.43%	73.91%	55.07%
Barnes-Evans, Khaliyah	22	74.31%	81.82%	68.18%	84.55%	90.91%	61.36%	54.55%
Anwar, Abigail	22	75.28%	81.82%	74.55%	86.36%	79.55%	61.36%	57.58%
Arnold, Brittney	21	78.58%	90.48%	74.29%	83.81%	83.33%	85.71%	60.32%
Howard, Ashley	19	82.35%	92.98%	88.42%	86.32%	86.84%	68.42%	57.89%
Conley, Kayleigh	18	75.00%	87.04%	81.11%	71.11%	88.89%	47.22%	61.11%
Scott, Brittany	18	72.44%	72.22%	71.11%	83.33%	83.33%	88.89%	44.44%
Christian, Kenyatta	18	67.97%	57.41%	65.56%	85.56%	80.56%	75.00%	46.30%
Garcia, Julio	17	80.02%	92.16%	92.94%	72.94%	82.35%	67.65%	66.67%
Ambeyi, Litiema	17	65.93%	70.59%	71.76%	78.82%	73.53%	70.59%	27.45%
Crisp, Patrice	17	70.28%	74.51%	72.94%	72.94%	82.35%	88.24%	43.14%
Villatoro, Oscar	17	76.24%	82.35%	75.29%	90.59%	88.24%	38.24%	56.86%
De Los Santos, Kenny	17	64.71%	52.94%	69.41%	70.59%	79.41%	64.71%	49.02%
Devereux, Tina	16	75.16%	77.08%	78.75%	90.00%	87.50%	46.88%	50.00%
Combs, Sebrina	16	63.01%	70.83%	76.25%	58.75%	84.38%	12.50%	45.83%
Hinton, Rita	16	75.58%	77.08%	82.50%	83.75%	81.25%	59.38%	52.08%



AmerisourceBerg  
an Agent HeatMap

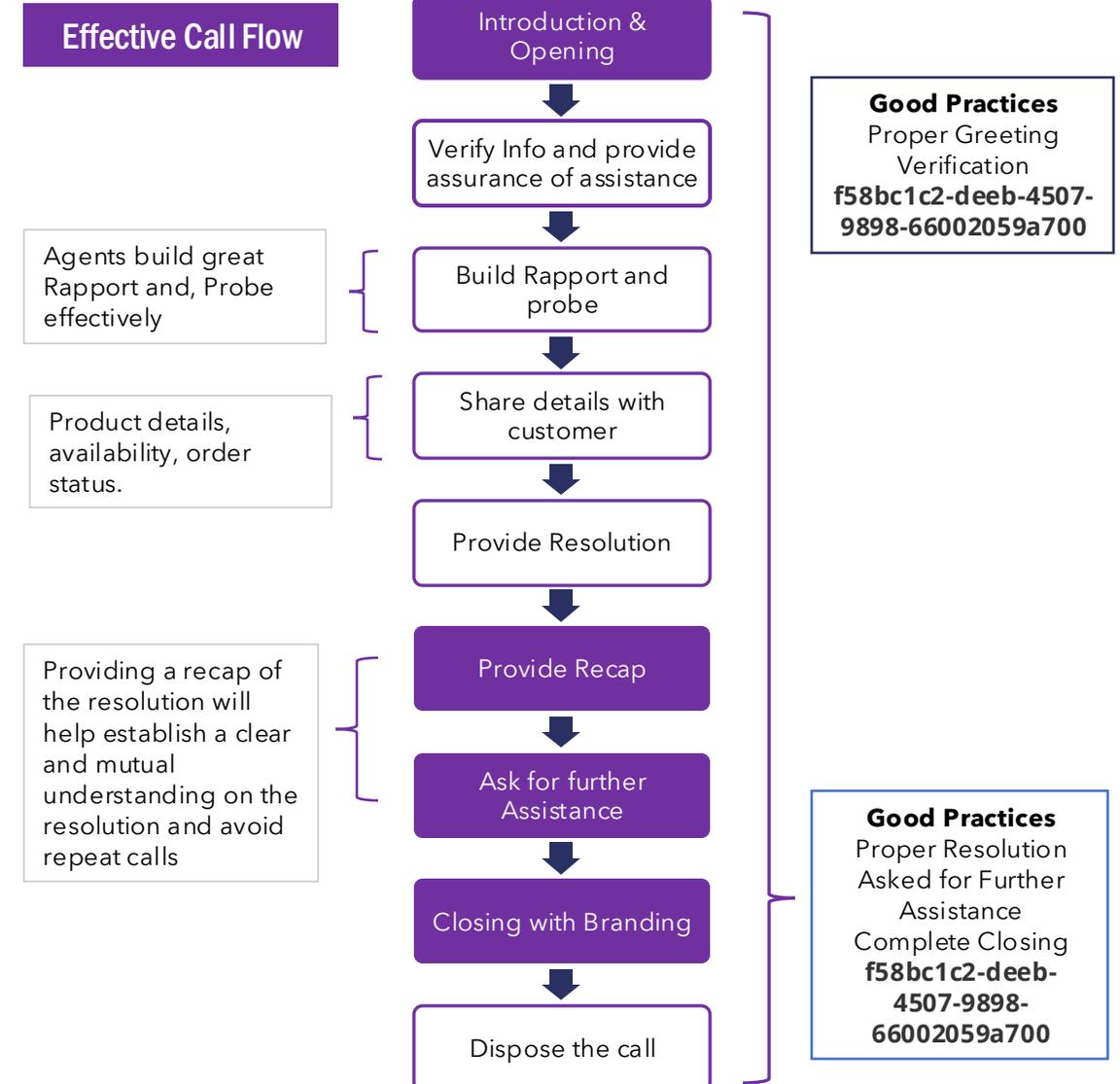
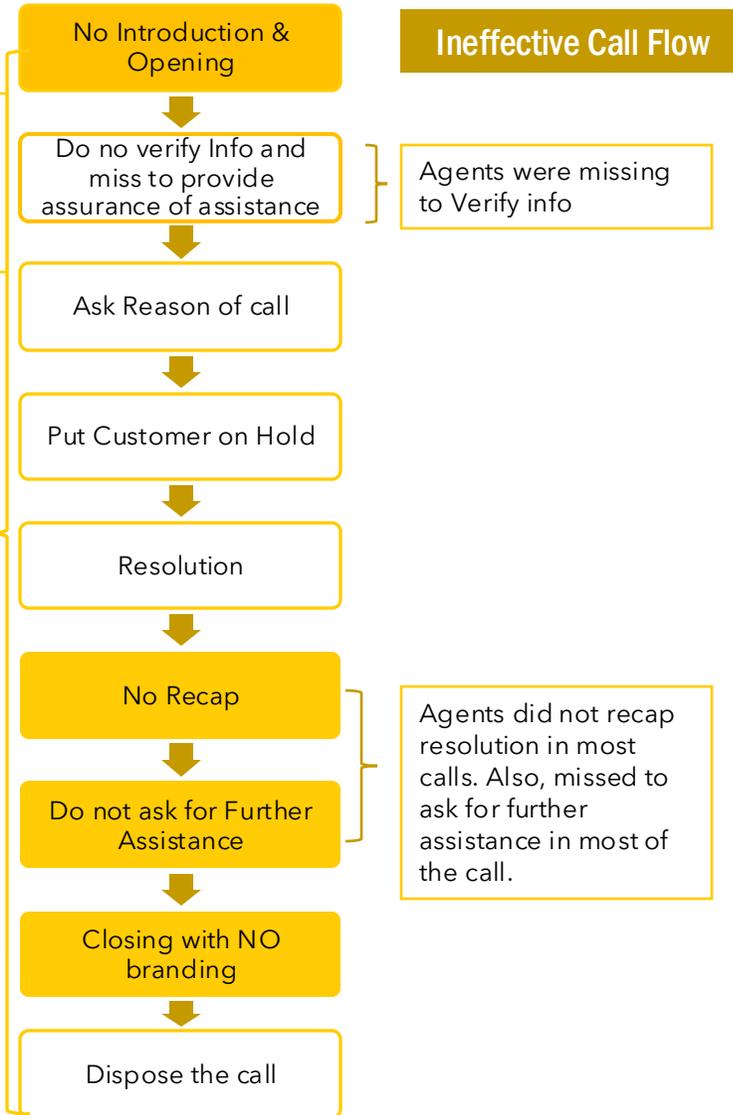
Range	Colour
0% - 40%	Red
40% - 70%	Yellow
70% - 90%	Light Green
>90%	Dark Green

# SUPERVISOR LEVEL PERFORMANCE

Supervisor Name	Average QA Score	No. of Agents	Total Calls
Armstead, Alyssa	69.93%	7	106
Clark, Gayla	71.81%	7	105
Robertson, Ryan	75.42%	6	90
Tharp Castro, Frank	64.24%	4	82
Potsek, Kelly	72.89%	6	76
DiLallo, Joe	71.08%	7	72
Garcia, Rigoberto	69.26%	5	69
Brooks, Nina	69.70%	7	64
Malone, Regina	69.02%	5	63
Delano, Erika	71.92%	5	50
Biera, Ramon	62.00%	7	30
Jimerson, Sue	71.11%	4	27
McAnally, Kevin	60.07%	7	26
Martinez, Gilda	55.68%	5	23
Patten, Sandy	62.52%	5	23
JeanBaptiste, Heidi	60.10%	5	19
Smith, Michelle	42.96%	6	17
King, Tiffinie	47.95%	5	15
Querubin, Emmy	59.74%	6	14
Sander, Amy	41.84%	3	8
Parten, Jessica	33.33%	3	6
Brock, Mandie	54.78%	2	6
Montgomery, Megan	67.58%	1	5
Barnes, Inger	50.66%	2	4

Range	Colour
0% - 40%	
40% - 70%	
70% - 90%	
>90%	

# OPTIMUM CALL FLOW



Parameter	Recommendation	Example	Effectiveness
<b>Introduction &amp; Branding</b>	The agent is required to introduce themselves by stating both the brand or company name and their own name at the beginning of each call.	<ul style="list-style-type: none"> <li>Thank you for calling D&amp;D. My name is Karla, How can I help you?</li> <li>Hi, This is Karla. Thank you for calling D&amp;D. How can I assist you today.</li> </ul>	<b>35%</b>
<b>Offer Assistance</b>	Agent must offer assistance after hearing customer's concern. Agent should try to provide best possible solution	<ul style="list-style-type: none"> <li>I can certainly go ahead and help you with order</li> <li>Let me check your details and I will assist you</li> <li>I have verified your details, let me go ahead and check your order status.</li> </ul>	<b>54%</b>
<b>Summarize the call</b>	It is critical to sum up the call. It benefits the client to be aware of the offered solution.	<ul style="list-style-type: none"> <li>As I have checked, you will be receiving package tomorrow by 2 PM.</li> <li>I have placed your order and you will receive your package by ...</li> </ul>	-
<b>Closing &amp; Branding</b>	Agent must close the call with the branding name. Most of the agents were missing sharing brand names in Outbound calls.	<ul style="list-style-type: none"> <li>Thank you for contacting D&amp;D. If you have a moment, please take a survey at the end of call.</li> <li>Thank you for calling D&amp;D. Request you to take a survey at the end of call</li> </ul>	<b>80%</b>
<b>Powerless To Help &amp; Uncertainty</b>	It's crucial for agents to comprehend that some words and phrases lead to poor CX and irritation. Agent must refrain from such negative language and use expressions of assurance.	<ul style="list-style-type: none"> <li>Instead of "<b>I do not know</b>" agents can say "<b>Let me find out the answer for you</b>".</li> <li>Instead of "<b>Let me try to do that.</b>" agent can say "<b>I'll check if our delivery partner can deliver package today.</b>"</li> <li>"<b>That's not something I can help you with.</b>" Here, agent can find right person/dept. who can assist customer to resolve their concern.</li> </ul>	-

Our observations indicate that while some agents adhere to the prescribed 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:** Sabrina  
**ID:** 12525

**Summary:** Customer called to check her order status. Agent updated customer about delay in delivery due to bad weather.

**AGENT:** Thank you for calling D&D customer service. My name is Sabrina, how may I assist you. **(Proper introduction)**

**AGENT :** I apologize is there anything else. **(Shared Empathy)**

**AGENT:** I can assist you with today. **(Asked Further Assistance)**

**AGENT:** well. Thank you for choosing D&D please try to enjoy the rest of your day. **(Closing with Branding)**

### No Effort to Provide Good CX

**Agent:** Latasha  
**ID:** 12585

**Summary:** Customer called to check her order status. Agent updated customer about delay in delivery due to bad weather.

**AGENT:** my name is Latasha may I have your name

**(Missed Brand name)**

**AGENT :** I'm not for certain. I'm not sure. **(Being uncertain)**

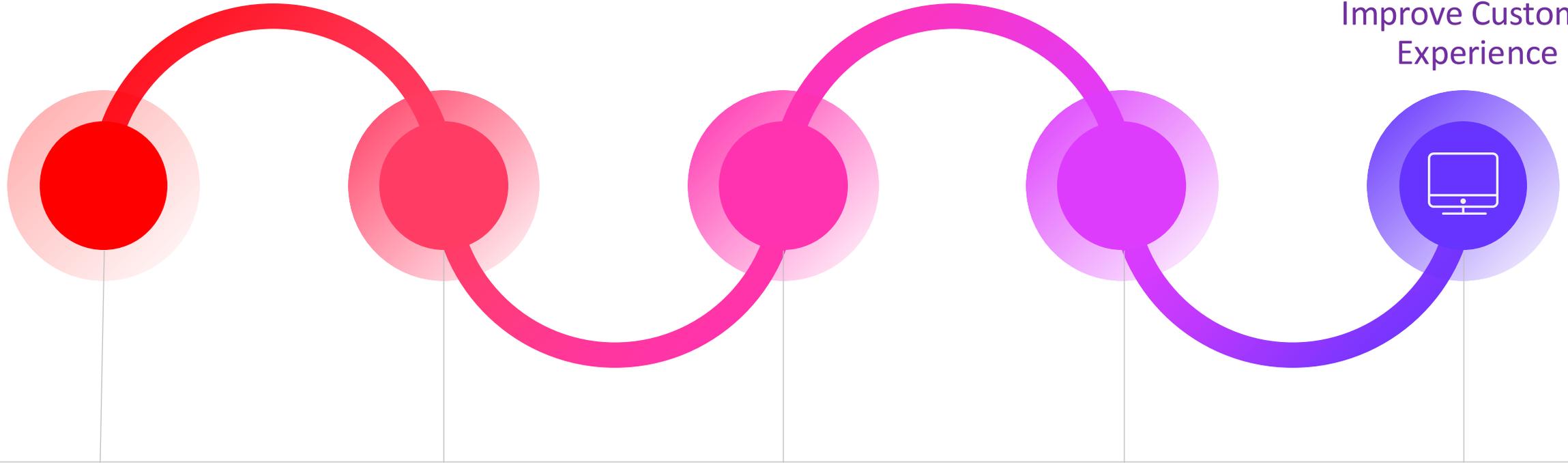
**AGENT :** Another possibility that it may I have been out of stock and that we have received the inventory. **(Not sure about Issue and could not provide Resolution)**

**AGENT :** Okay. Thank you, Shannon take care bye. **(No proper closing. Agent missed to ask further assistance, use brand name in closing)**

Section/Parameter Name	QA Score (%)	Status
<b>Call Opening</b>		
1. Did agent introduce themselves in the beginning of the call?	76%	<span style="color: yellow;">■</span>
2. Did agent share the brand name in the opening of the call?	59%	<span style="color: yellow;">■</span>
3. Did the agent offer assistance?	81%	<span style="color: yellow;">■</span>
<b>Analyzing the Need</b>		
4. Did the agent confirm the account number?	84%	<span style="color: yellow;">■</span>
5. Did the agent confirm the account or facility name?	56%	<span style="color: yellow;">■</span>
6. Did the agent confirm the full name of the caller?	69%	<span style="color: yellow;">■</span>
7. Did the agent probe for phone number?	69%	<span style="color: yellow;">■</span>
8. Did the agent probe for email address?	61%	<span style="color: yellow;">■</span>
<b>Conversation</b>		
9. Did the agent provide assurance of help and take ownership to resolve the issue?	58%	<span style="color: yellow;">■</span>
10. Did the agent maintain professionalism over the call?	100%	<span style="color: green;">■</span>
11. Did agent exhibit active listening through out the call?	83%	<span style="color: yellow;">■</span>
12. Did the Agent Communicate in a Clear and Understandable Manner?	93%	<span style="color: green;">■</span>
13. Did the Agent share empathy when required?	51%	<span style="color: yellow;">■</span>
<b>Process Adherence</b>		
14. Did the agent provide proper answer(s) to the FAQ(s) and resolve the customer's query?	84%	<span style="color: yellow;">■</span>
15. Did the agent avoid displaying uncertainty over the phone call?	75%	<span style="color: yellow;">■</span>
<b>Silence Time &amp; Hold Procedure</b>		
16. Did agent follow the correct Hold procedure?	38%	<span style="color: yellow;">■</span>
17. Did the agent avoid the Excessive Dead Air on call? (lesser than or equal to 50%)	59%	<span style="color: yellow;">■</span>
<b>Call Closing</b>		
18. Did the agent summarize the call? (Shared recap of conversation)	1%	<span style="color: red;">■</span>
19. Did the agent offer further assistance?	81%	<span style="color: yellow;">■</span>
20. Did the Agent close the call with branding?	56%	<span style="color: yellow;">■</span>

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

**Goal**  
Improve Customer Experience



### **Surgical deep dive Analysis**

Conduct surgical analysis of business issues with the goal of enhancing overall performance. Business issues such as: Delivery, order issues 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



Jim Iyooob  
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Chief Revenue Officer –Etech



*Thank You!*

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

# Appendix



## 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



01

Unique ID: 12525

VOC: "Wonderful. Thank you very much for the help. I appreciate it."

02

Unique ID: 14258

VOC : "Awesome. Thank you so much for your help."

03

Unique ID: 12354

VOC : "Thank you so much for your help today. You've been very helpful,"

04

Unique ID : 14258

VOC : "I appreciate your assistance"

05

Unique ID : 12545

VOC : "that is wonderful girl. Thank you so much and have a great great holiday."



01

Unique ID: 12458

VOC: "This is **ridiculous** like we were a long-term care pharmacy"

02

Unique ID: 12325

VOC: "You chuckle like it's funny. It's not a **it's not a laughing matter**"

03

Unique ID: 25863

VOC: "don't wanna pay extra for a hot shot deliver anything because **you guys mistake.**"

04

Unique ID: 25874

VOC: "It's always coming in late, and these are \$1,000 medications or **you shouldn't be trusted, especially now.**"

05

Unique ID: 14785

VOC: "Your afternoon driver, every single **day I get into fight with them**"