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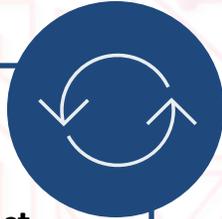
YOUR TRUSTED ADVISOR FOR

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.

360° Contact Center Performance Management

Intelligent Topic Mining

Identify, repeat contacts, reason for contact, contact trends, pattern shifts in near real time to identify customer effort, isolate impact points and implement corrective actions in the moment.

Complete Knowledge Sync

360 Degree view into performance with self serve Behavior monitoring customized for FTR to identify agent response patterns that to not match the ideal state, indicating a knowledge gap, tech stack utilization patterns among teams/agents/vendors, survey responses, handle time etc.

Automated Compliance Monitoring

Compliance Audit on 100% of the customer interaction insuring we are identifying compliance issues in near time, triggering self education actions to the agents within moments of a call being taken instead of weeks old feedbacks.

Data Driven Hybrid QA

Allocate Human Guided Reviews automatically to QA Team based on predefined triggers like Sentiments, Silence Time, AHT, Conversation topics like Truck Roll etc.

Agenda
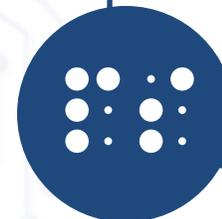
Analysis Overview
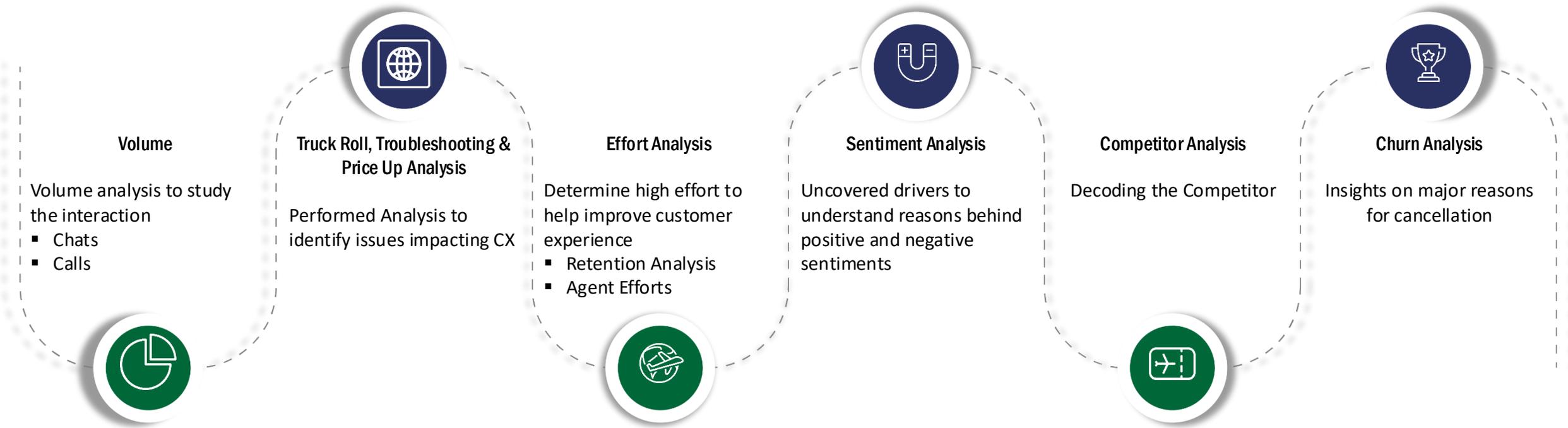
Descriptive Analytics

Team created categories to uncover data points

Diagnostic Analytics

Performed analysis using techniques such as Level 2 drill down, data discovery, data mining to determine root cause

Prescriptive Analytics

Utilized data to determine an optimal course of action to drive outcomes

Volume

Volume analysis to study the interaction
- Chats
- Calls

Truck Roll, Troubleshooting & Price Up Analysis

Performed Analysis to identify issues impacting CX

Effort Analysis

Determine high effort to help improve customer experience
- Retention Analysis
- Agent Efforts

Sentiment Analysis

Uncovered drivers to understand reasons behind positive and negative sentiments

Competitor Analysis

Decoding the Competitor

Churn Analysis

Insights on major reasons for cancellation

Interaction Volume Distribution

Total Interaction – 4,295,041

Month	Call	Chat
August	711,123	433,785
September	▲ 796,326	▲ 485,759
October	▼ 696,632	▼ 424,946
November	▲ 796,511	▲ 485,872
December	▼ 436,966	▼ 266,549
January	▲ 532,598	▲ 324,885

Overall Volume Distribution by Interaction Type

Chat 38%

Call 62%
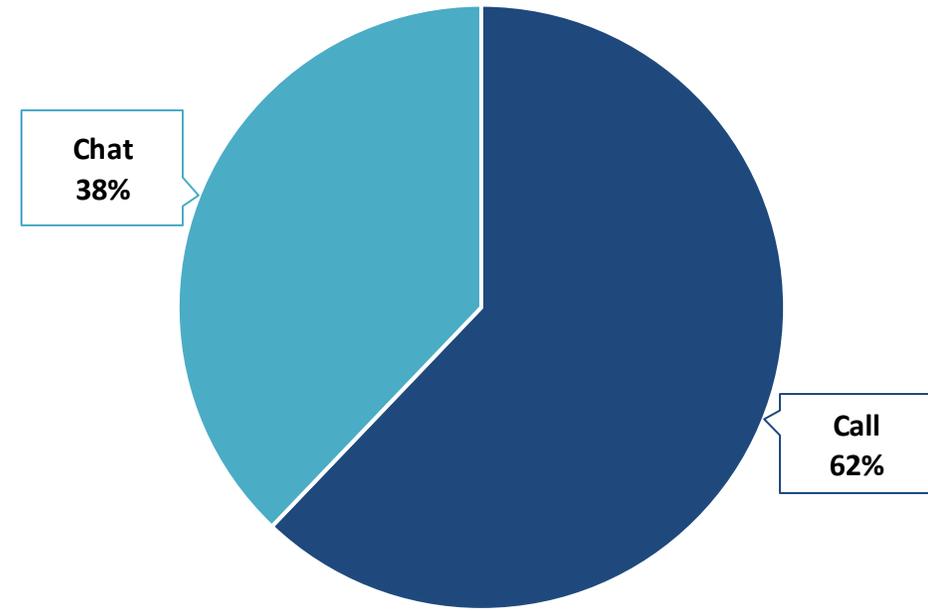
Interaction Type Volume Trends

— Call   — Chat

01-Aug 08-Aug 15-Aug 22-Aug 29-Aug 05-Sep 12-Sep 19-Sep 26-Sep 03-Oct 10-Oct 17-Oct 24-Oct 31-Oct 07-Nov 14-Nov 21-Nov 28-Nov 05-Dec 12-Dec 19-Dec 26-Dec 02-Jan 09-Jan 16-Jan 23-Jan 30-Jan
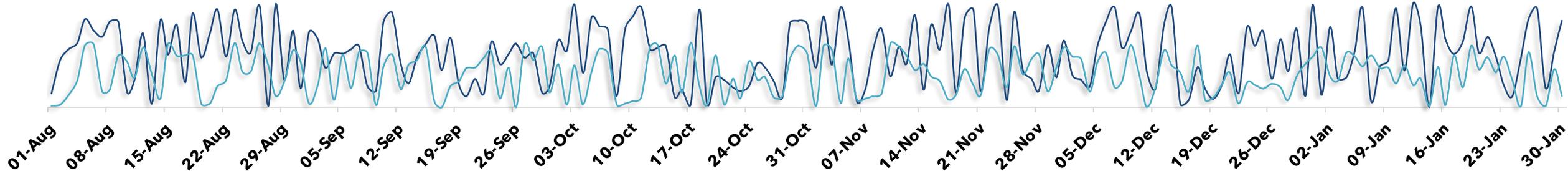
The Outcome – Etech's Trusted Advisor Partnership Model

Savings
$2,946,130

When Started Aug'23

After 6 Months Jan'24

When Started Aug'23		After 6 Months Jan'24
14 Mins 20 Seconds	Average Handle Time	12 Mins 56 Seconds
2 Mins 03 Seconds	Hold Time	1 Mins 33 Seconds
22%	Transfer Rate	17%
47.53%	Quality Score by QEval	63.01%
32%	Critical Alert	15%

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Interaction Type:
Calls – 3,970,156

AHT Outliers

On average, an agent spends 11.69 minutes with a customer resolving their issues. Agents in TSO LOBs are spending the most time at 13.17 minutes per interaction.

When we look deeper to understand the average time taken by agents at different centers standing at 12.55 minutes is highest among the group with the ATT Ranging from 7.50 minutes to 12.55 minutes
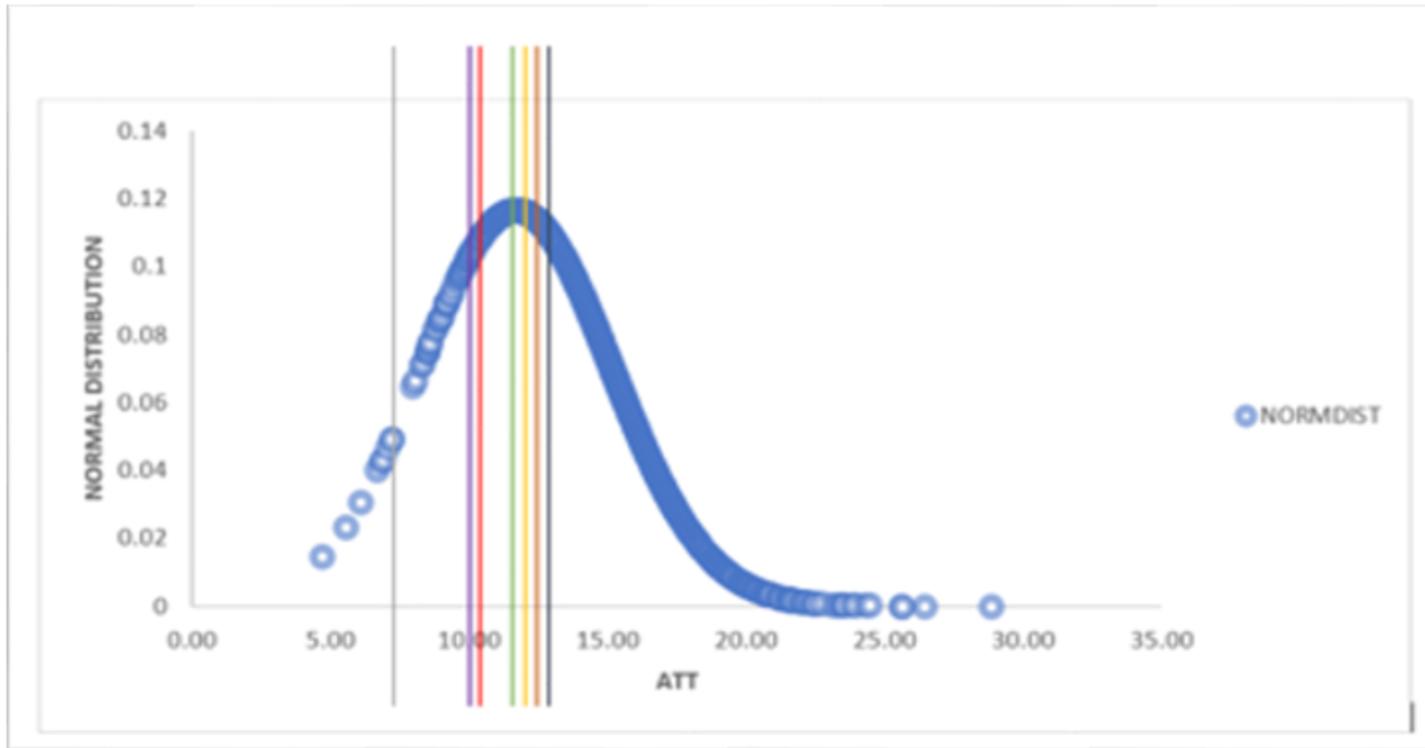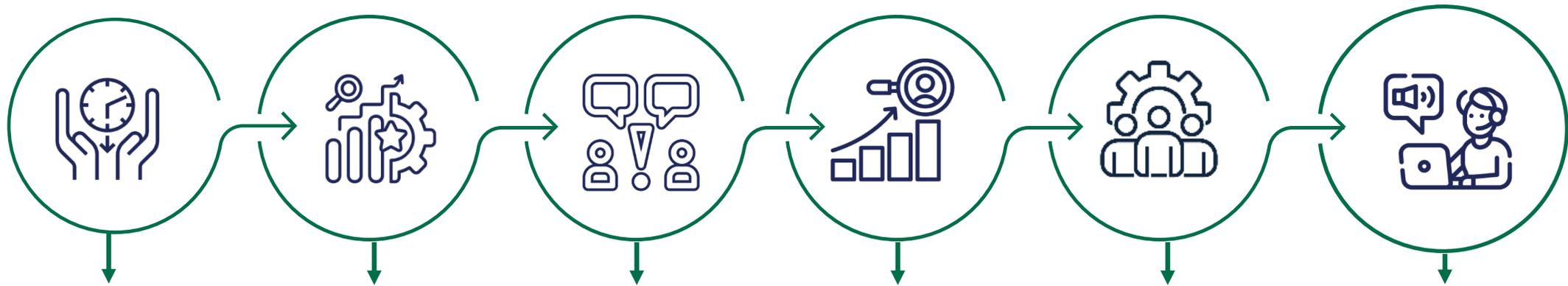
Agent level distribution of the average talk time below clearly indicated outliers beyond 1 sigma of the mean at 15 minutes are 147 with an average talk time of 29.67 Minutes.

Total Talk Time these agents spent on phone = **23,624 Hours**

Closed Looped Monitoring Framework for Service Assurance

3 Evaluations/ Agent/ Week

EI strategy to monitor per agent/week evaluations to receive frequent feedback.

Call Evaluation on Key Performance Behavior Matrix

Determine KPB and focused evaluations to have a maximum impact towards process improvement.

Daily Performance Reporting

Stay on top of the metrices/KPIs and insights on agent performance drilling it down by supervisor, LOB and Center.

Weekly Trends & coaching effectiveness reporting

Making coaching an effective and integral component – showcasing agent, supervisor, LOB and center level weekly trends.
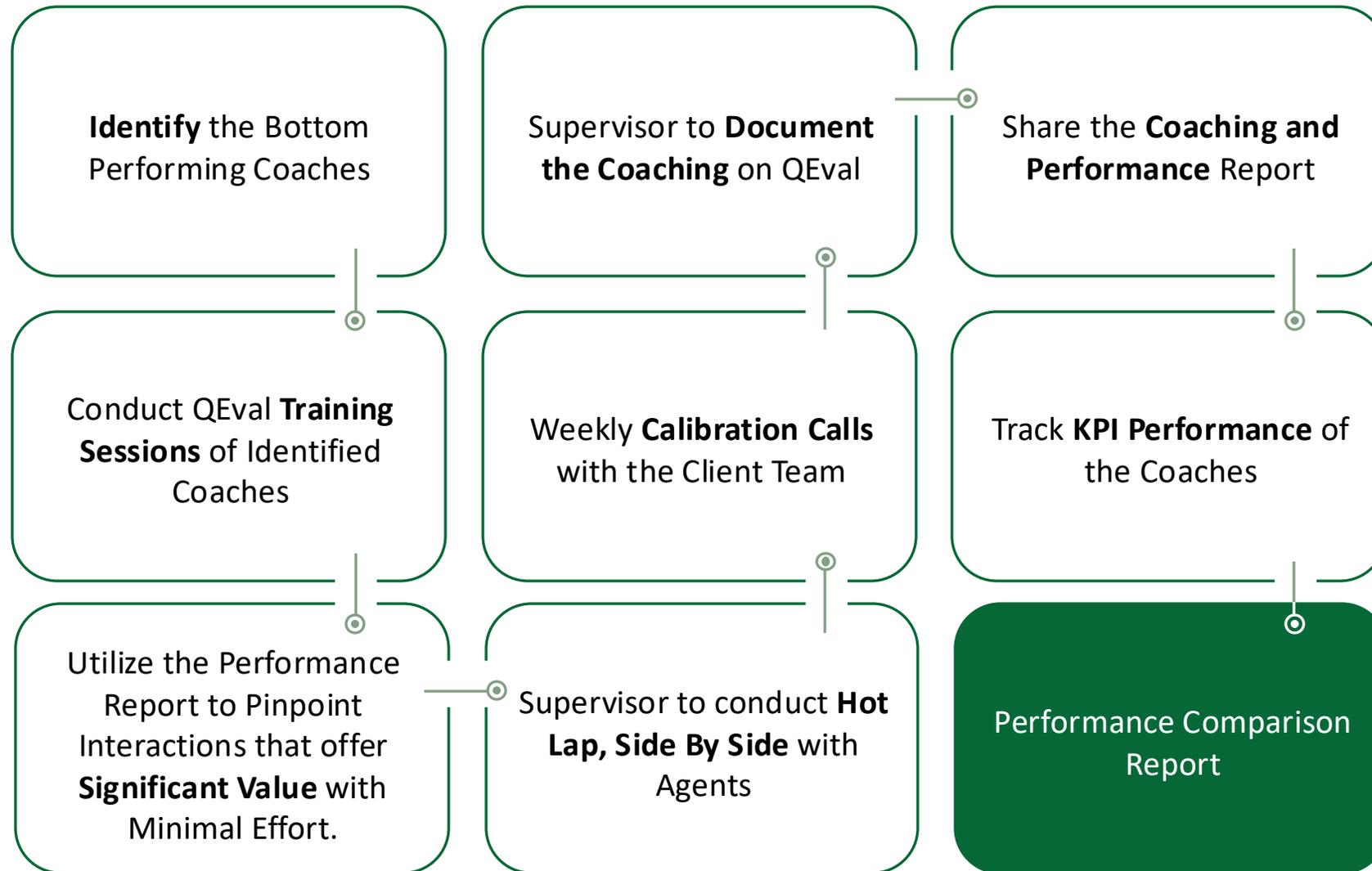
Bimonthly Calibration Sessions & Monthly Reviews

Ensuring consistent scoring, which is the basis for measuring the performance of agents, help assure precise measurements and streamline scoring and understanding towards scorecard across the board.

Monitor & Control

Continuous process of data collection, coaching, Actionable Feedback, Acknowledgement & Follow-ups

Process Improvement Plan

Identify the Bottom Performing Coaches

Supervisor to **Document the Coaching** on QEval

Share the **Coaching and Performance** Report

Conduct QEval **Training Sessions** of Identified Coaches

Weekly **Calibration Calls** with the Client Team

Track **KPI Performance** of the Coaches

Utilize the Performance Report to Pinpoint Interactions that offer **Significant Value** with Minimal Effort.

Supervisor to conduct **Hot Lap, Side By Side** with Agents

Performance Comparison Report

AHT Analysis

AHT - Overview

| 6% | 16% | 27% | 20% | 12% | 7% | 4% | 7% |

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ 0-2 Minutes ■ 2-5 Minutes ■ 5-10 Minutes ■ 10-15 Minutes ■ 15-20 Minutes ■ 20-25 Minutes ■ 25-30 Minutes ■ > 30 Minutes

AHT - LOB Level

High AHT TSO calls were twice as compared to Account Services

	0-2 Minutes	2-5 Minutes	5-10 Minutes	10-15 Minutes	15-20 Minutes	20-25 Minutes	25-30 Minutes	> 30 Minutes
Account Services	8%	26%	30%	17%	10%	6%	3%	6%
TSO	4%	11%	26%	25%	17%	11%	7%	10%

■ Account Services ■ TSO
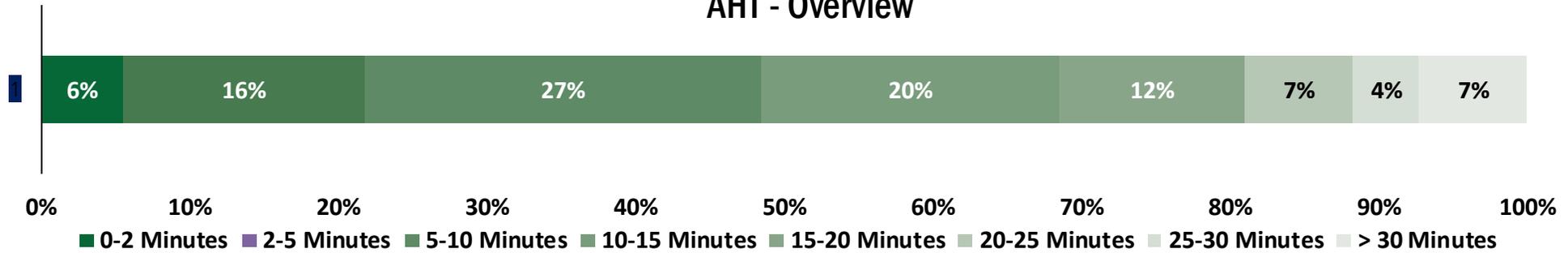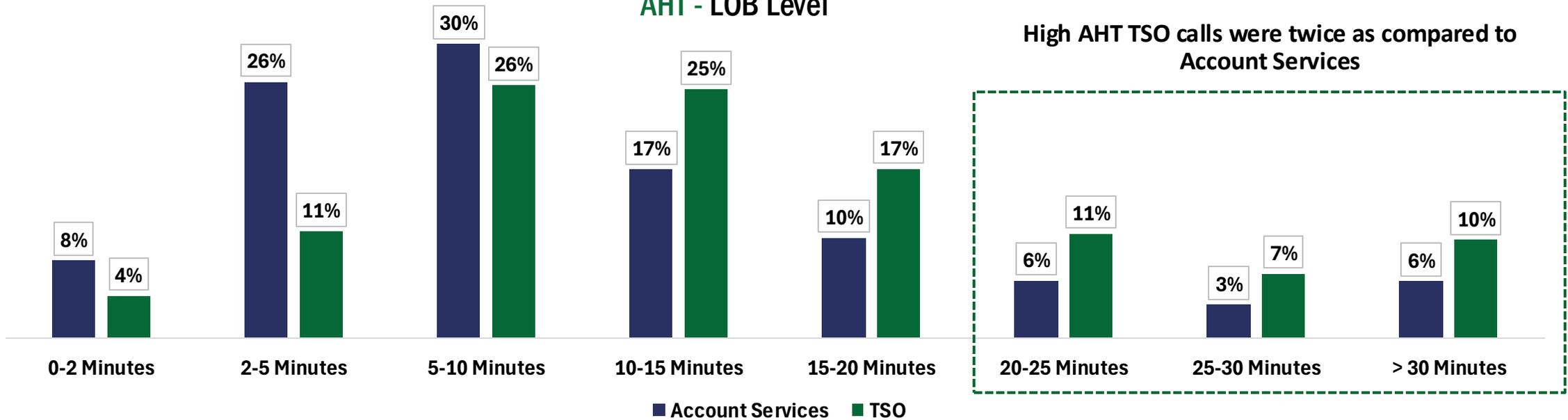
Call Reasons – High AHT Calls

Call Reasons - High AHT Calls

Category	Percentage
Affordable Connectivity Program	19%
Problem on bill	14%
Need to make account changes	11%
Intermediate Connection	38%
Service Not working	26%
Trouble Ticket Status	17%

Account Services

TSO

36% of these calls were not resolved and there was an action required from customer end

40% of these calls' agent did not follow all trouble shooting steps before booking a technician

AHT Analysis Vs Call Reasons

Billing Issue
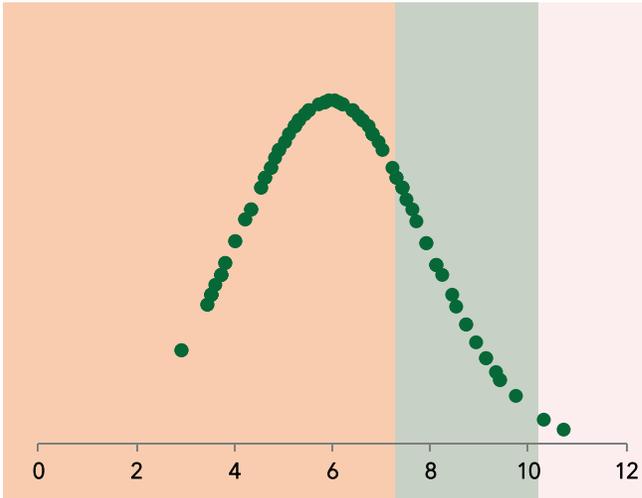
Agent Name	Volume	Average Talk Time
Alpha	57	9.4
Beta	49	9.4
Gamma	37	9.7
Delta	29	10.3
Epsilon	25	10.7

ACP
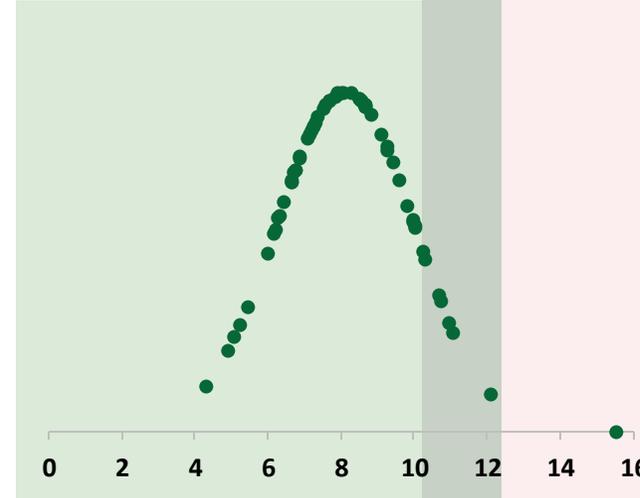
Agent Name	Volume	Average Talk Time
Zeta	30	10.7
Eta	21	10.9
Theta	15	11.1
Iota	15	12.1
Kappa	10	15.5

Billing Information
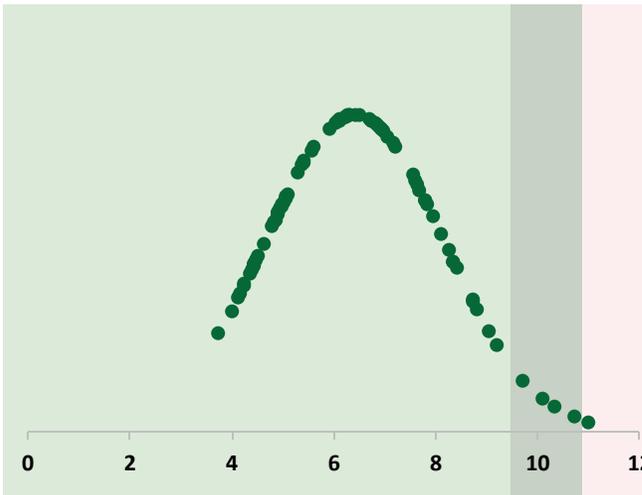
Agent Name	Volume	Average Talk Time
Lambda	25	9.7
Mu	13	10.1
Nu	10	10.3
Xi	7	10.7
Omicron	6	11.0

Installation
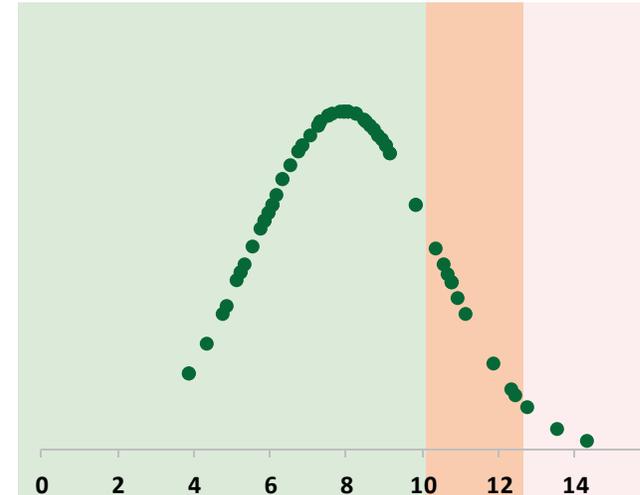
Agent Name	Volume	Average Talk Time
Iota	11	12.3
Kappa	8	12.4
Lambda	6	12.7
Mu	4	13.5
Nu	2	14.3

Silence Time - Normal Distribution Analysis

Meets Expectation Range	Needs Improvement Range	Unacceptable Range
Below 25.56%	25.56% - 45.61%	Above 45.61%
220 Agents	938 Agents	220 Agents

Normal Distribution - Average Handling Time
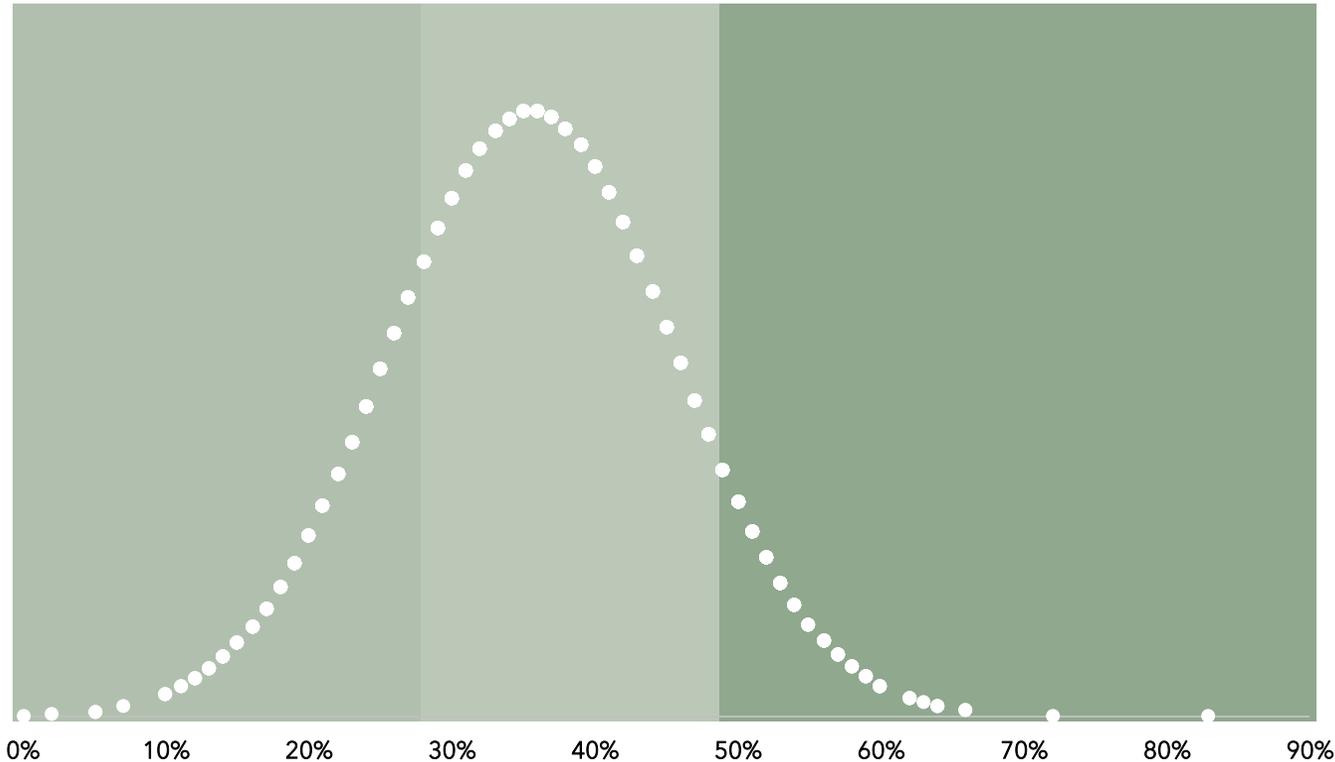
LOB	Silence Time
Copper	32%
Fiber	35%
Account Services	34%

Vendor Level - Silence time

Vendor 5 — 37%
Vendor 4 — 34%
Vendor 3 — 37%
Vendor 2 — 35%
Vendor 1 — 38%

Sentiment Analysis

Sentiment Score
2.68
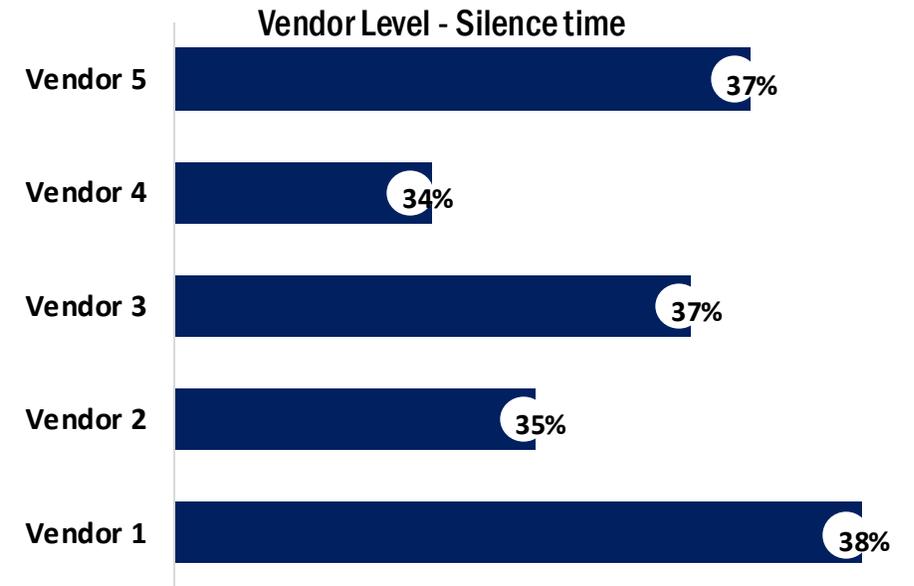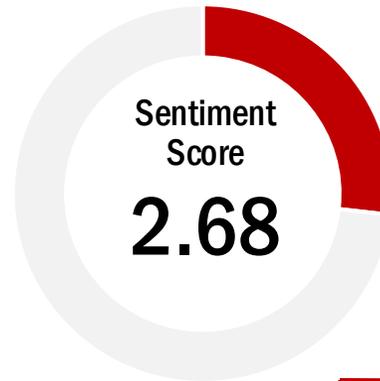
Positive VOC

Great representatives! **Worked to get my issue handled** and had everything taken care of before the end of our conversation! Because i was very impressed by your patience,

I have been with you for a few years now, and **I am very happy with the service**. Great communications, and **very helpful with solving issues**.

The installation guy was awesome at his job and explained everything to us that we needed to know about the error

Negative VOC

Bill prices are getting higher and higher every day and i can't afford the same

First of all, let's just say **I've been on the phone for 53 minutes** with you the same three stupid songs. **That's ridiculous**. Number one, number **two you're way overpriced,**
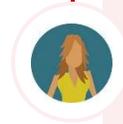
I did not have a very good and pleasurable time with the customer service. Also, I have been facing issues with the autopay and you all **want me to wait for 24 hrs. for restoration of services** after making the payment

Call Reasons Sentiment VS Non-talk Time VS Duration Analysis

The overall Sentiment Score averages **2.68**. However, specific call reasons such as Data, Video, Troubleshooting, and Account Inquiry exhibit notably low sentiment scores despite being among the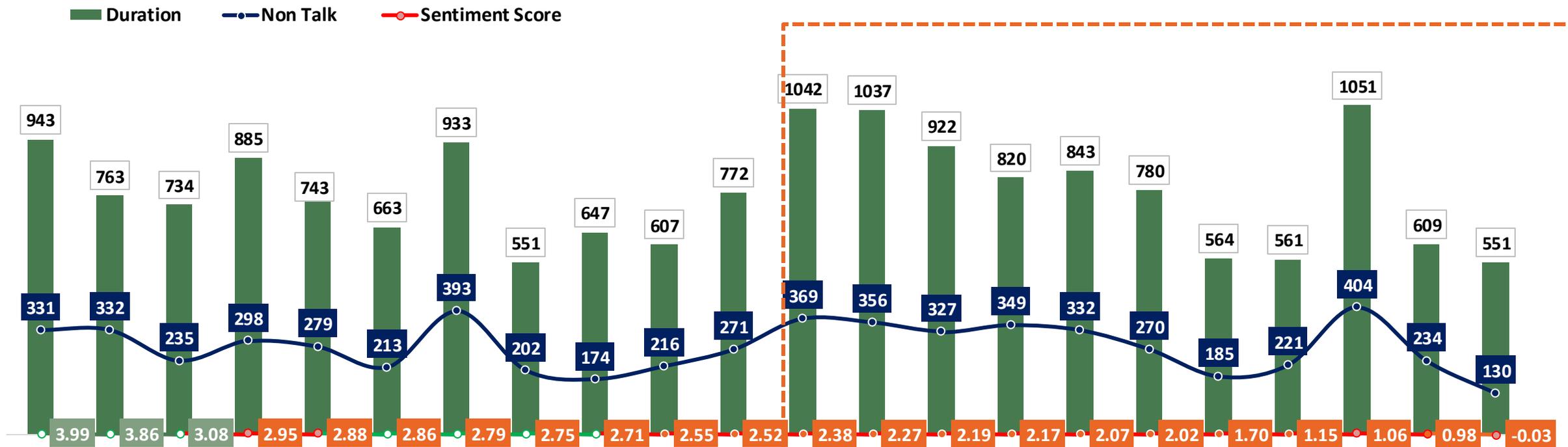 most common reasons for calls. Additionally, calls with prolonged Non-Talk and Duration tend to have lower sentiment scores.

Legend: **Duration** — **Non Talk** — **Sentiment Score**

Duration values: 943, 763, 734, 885, 743, 663, 933, 551, 647, 607, 772, 1042, 1037, 922, 820, 843, 780, 564, 561, 1051, 609, 551

Non Talk values: 331, 332, 235, 298, 279, 213, 393, 202, 174, 216, 271, 369, 356, 327, 349, 332, 270, 185, 221, 404, 234, 130

Sentiment Score values: 3.99, 3.86, 3.08, 2.95, 2.88, 2.86, 2.79, 2.75, 2.71, 2.55, 2.52, 2.38, 2.27, 2.19, 2.17, 2.07, 2.02, 1.70, 1.15, 1.06, 0.98, -0.03

Call Duration And Non-talk Time - Sentiment Score
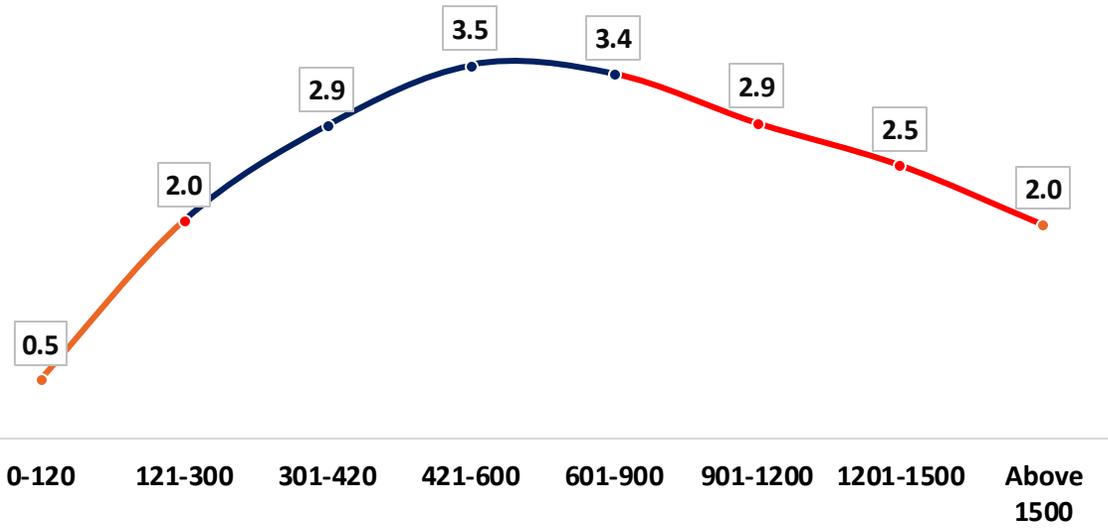
Call Duration Vs Sentiment Score

Very low and high Average Handling Time (AHT) of a call negatively impacted the sentiment score. For calls lasting less than 0-120 seconds, the sentiment score is 0.5, while calls exceeding 1200 seconds have a sentiment score below 2.6. It is evident that AHT has a greater impact on sentiment score compared to Non-Talk Time.
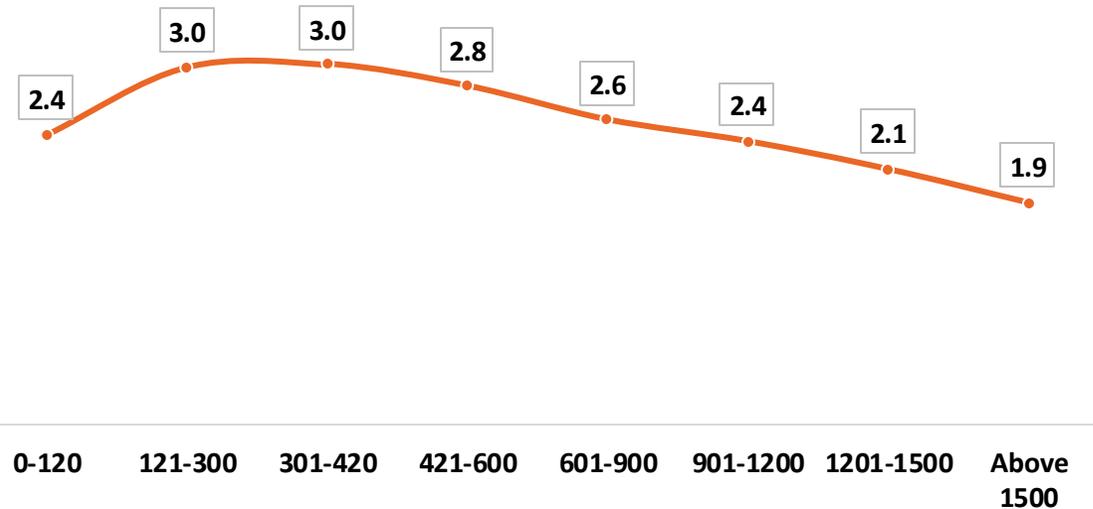
Call Duration chart data points:
- 0-120: 0.5
- 121-300: 2.0
- 301-420: 2.9
- 421-600: 3.5
- 601-900: 3.4
- 901-1200: 2.9
- 1201-1500: 2.5
- Above 1500: 2.0

Non-Talk Time Vs Sentiment Score

An increase in Non-Talk Time has a noticeable impact on the Sentiment Score, leading to a decrease. The sentiment score drops notably when the Non-Talk Time exceeds 1500 seconds, reaching a low of **1.9**, indicating a significant negative effect.

Non-Talk Time chart data points:
- 0-120: 2.4
- 121-300: 3.0
- 301-420: 3.0
- 421-600: 2.8
- 601-900: 2.6
- 901-1200: 2.4
- 1201-1500: 2.1
- Above 1500: 1.9

# Top And Bottom Supervisor & Agent Outliers- Sentiment Score

Supervisor Performance

Identified considering – 2 Sigma =0.26117
Note – Below show first 50 outliers in the table

Top 5 Supervisors	Sentiment Score
Group Omicron	5.22
Group Pi	5.04
Group Rho	4.98
Group Sigma	4.96
Group Tau	4.94

Bottom 5 Supervisors	Sentiment Score
Group Upsilon	0.48
Group Phi	0.45
Group Chi	0.31
Group Psi	0.30
Group Omega	-0.42

Agent Name	Supervisor Name	Sentiment Score	Non Talk Time	Duration in secs
Alpha	Group Omicron	-1.39	16	292
Beta	Group Pi	-1.23	74	255
Gamma	Group Rho	-0.90	86	530
Delta	Group Sigma	-0.42	46	661
Epsilon	Group Tau	-0.41	36	114
Zeta	Group Upsilon	-0.33	156	518
Eta	Group Phi	-0.32	247	672
Theta	Group Chi	-0.16	11	11
Iota	Group Psi	-0.14	178	578
Kappa	Group Omega	-0.13	55	190
Lambda	Group Omicron	-0.08	7	48
Mu	Group Pi	-0.06	83	146
Nu	Group Rho	-0.06	187	794
Xi	Group Sigma	-0.04	20	63
Omicron	Group Tau	0.00	143	840
Pi	Group Upsilon	0.02	18	18
Rho	Group Phi	0.04	377	1183
Sigma	Group Chi	0.08	25	49
Tau	Group Psi	0.13	252	636
Upsilon	Group Omega	0.21	300	859
Phi	Group Omicron	0.27	361	950
Chi	Group Pi	0.28	314	922
Psi	Group Rho	0.29	220	549
Omega	Group Sigma	0.31	546	1611
Wey	Group Tau	0.32	359	835
Ray	Group Upsilon	0.38	161	562
Goku	Group Phi	0.39	239	615
Chi	Group Chi	0.42	193	910
Yamcha	Group Psi	0.45	113	843
krillin	Group Omega	0.45	299	827

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Recommendations: To Improve Sentiment Score
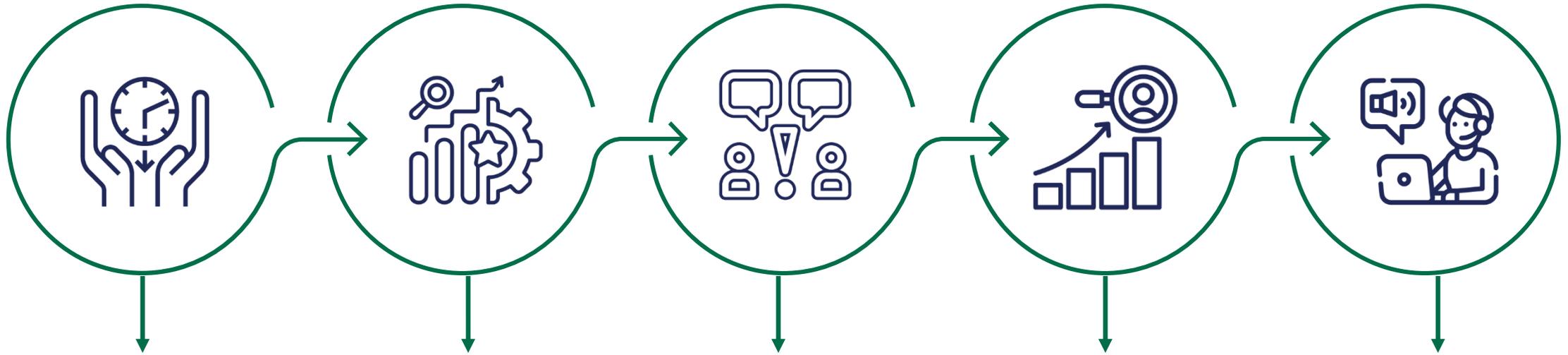
Reducing Non-Talk Time

With the help of regularly monitoring and analyzing agent performance metrics, including non-talk time, to identify areas for improvement and provide targeted coaching and support.

Improving AHT

Encourage agents to utilize the Knowledge Base and promptly respond to customer queries. Additionally, monitor their performance to ensure adherence to call scripts.

Communication Issue

Identifying outliers related to Communication Issues, providing targeted feedback on areas for improvement, determining which team experiences the highest frequency of issues to prevent overall customer sentiment impact, and resolving issues with minimal customer effort.

Improving FCR%

Failure to achieve FCR results in a low sentiment score. It's recommended for all agents to follow up with customers after resolving their issues to ensure satisfaction and complete resolution.

Actively Listening

Encourage agents to actively listen to customers' concerns and thoroughly comprehend the issue's nature before offering a solution. This ensures that the resolution aligns with the customer's needs and expectations.
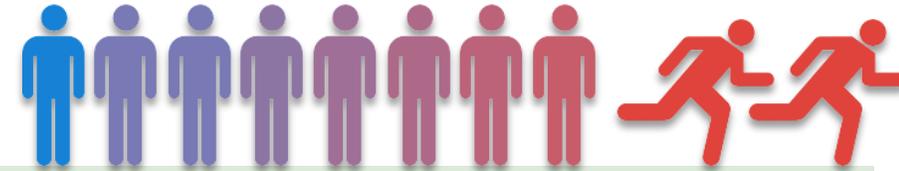
Special Studies

Sample Reviewed for High Price

Agents failed to fully explain reason for price rise

Agents neglected to offer the option of ACP, AutoPay and Paperless Billing to help reduce the bill

3,150

1,150

381*

$

REVENUE LOSS

CANCELLED

$2000   X   **381** = **$762,000**

Lifetime Margin of a customer (Churn)   *Total Chum Customers

Truck Roll Analysis

Repeat Appointment Date

- November: 98%
- December: 93%
- January: 99%
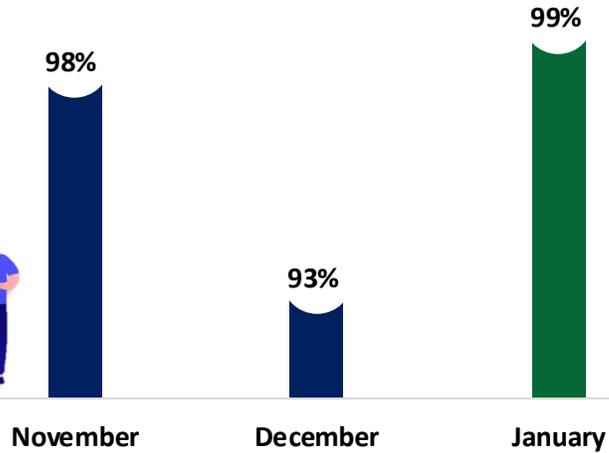
6%

We've seen an increase of 6% in January over December – attributed to agents Repeating Appointment Date

Honor Customers Availability

- November: 99%
- December: 97%
- January: 99%
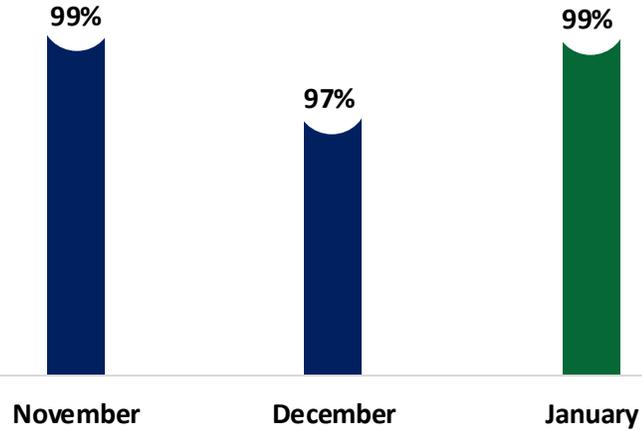
2%

We've seen an increase of 2% in January over December – attributed to agents honouring the customer's availability

Follow Workflow as per Screen

- November: 98%
- December: 94%
- January: 99%
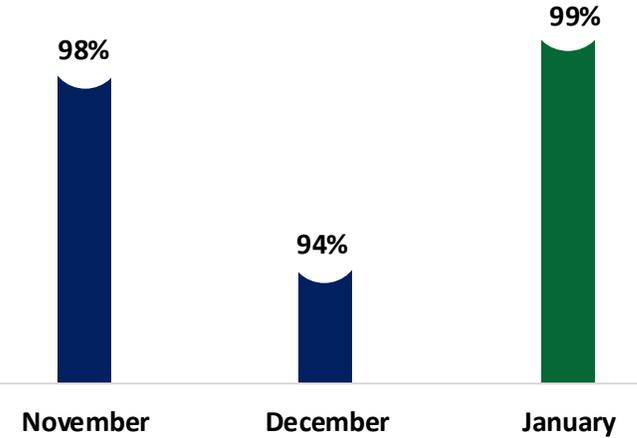
5%

We've seen an increase of 5% in January over December – attributed to agents following the Workflow as per the screen

Troubleshooting Steps

Monthly Trend

- November: 93%
- December: 97%
- January: 90%
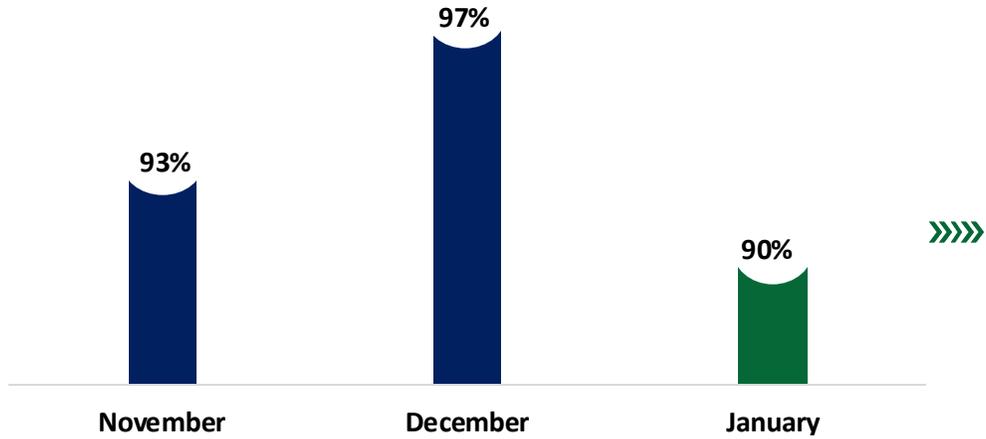
7%

We've seen a decline of 7% in January over December – attributed to agents performing all troubleshooting steps

Troubleshooting Steps Followed

	November	December	January
Light Status	45%	45%	42%
Line Test	38%	38%	37%
Phone Issues	36%	35%	37%
Power Cycle	28%	28%	30%
Refresh Terminal Box	9%	9%	9%
Remote Control	4%	4%	4%
Reset Modem	2%	2%	2%

November 53040

December 47921

January 51099
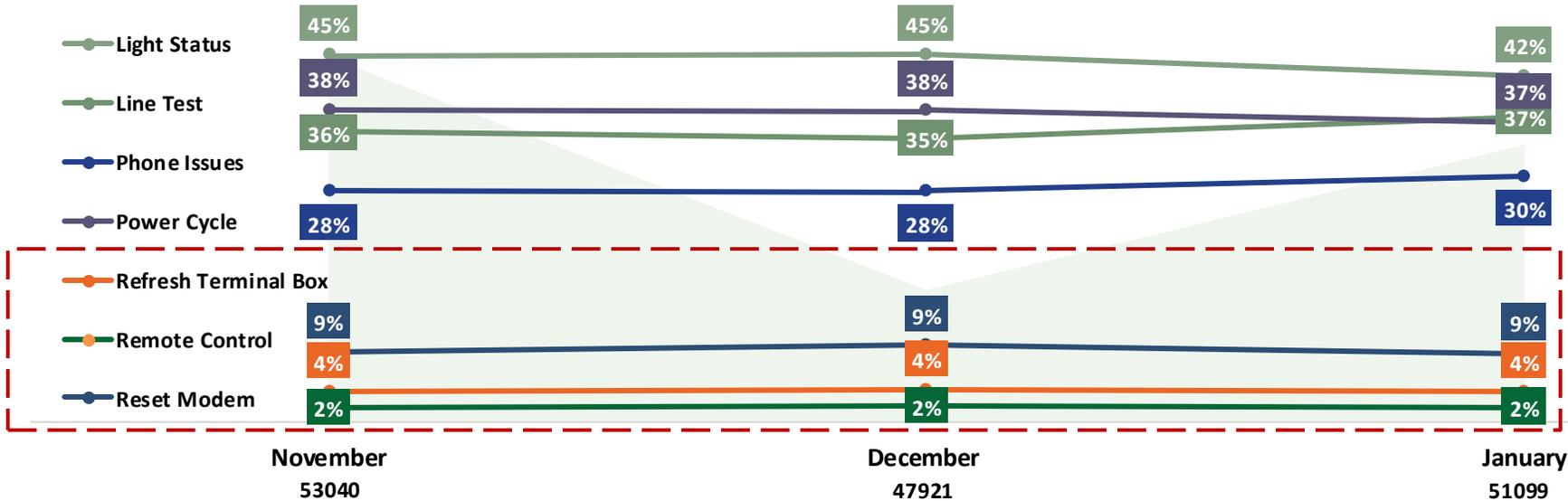
We've seen on majority of the calls, agents are missing these three Troubleshooting Steps i.e., Refresh Terminal Box, Remote Control and Reset Modem

Truck Roll Study

Sample Review Truck Roll

3021

»»»

Bookings **without** undertaking any troubleshooting steps before scheduling the Truck Roll

230*

$

REVENUE LOSS

🚫 **BOOKING CANCELLED**

$180 X **230** = **$41,400**

Estimated expense per booking

*Unnecessary Truck Rolls Booked

Language Issues - Analysis

Communication Issue - Comment

N= 371

51%

49%

Yes

No
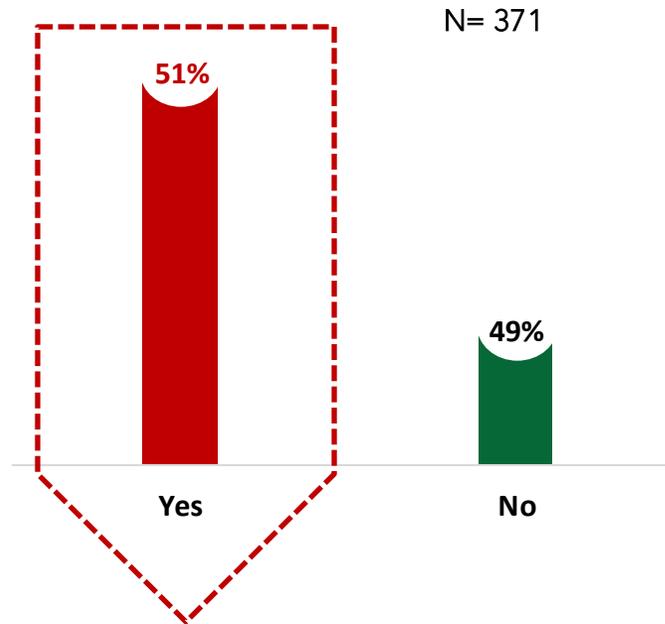
Among the 371 surveys audited, as per customer VOC communication issue found

on **51%** surveys

Communication Issue - Results

42%	**26%**	**26%**	**5%**
No Communication Issue Found	Hard to Understand	Different Accent	Too Fast

Communication Issues - Reasons
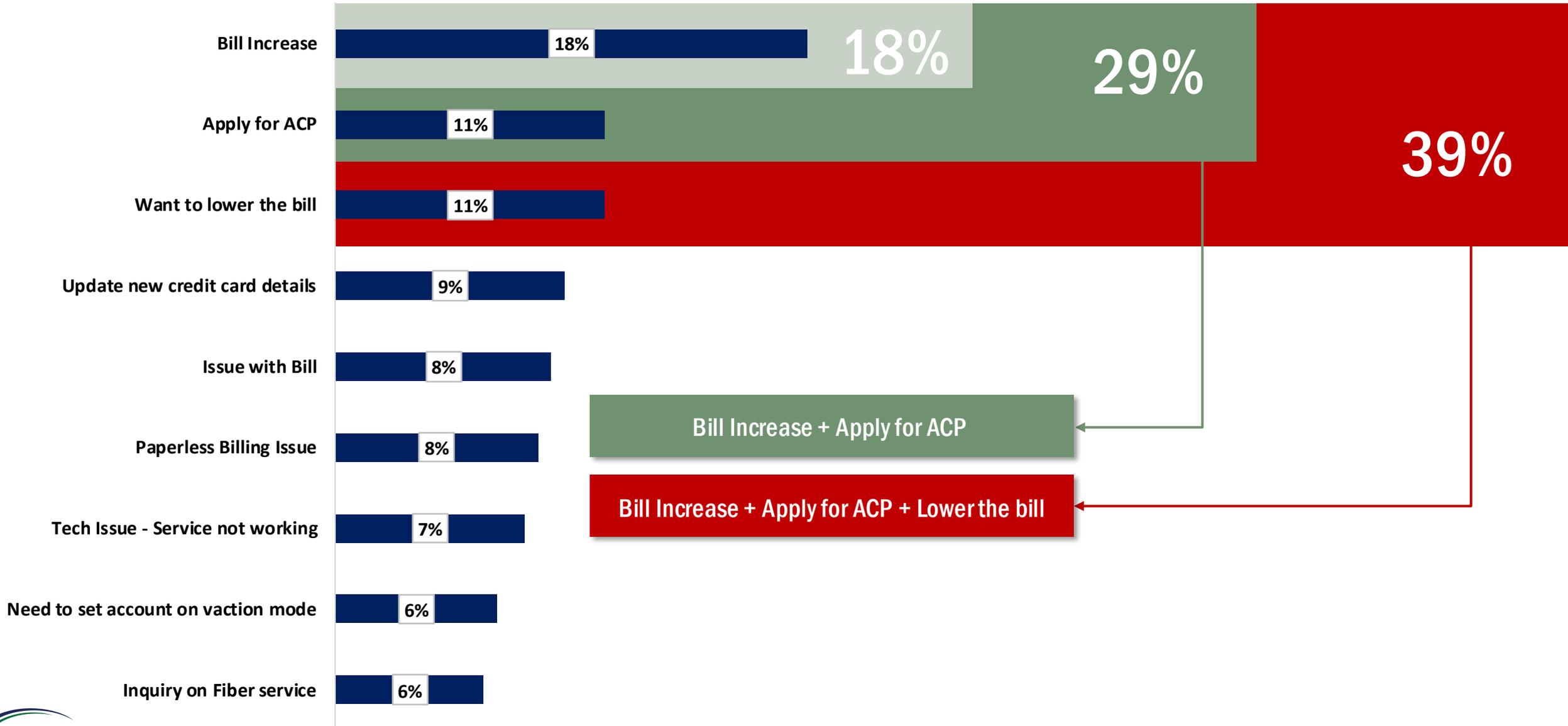
Reason	Percentage
Bill Increase	18%
Apply for ACP	11%
Want to lower the bill	11%
Update new credit card details	9%
Issue with Bill	8%
Paperless Billing Issue	8%
Tech Issue - Service not working	7%
Need to set account on vaction mode	6%
Inquiry on Fiber service	6%

18%

29%

39%

Bill Increase + Apply for ACP

Bill Increase + Apply for ACP + Lower the bill

Retention

Section Level – Retention

M.O.M. Section Performance

	Aug'23	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24
Opening	80%	85%	87%	92%	92%	92%
Uncover Needs	61%	59%	64%	70%	69%	75%
Creating the Future Together	20%	19%	17%	17%	19%	21%
Closing	33%	32%	34%	40%	39%	38%
Customer Handling	71%	63%	59%	68%	71%	70%
Violations	76%	71%	67%	75%	70%	77%

Opening ▲12%

Uncover Needs ▲14%

Creating the Future Together ▲1%

Closing ▲5%

Customer Handling ▲1%
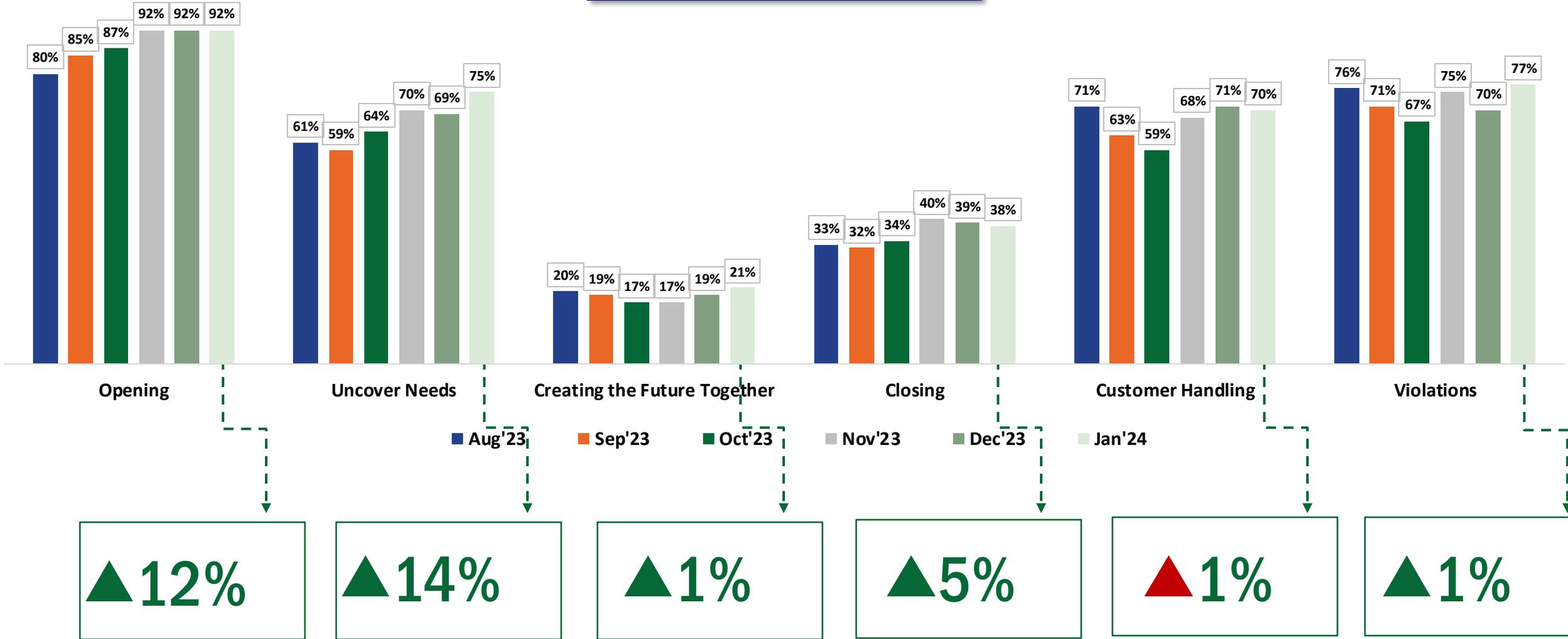
Violations ▲1%

Comparing Aug to Jan Performance

Performance – Heat Map

Supervisor Name	Location	QA Score With Auto Failure	Opening	Uncover Needs	Creating the Future Together	Closing	Customer Handling	Violations
Alpha	Universe 1	44.99%	94.51%	83.52%	25.04%	36.70%	66.67%	79.82%
Beta	Universe 1	43.96%	91.18%	75.44%	28.41%	38.20%	67%	77.27%
Gamma	Universe 1	41.80%	81.90%	79.10%	23.48%	43.20%	68.89%	76.62%
Delta	Universe 1	39.31%	92%	76.25%	21.50%	34.51%	65.19%	77.42%
Epsilon	Universe 1	39.28%	88.74%	86.21%	17.38%	41.76%	63.95%	71.43%
Zeta	Universe 1	38.77%	86.54%	77.32%	23.52%	46.13%	63.92%	70.75%
Eta	Universe 1	38.46%	89.58%	79%	19.79%	33.02%	69.59%	73.95%
Theta	Universe 1	36.07%	81.10%	71.21%	18.88%	30.45%	63.44%	72.73%
Iota	Universe 1	34.96%	90.14%	70.13%	20.42%	42.02%	65.16%	65.17%
Kappa	Universe 1	34.08%	77.97%	75.27%	20.10%	29.35%	65.83%	72.73%
Lambda	Universe 1	33.48%	92.62%	69.62%	17.53%	33.33%	65%	68.89%
Mu	Universe 1	29.36%	83.90%	67.69%	8.06%	29.82%	54.43%	67.86%

Retention Analysis

Sample Deactivation Calls

1820

92% were linked to customers opting to transfer their services to a competitor

92%

65%
Missed to inquire on Competitors offer

72%
No Relevant Probing
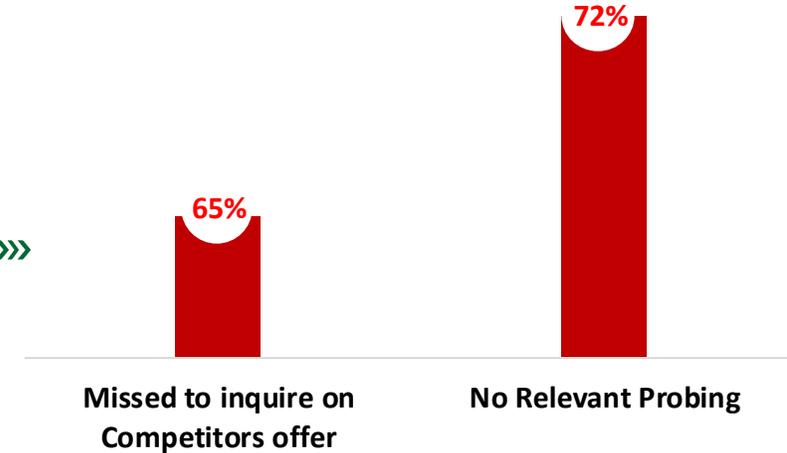
61%
Calls had the chance to retain customers by asking pertinent probing questions or by presenting product benefits and suitable retention offers to them.

Retention Offer Provided Analysis

Save Rate on Two Offers

16% Agents missed providing at least two offers to customers, and this percentage decreased in January compared to December. This decline impacted the Save Rate, reducing it by 16%. This clearly indicates that providing offers directly affects the Save Rate.

One Offer:
- Nov: Offer Rate 55%, Save Rate 67%
- Dec: Offer Rate 35%, Save Rate 66%
- Jan: Offer Rate 35%, Save Rate 52%

Two Offer:
- Nov: Offer Rate 29%, Save Rate 69%
- Dec: Offer Rate 42%, Save Rate 60%
- Jan: Offer Rate 55%, Save Rate 44%

Three Offer:
- Nov: Offer Rate 14%, Save Rate 85%
- Dec: Offer Rate 16%, Save Rate 69%
- Jan: Offer Rate 8%, Save Rate 54%

Four Offer:
- Nov: Offer Rate 1%
- Dec: Offer Rate 7%, Save Rate 86%
- Jan: Offer Rate 1%, Save Rate 57%

■ Offer Rate ■ Save Rate

Tenure Level Overview

Account Services

Tenure	Evaluation Count	QA Score
0-30 Days	43	58%
30-60 days	326	53%
60-90 days	205	56%
90-180 days	801	55%
180-365 days	905	51%
>1 year	1476	58%

Copper

Tenure	Evaluation Count	QA Score
0-30 Days	23	47%
30-60 days	162	62%
60-90 days	496	49%
90-180 days	902	64%
180-365 days	653	62%
>1 year	994	66%

Fiber

Tenure	Evaluation Count	QA Score
0-30 Days	379	70%
30-60 days	15	53%
60-90 days	426	51%
90-180 days	277	54%
180-365 days	931	65%
>1 year	1662	66%

Evaluation Count   QA Score

Interaction Type:
Chats – 2,421,796

Chat Reason

Pareto chart of Chat Reason showing Chat Reason % (green bars) and Cumulative (navy line).

Chat Reason	Chat Reason %	Cumulative
Billing Issue	18%	18%
ACP	13%	31%
Billing Information	9%	40%
Installation	8%	48%
Upgrade Services	7%	55%
Cancel Services	7%	62%
Account Information	6%	68%
Autopay	4%	73%
Service Restore	4%	77%
Return Equipment	3%	80%
Gift Card/Promotion	2%	82%
Refund	2%	84%
Update Name	2%	86%
Update Address	2%	88%

■ Chat Reason % ——● Cumulative
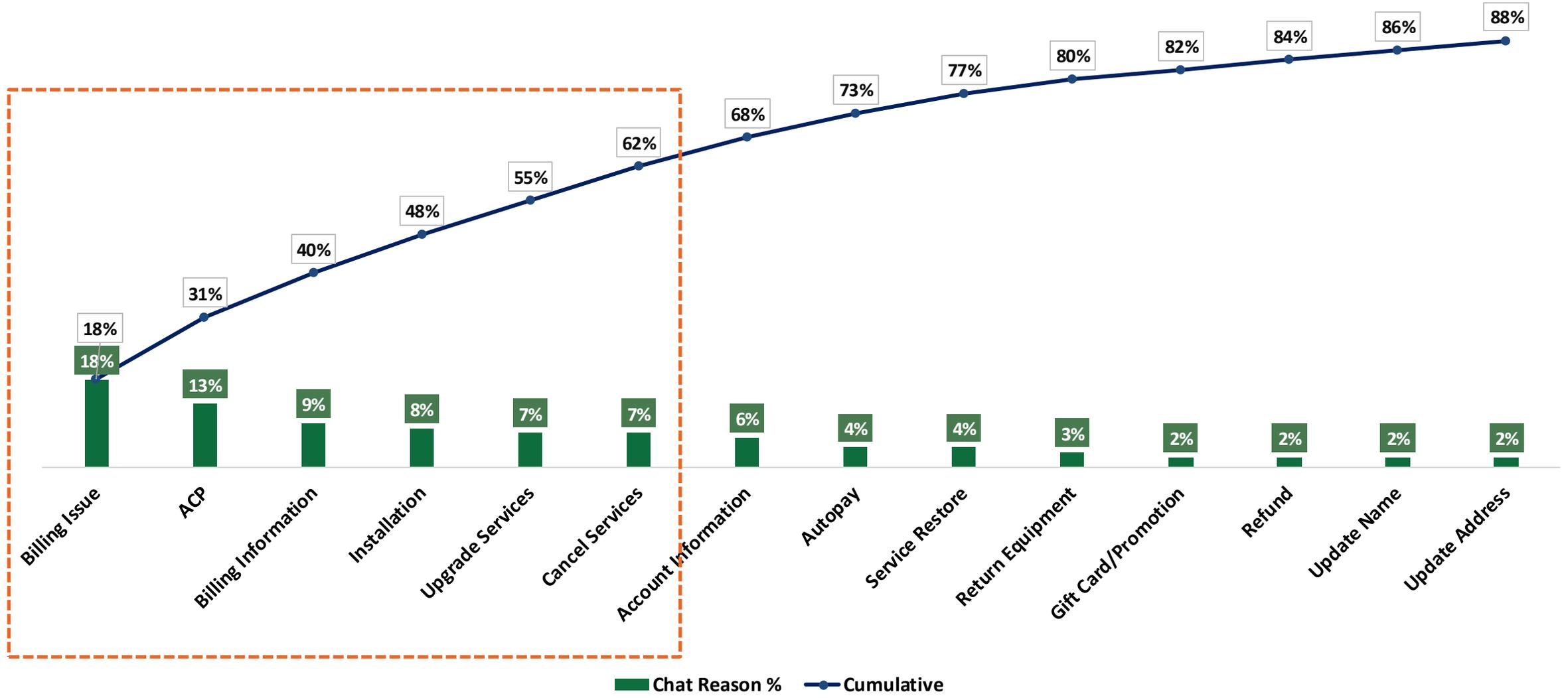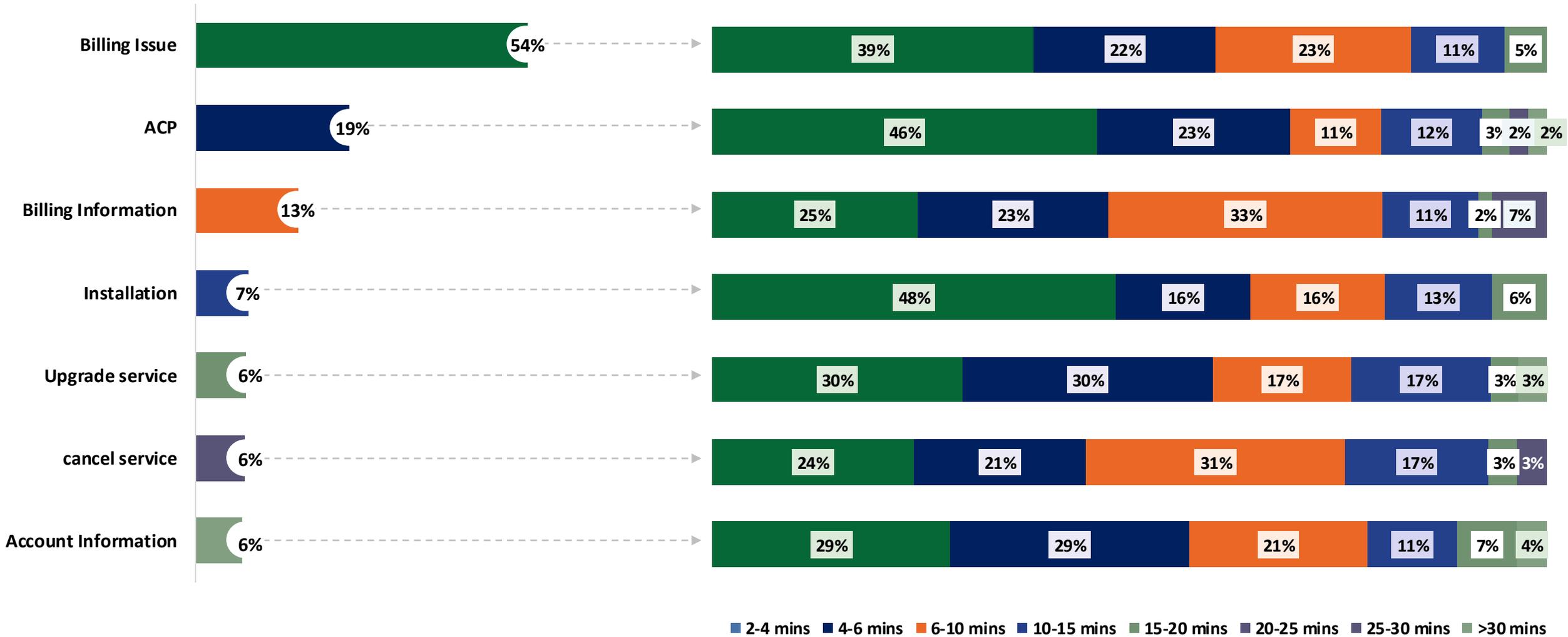
Chat Reason – Billing Issue Level II

Billing Issue - Level 2

Resolution%

	Increase in bill	Payment issue	Extra charges	Refund/Credit	Auto Pay not working
Billing Issue - Level 2	54%	26%	15%	2%	2%
Resolution%	40%	25%	71%	100%	100%
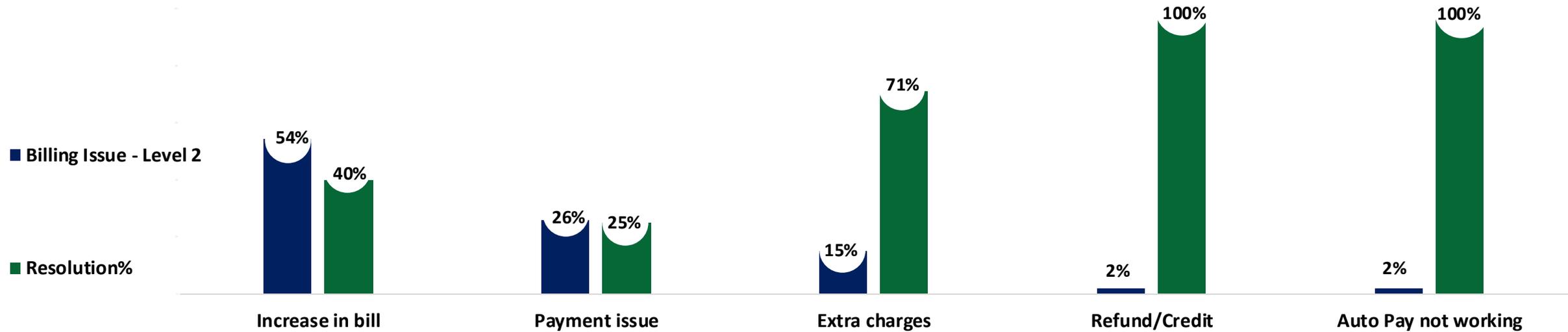
Billing Issue was **not resolved** because of following reason

1. Additional Discount/promotion requested by Customer **(65%)**
2. Payment Gateway Issue – Customer unable to login and pay **(12%)**
3. Customer looking to remove addition charges applied on account **(9%)**

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