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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.

[Campaign Name] No Sale Benchmark Analysis using Tethr (AI platform) – Probing Section

Period: 1 – 31 August, 2018

Report Summary

❑ With Tethr AI platform, we have performed a No sale analysis & success plan for Probing category. In this report, we have uncovered the greatest opportunities for sales growth and provided a roadmap to realize this growth

❑ Considered all calls with duration greater than 2 minute.

❑ Identified opportunities for bottom performers and suggested Open ended questions asked by the top performers on the call which were successfully converted into sales. Additionally, we have demonstrated ways to overcome major opportunities – how **decrease in opportunities will help our Operations to increase their overall sales conversion rate**. Besides, we have also forecasted sales conversion rate with realistic decrease in agent opportunities.

❑ Success plan/EI Recommendations – Learn what top performers are doing and designing a Buddy program.

❑ Causality Analysis: The Problem Tree - The problem tree analysis is one participatory tool of mapping out main problems, along with their causes and effects, to identify clear and manageable goals and the strategy of how to achieve them.
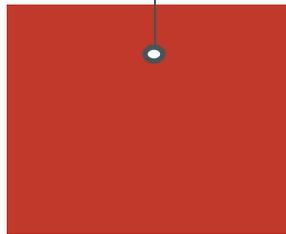
Agenda

1 Summary of calls & Opportunity Trend

2 Agent Level Weekly Trend – Opportunities Vs Sales Conversion Rate

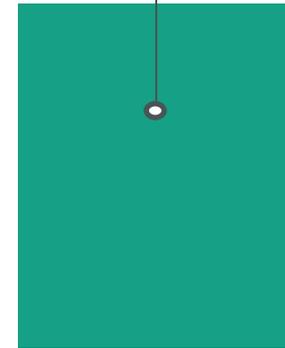**3** Agent Arcade & Sharing Best practices – Designing a Buddy Program

4 Real Time Observations - Ineffective Closed ended questions & Suggested Open ended questions
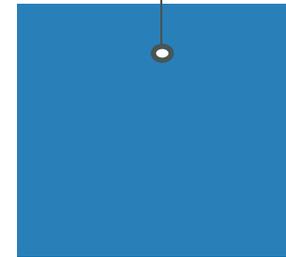
5 Causality Analysis: The Problem Tree & Operations Analysis Matrix – Addressing the Problem(s)
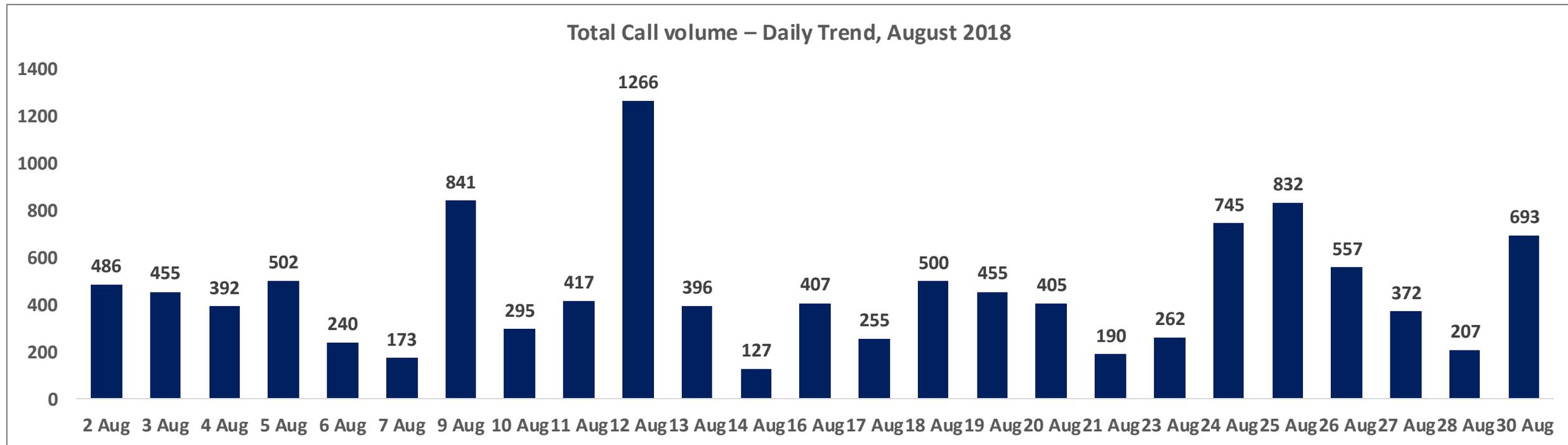
6 The Art of Sales, EI Conclusions & Recommendations

Call Volume – MTD - August, 2018

- *Below chart shows the total volume of calls on Tethr for the month of August, 2018.*
- Total Call Volume: 11470
- *Lowest percentage call volume recorded on: 14 August, 2018 (only 127 calls)*
- *Highest percentage call volume recorded on: 12 August, 2018 (1266 calls)*
- *AHT Criteria: Calls with duration greater than 2 minutes*

Total Call volume – Daily Trend, August 2018

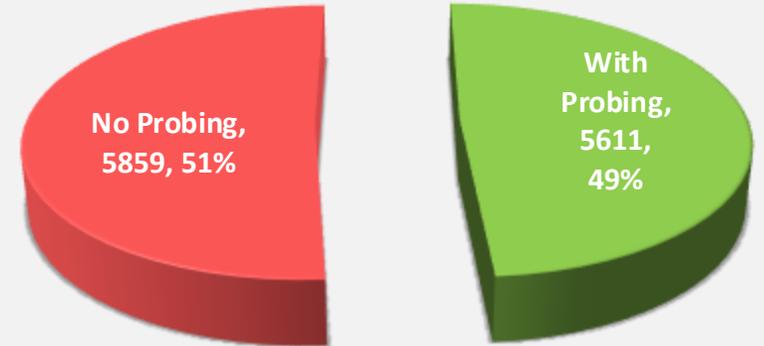| Date	Calls
2 Aug	486
3 Aug	455
4 Aug	392
5 Aug	502
6 Aug	240
7 Aug	173
9 Aug	841
10 Aug	295
11 Aug	417
12 Aug	1266
13 Aug	396
14 Aug	127
16 Aug	407
17 Aug	255
18 Aug	500
19 Aug	455
20 Aug	405
21 Aug	190
23 Aug	262
24 Aug	745
25 Aug	832
26 Aug	557
27 Aug	372
28 Aug	207
30 Aug	693

Call Summary & Opportunity Trend

- **Call Criteria:** *Calls with duration greater than 2 Min*
- **Study Scope:** *Analyze & Identify agent opportunities on Effective probing for all 3 LOBs – Internet, Cable & Home Phone*

Total Calls 11470(100%)

Period: 1 – 31 Aug, 2018

It was observed that No probing was performed on **51%** *(5859) calls from the total population – 2% increase in comparison to the previous month*

August MTD – Probing Opportunity

No Probing, 5859, 51%

With Probing, 5611, 49%

Monthly Trend – Probing Opportunity

	May'18	June'18	July'18	August'18
No Probing	57%	74%	49%	51%
With Probing	43%	26%	51%	49%

Call Summary & Opportunity Trend

Weekly Trend (August, 2018)– Opportunity Vs Conversation Rate
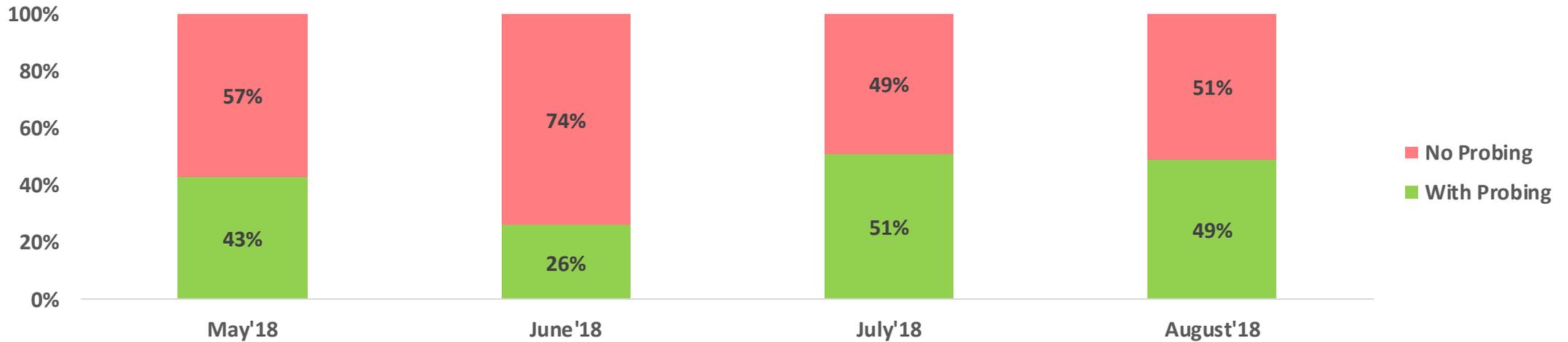
- 🟥 % Opportunity (Probing)
- 🟩 Conversion Rate
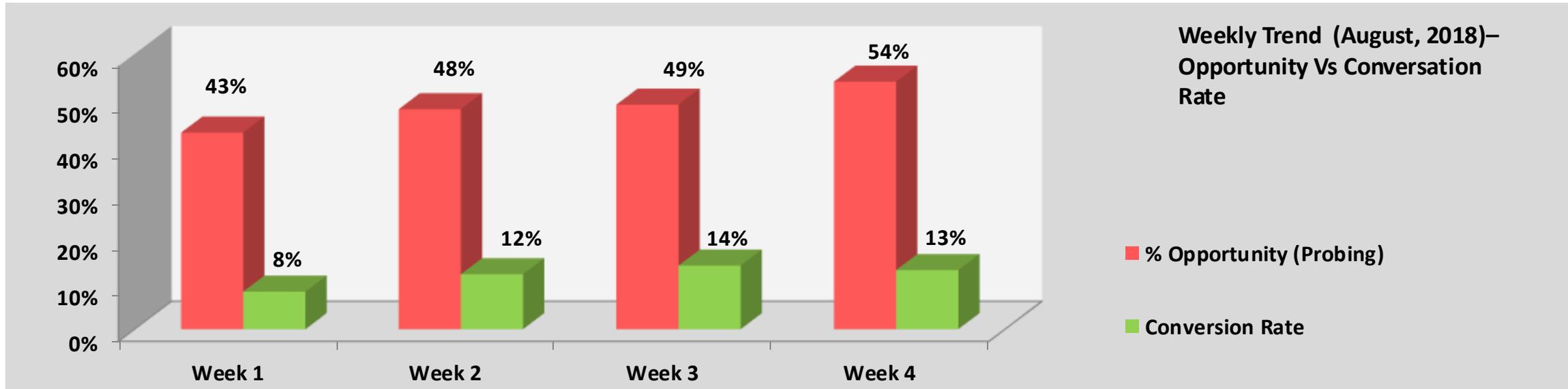
⚠️ *It is apparent from the above chart that if we focus more on reducing total opportunities on Probing categories, there is a rise in the overall sales conversion rate*

❑ **Forecasting Conversion Rate with decrease in the overall Opportunities**

Period	Opportunity (in %)	Win Probability	Forecasted Conversion Rate
Week 1	51%	25%	13.91%
Week 2	48%	50%	14.73%
Week 3	44%	75%	15.55%
Week 4	40%	100%	16.34%

Agent Level Weekly Trend – Opportunity Vs Conversion Rate

Week 1

Conversion Rate values: 1%, 4%, 3%, 3%, 8%, 7%, 23%, 26%, 18%, 31%
% Opportunity values: 91%, 89%, 89%, 88%, 78%, 42%, 35%, 40%, 20%, 19%

Legend: Conversion Rate, % Opportunity
X-axis: Agent 1, Agent 2, Agent 3, Agent 4, Agent 5, Agent 6, Agent 7, Agent 8

Week 2

Conversion Rate values: 8%, 2%, 2%, 7%, 6%, 3%, 30%, 26%, 33%, 24%
% Opportunity values: 88%, 84%, 71%, 69%, 62%, 61%, 77%, 43%, 38%, 30%

Legend: Conversion Rate, % Opportunity
X-axis: Agent 1, Agent 2, Agent 3, Agent 4, Agent 5, Agent 6, Agent 7, Agent 8

Agent Level Weekly Trend – Opportunity Vs Conversion Rate

Week 3

Legend: Conversion Rate (green), % Opportunity (red)

Conversion Rate values: 7%, 8%, 5%, 0%, 6%, 5%, 35%, 30%, 38%, 48%
% Opportunity values: 93%, 87%, 84%, 84%, 79%, 72%, 58%, 25%, 58%, 48%

Agents: Agent 1, Agent 2, Agent 3, Agent 4, Agent 5, Agent 6, Agent 7, Agent 8

Week 4

Legend: Conversion Rate (green), % Opportunity (red)

Conversion Rate values: 0%, 2%, 4%, 8%, 4%, 2%, 43%, 22%, 30%, 30%
% Opportunity values: 93%, 82%, 69%, 65%, 62%, 54%, 54%, 30%, 26%, 0%

Agents: Agent 1, Agent 2, Agent 3, Agent 4, Agent 5, Agent 6, Agent 7, Agent 8

Agent Arcade – Top Performers Vs Top Offenders

❑ *Top Performers*

Agent	Agent Tenure	Total calls	Opportunity Calls (No probing performed)	Opportunity (in %)
Agent 1	>90 Days	294	47	16%
Agent 2	>90 Days	416	96	23%
Agent 3	>90 Days	135	28	21%
Agent 4	31- 60 Days	272	82	30%
Agent 5	>90 Days	247	73	30%

❑ *Top Offenders*

Agent	Agent Tenure	Total calls	Opportunity Calls (No probing performed)	Opportunity (in %)
Agent 1	31- 60 Days	14	13	93%
Agent 2	31- 60 Days	272	224	82%
Agent 3	31- 60 Days	458	367	80%
Agent 4	>90 Days	181	136	75%
Agent 5	>90 Days	161	117	73%
Agent 6	31- 60 Days	212	153	72%
Agent 7	31- 60 Days	79	53	67%
Agent 8	>90 Days	210	140	67%
Agent 9	>90 Days	129	80	62%
Agent 10	>90 Days	317	193	61%

Agent Arcade – Sharing Best practices
Designing a Buddy Program

Agent 1 (16%)
- **Agent 1 (93%)**
- **Agent 2 (82%)**

Agent 2 (23%)
- **Agent 1 (80%)**
- **Agent 2 (75%)**

Agent 3 (21%)
- **Agent 1 (73%)**
- **Agent 2 (72%)**

Agent 4 (30%)
- **Agent 1 (67%)**
- **Agent 2 (67%)**

Agent 5 (30%)
- **Agent 1 (62%)**
- **Agent 2 (61%)**

- Implementing a buddy system in your Campaign provides benefits for the underperforming agents.

- A buddy system is an onboarding and knowledge sharing method used to orient new agents/bottom performers

- As Highlighted in the corresponding table a buddy program needs to be implemented wherein Agent 1 & Agent 2 can buddy up with Agent 3 to overcome their opportunities observed in probing section

- Same can be established with another 2 bottom performers with next top performer.

- Benefits: The initial confusion and uncertainty faced by bottom performers on probing section is lessened

Note: % in above smartart presents total opportunity in Probing section

Real Time Observations – Closed Ended Questions and Suggested Open Ended Questions for Internet

Action Plan: Below we have shown real time powerful Open ended questions (used live on the call by the agents) for managers to coach their agents – LOB Internet

Conditional Opportunity	Current Practice	Best Practice
Ineffective Probing	•Do you have on online protection as well - (XXX) XXX-XXXX	•what kind of things you like to do online - (XXX) XXX-XXXX •what are some of the things you like to do online - (XXX) XXX-XXXX
Not asking the right kind of questions In the right way all the time	•do you currently have cable Internet or phone and your home - (XXX) XXX-XXXX	•how much a month you're paying for your Internet - (XXX) XXX-XXXX •how many devices would you that you guys use that at •any given time - (XXX) XXX-XXXX
	•Are you having any buffer your liking issues at all wanna go so Internet speed - (XXX) XXX-XXXX	•how many devices are using to connect to the •Wi-Fi you know iPad laptops etc - (XXX) XXX-XXXX
	•you having any buffering or lighting issues - (XXX) XXX-XXXX	•what are some of the devices that you have hooked up to •the Internet - (XXX) XXX-XXXX
Multiple close ended questions	•I see that you have our Internet service is that correct - (XXX) XXX-XXXX	•who is your Internet provider - (XXX) XXX-XXXX
	•do you are currently have a provider for phone cable Internet service - (XXX) XXX-XXXX	•what are some other things that you and your family enjoy doing online - (XXX) XXX-XXXX
	•I do see you have our Internet is that correct - (XXX) XXX-XXXX	•what are some of the things you enjoy doing well online - (XXX) XXX-XXXX
	•you carry Internet with this is that correct - (XXX) XXX-XXXX	•how many devices do you connect at one time - (XXX) XXX-XXXX
	•Are you having any buffering issues at all when it goes to Internet speed (XXX) XXX-XXXX	•what's the speed of the Internet - (XXX) XXX-XXXX

Action Plan: Below we have shown real time powerful Open ended questions (used live on the call by the agents) for managers to coach their agents – LOB Cable

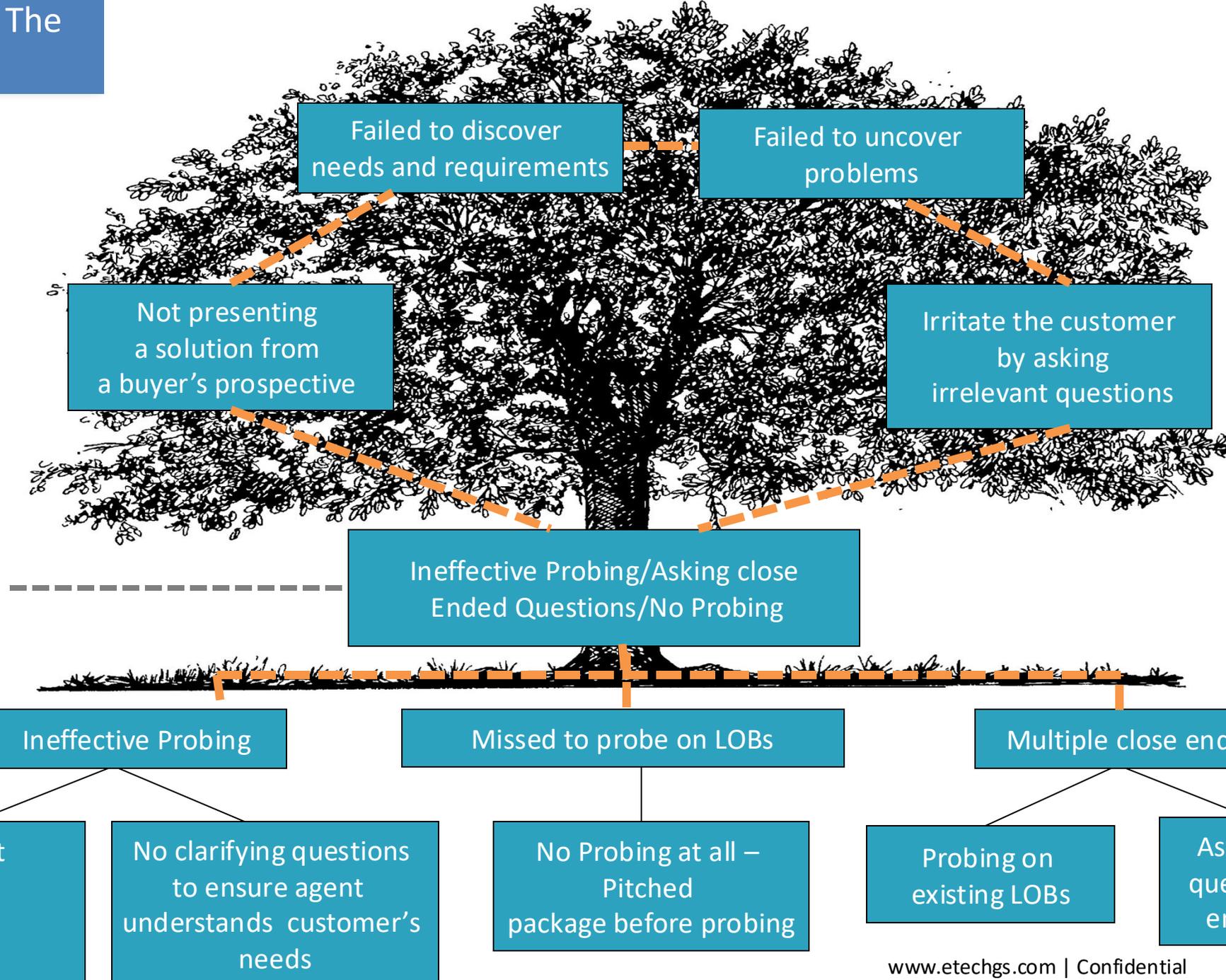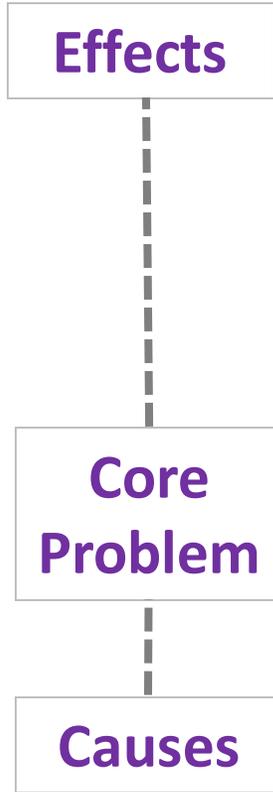| Conditional Opportunity	Current Practice	Best Practice
Ineffective Probing	•do you have any smart TVs or HD TVs in your home - (XXX) XXX-XXXX	•what are you currently doing as far as like your video what do you do as far as like your television - (XXX) XXX-XXXX
	•do you have any desire to like record any program - (XXX) XXX-XXXX	• what kind of things to you or your family enjoy watching actually on TV OR what type of TV programs and movies that you and your family most enjoy - (XXX) XXX-XXXX/(XXX) XXX-XXXX
	•Are you currently in a contract with the Dish? - (XXX) XXX-XXXX	•how you getting your local news weather and sports - (XXX) XXX-XXXX
Not asking the right kind of questions In the right way all the time	•Do you have any premium channels like HBO/Showtime/Cinemax - (XXX) XXX-XXXX	•how many TVs are using with your dish OR how many TVs do you currently have in your home OR how many TVs would you be interested in hooking up - (XXX) XXX-XXXX/(XXX) XXX-XXXX/(XXX) XXX-XXXX
	•would you happen to have any television service - (XXX) XXX-XXXX	•what are some of you and your family favorite TV shows OR what is your favorite television show - (XXX) XXX-XXXX/(XXX) XXX-XXXX
	•you currently have any TV service - (XXX) XXX-XXXX	•favorite shows movies channels OR is there anybody else in your family and actually watches more channels OR what are some of your other favorite channels that you like too much - (XXX) XXX-XXXX/(XXX) XXX-XXXX
Multiple close ended questions	•do you have all the premium channels - (XXX) XXX-XXXX	• what type of TV programs and movies you must enjoy OR what are some TV shows you most enjoy watching - (XXX) XXX-XXXX/(XXX) XXX-XXXX
	•do you guys currently have a cable provider or satellite provider - (XXX) XXX-XXXX	•how many channels you get with your thing right now OR are you getting like any specials channels - (XXX) XXX-XXXX/(XXX) XXX-XXXX
	•do you have any smart TVs HD TVs in your home - (XXX) XXX-XXXX	•who do you currently have a cable provider OR any type of show that you enjoy watching - (XXX) XXX-XXXX/(XXX) XXX-XXXX
	•do you currently have smart TVs HD TVs in your home - (XXX) XXX-XXXX	•how many TVs do utilize it home - (XXX) XXX-XXXX

Real Time Observations – Closed Ended Questions and Suggested Open Ended Questions for Home Phone

Action Plan: Below we have shown real time powerful Open ended questions (used live on the call by the agents) for managers to coach their agents – LOB Home Phone
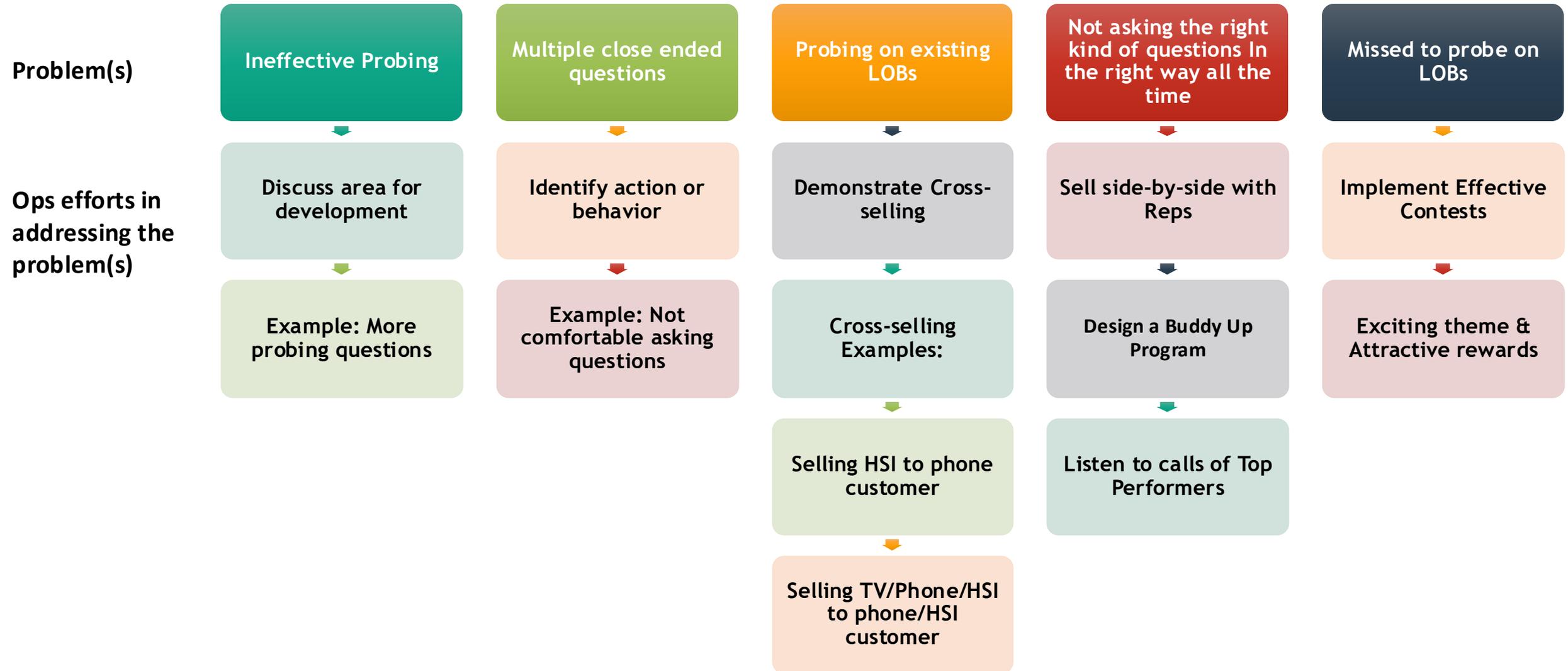
Conditional Opportunity	Current Practice	Best Practice
Ineffective Probing	•do you currently have all of our services are just some of our services - (XXX) XXX-XXXX	• if there's a specific country that you called to make sure that it's on that international package - (XXX) XXX-XXXX •how often do you use the home phone services - (XXX) XXX-XXXX
Probing on existing LOBs	•do you have another provider - (XXX) XXX-XXXX	•what's your favorite calling features - (XXX) XXX-XXXX •how are you currently making your long distance or international calls - (XXX) XXX-XXXX •what do you do just in case it becomes lost damaged or
Asking too many questions (closed ended) in a row	•do you currently have spectrum services in your home - (XXX) XXX-XXXX	stolen - (XXX) XXX-XXXX • what's your emergency plan for if you should lose your cell phone - (XXX) XXX-XXXX

Causality Analysis: The Problem Tree

Effects

Failed to discover needs and requirements

Failed to uncover problems

Not presenting a solution from a buyer's prospective

Irritate the customer by asking irrelevant questions

Core Problem

Ineffective Probing/Asking close Ended Questions/No Probing

Causes

Ineffective Probing

Missed to probe on LOBs

Multiple close ended questions

Not asking the right kind of questions In the right way all the time

No clarifying questions to ensure agent understands customer's needs

No Probing at all – Pitched package before probing

Probing on existing LOBs

Asking too many questions (closed ended) in a row

Operations Analysis Matrix – Addressing the Problem(s)

Stakeholder: Charter Operations (Lufkin & Palm Beach)

Problem(s)

Ineffective Probing	Multiple close ended questions	Probing on existing LOBs	Not asking the right kind of questions In the right way all the time	Missed to probe on LOBs

Ops efforts in addressing the problem(s)

Discuss area for development	Identify action or behavior	Demonstrate Cross-selling	Sell side-by-side with Reps	Implement Effective Contests
Example: More probing questions	Example: Not comfortable asking questions	Cross-selling Examples:	Design a Buddy Up Program	Exciting theme & Attractive rewards
		Selling HSI to phone customer	Listen to calls of Top Performers	
		Selling TV/Phone/HSI to phone/HSI customer		

The Art of Sales

Always
Be
Closing

Make the sale

(no matter what it takes!)

Source: **Daniel Pink "To Sell is Human":**
https://www.youtube.com/watch?v=nKrBitIQrgo

A → Attunement

Be attuned to your customers' **needs** and **motivations**.

Listen to your customers rather than talking at them.

B → Buoyancy

In sales, you will encounter **rejection** more than success.

Remain buoyant (optimistic) by **understanding why** some sales leads work out, while others don't.

C → Clarity

Clarify **who you are selling to,** and it will become much easier to refine your sales approach.

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Determining Needs in Sales

1

Determining Needs

Customer needs are directly related to buying motives. Motives can be rational, emotional, or a combination of both. In this step of the sale, agents' job is to uncover the customer's reasons for wanting to buy.

2

When to Determine Needs

Agent should determine the customer's needs as early in the sales process as possible.

In a retail selling, the salesperson should begin to determine needs immediately after the approach. On calls, customer needs can be determined in the pre approach.

3   **How to Determine Needs**

Three methods will help you determine customer needs:

- observing

- listening

- questioning

3 STAIRS PROCESS TO DETERMINE NEEDS IN SALES

QUESTIONING

03

In order to listen to customers, agent must get them talking. One way of engaging a customer in conversation is to ask questions.

Build your questions around words like:

- **who**
- **what**
- **when**
- **where**
- **how**
- **why**

Do ask **open-ended questions**—questions that require more than a yes or no answer.

Do ask clarifying questions to make sure you understand customers' needs.

Don't ask too many questions in a row.

Don't ask questions that might embarrass customers or put them on the defensive.

LISTENING

02

Listening helps agents to pick up clues to the customer's needs. Remember these five important listening skills when talking to your customers:

- **Stay Focused**
- **Provide verbal and nonverbal feedback.**
- **Give customers your undivided attention.**
- **Listen with empathy and an open mind.**
- **Do not interrupt.**

OBSERVING

01

- **When you observe a customer, you look for buying motives that are communicated nonverbally.**
- **This can be a buy signal, customer showing interest in products, further inquiring on price/promotions, etc.**

Please refer to notes section for Agent assessment

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[Campaign Name] No Sale Analysis using Tethr (AI platform)

Period: 1 – 31 August, 2018

Report Summary

> In this edition of [Campaign Name] Tethr report, we have identified top 3 dispositions and quantified the data for No sale analysis. Under level 2, we have classified top 3 customer objections for each disposition category and further distributed calls considering source as call duration.
>
> Categorized In scope & Out of scope duration wise. We have also performed a level 2 & level3 drill down for customer objection (Not interested) through manual evaluation.
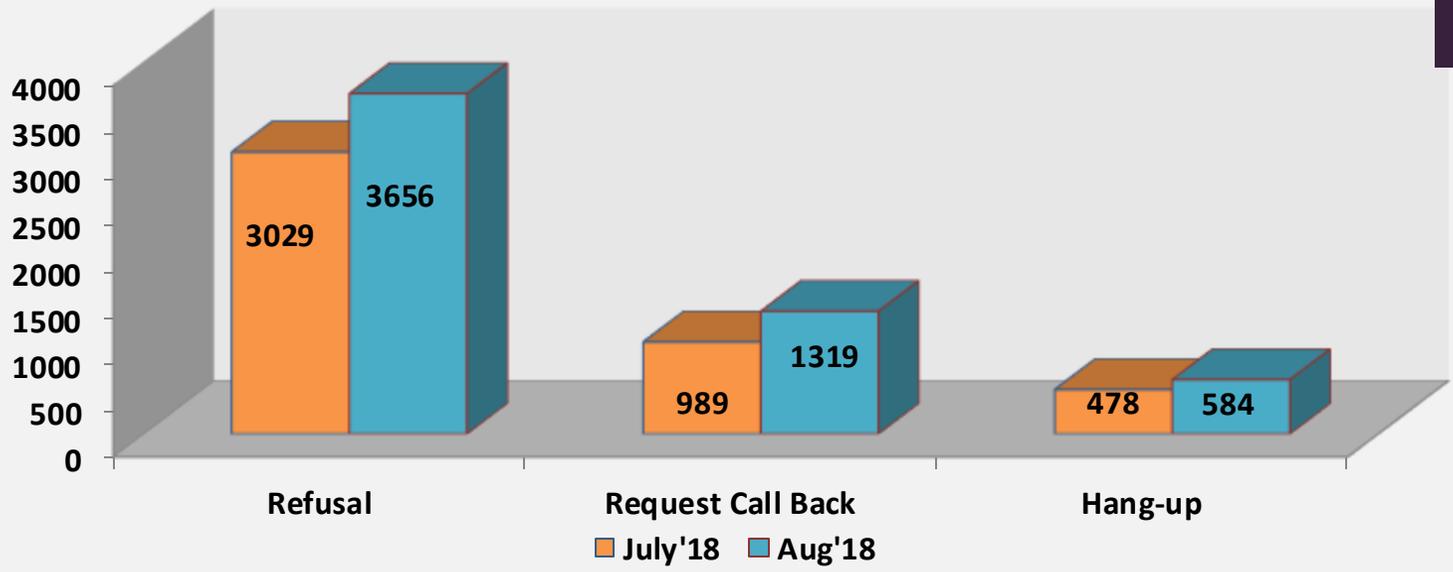>
> Linked opportunities with KPI (PSU per Hour) presenting the overall impact. Identified bottleneck agents and shared best practices to overcome major sales opportunities.

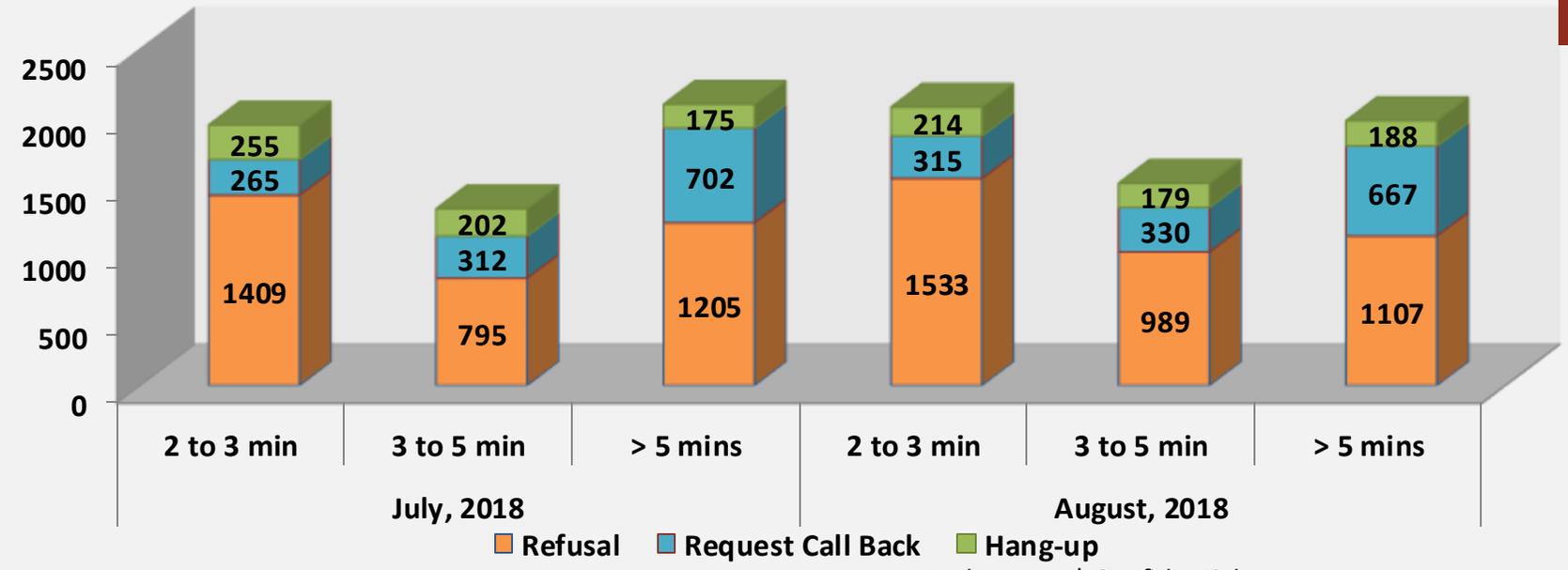## Table of Contents

Distribution of No Sale calls

01

❑ Chart 1 gives the total No sale calls under each disposition category – Hang-up, Refusal, Request call back & Answering Machine. Period: July & August, 2018

Chart 1 data:
- Refusal: July'18 = 3029, Aug'18 = 3656
- Request Call Back: July'18 = 989, Aug'18 = 1319
- Hang-up: July'18 = 478, Aug'18 = 584

❑ Further we have allocated calls based on duration for each disposition category - between 2 to 3 minutes, between 3 to 5 minutes & > 5 minutes (Chart 2)

02

Chart 2 data (Refusal / Request Call Back / Hang-up):

July, 2018
- 2 to 3 min: 1409 / 265 / 255
- 3 to 5 min: 795 / 312 / 202
- > 5 mins: 1205 / 702 / 175

August, 2018
- 2 to 3 min: 1533 / 315 / 214
- 3 to 5 min: 989 / 330 / 179
- > 5 mins: 1107 / 667 / 188

☐ *Level 1: Top Reasons for Disposition Categories*

Graphs on right shows various customer objections raised on the call under the disposition categories: Hang-up, Refusal & Request Call Back. Level 1 drill down Performed. Period: July & August, 2018

Hang-Up:
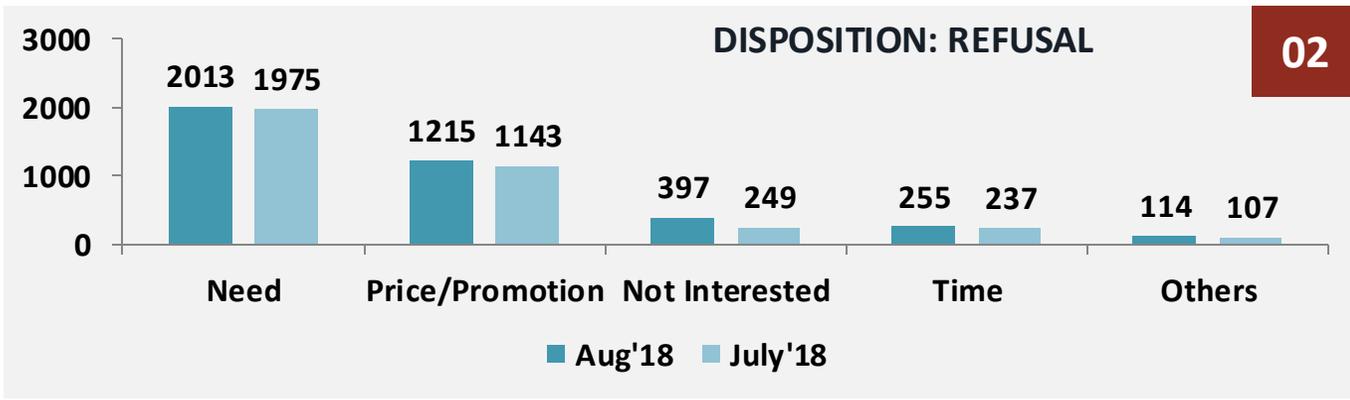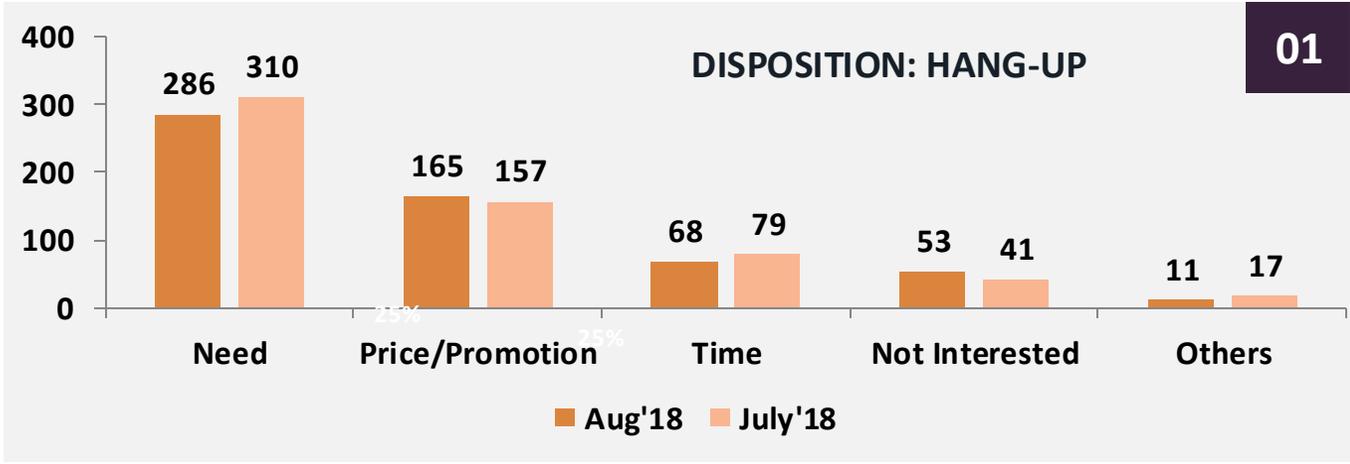Majority of the calls (89%) were disposed within the duration less than 2 minutes.
Top customer objection was Need 286 calls (49%). This was followed by Price/Promotion (28% with 165 calls) & Time (12% with 68)

Refusal:
Need was the main objection recorded on calls under the disposition category Refusal – 50%. Second main reason was customer Price/Promotion (30%) & Not Interested (10%)
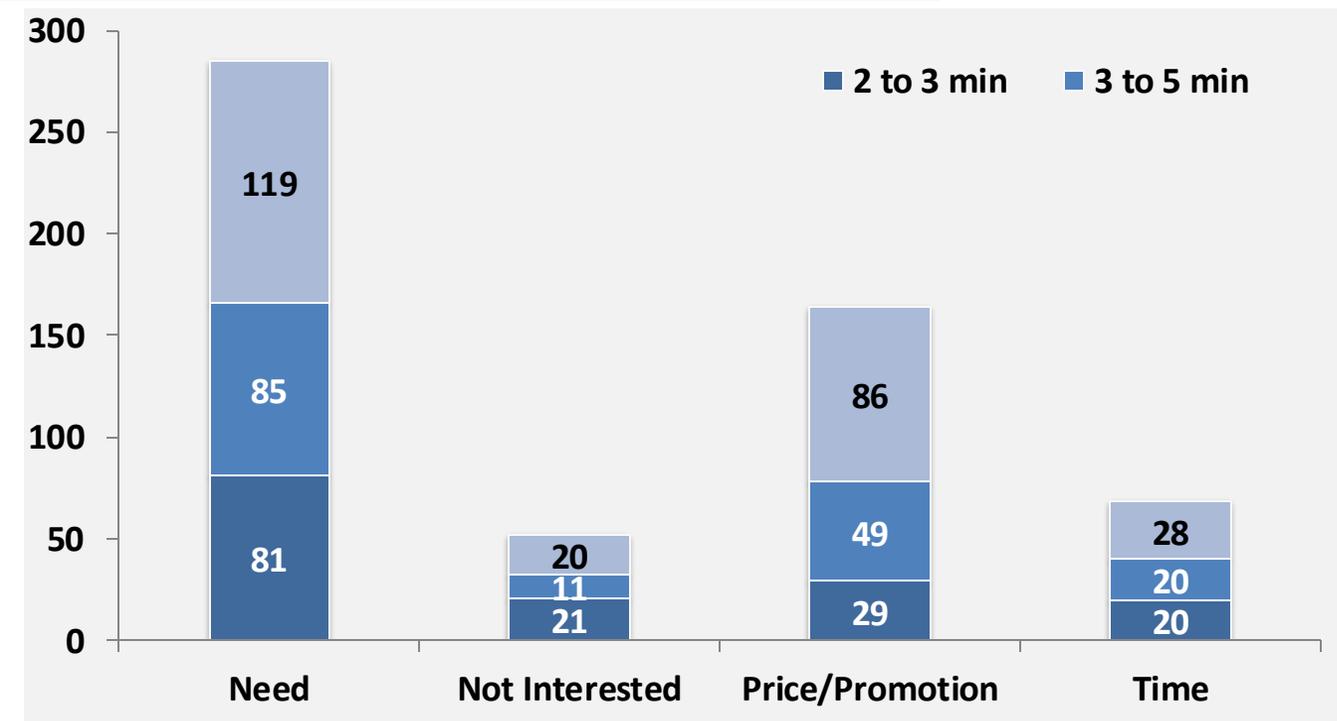
Request Call Back:
As per the definition, time was the second main objection observed on 530 calls (33%). Recorded Need (35%) and Price/Promotion objections (23%)

01

DISPOSITION: HANG-UP

	Need	Price/Promotion	Time	Not Interested	Others
Aug'18	286	165	68	53	11
July'18	310	157	79	41	17

■ Aug'18 ■ July'18

02

DISPOSITION: REFUSAL

	Need	Price/Promotion	Not Interested	Time	Others
Aug'18	2013	1215	397	255	114
July'18	1975	1143	249	237	107

■ Aug'18 ■ July'18

03

DISPOSITION: REQUEST CB

	Need	Time	Price/Promotion	Not Interested	Others
Aug'18	572	530	374	62	83
July'18	612	611	302	59	62

■ Aug'18 ■ July'18

Note: Objection details on Others mentioned in notes section

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Level 3 Drill down for Customer Objection: Not Interested (20 calls)
Duration: Greater than 5 Minutes

Chart (stacked bar) — Legend: **2 to 3 min**, **3 to 5 min**

Category	2 to 3 min	3 to 5 min	top segment
Need	81	85	119
Not Interested	21	11	20
Price/Promotion	29	49	86
Time	20	20	28

01 NEED: 6 CALLS

02 NOT INTERESTED: 3 CALLS

03 PRICE: 6 CALLS

04 TIME: 3 CALLS

05 COMPETITOR: 1 CALL

06 OUT OF SCOPE: 1 CALL

01 WITHIN AGENTS' CONTROL: 1 CALL

02 OUT OF AGENTS' CONTROL: 2 CALLS
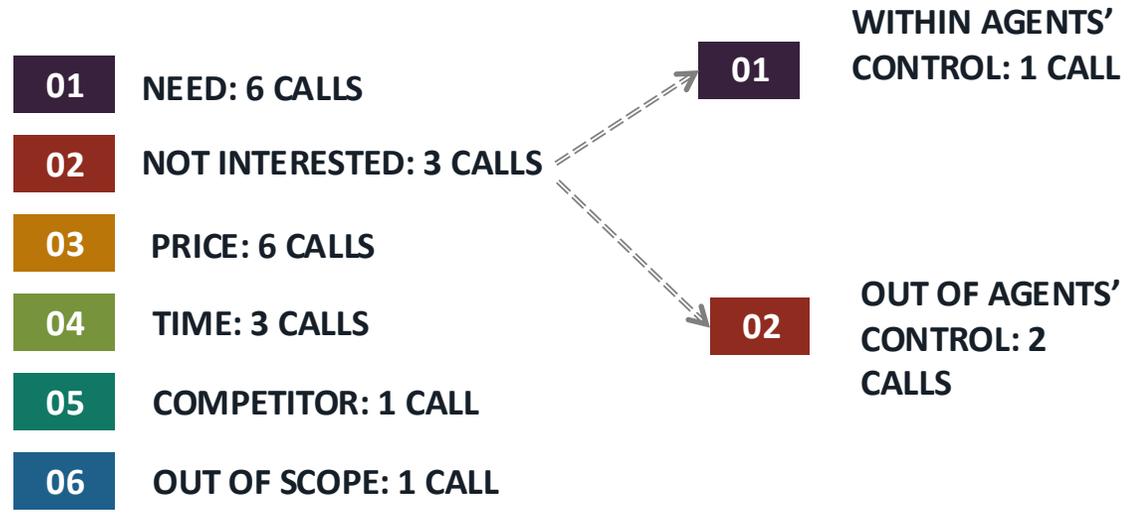
Level 3 Drill down for Customer Objection: Not Interested (11 calls)
Duration: Between 3 to 5 Minutes

01 NEED: 6 CALLS

02 PRICE: 3 CALLS

03 NOT INTERESTED: 1 CALL (OUT OF AGENTS CONTROL)

04 TIME: 1 CALL

- **Customer:** I'm not interested right now!
- **Agent:** alright is if you have anyquestions about special our services please give us a call at one eight hundred eight nine two two fivethree and you have a great weekend thank you
- **URL:** https://demo.etech.tethr.io/calls/bbtod7hcc?category=2319

☐ **Level 2 & 3 Drill Down: Refusal**

Level 3 Drill down for Customer Objection: Not Interested (130 calls)
Duration: Greater than 5 minutes

Chart: Refusal by category (Need, Not Interested, Price/Promotion, Time)
Legend: ■ Refusal 2 to 3 min ■ Refusal 3 to 5 min ■ Refusal > 5 mins

Need: 745, 510, 747
Not Interested: 346, 100, 130
Price/Promotion: 162, 315, 550
Time: 55, 72, 127

01	NEED: 59 CALLS
02	NOT INTERESTED: 32 CALLS
03	PRICE: 235CALLS
04	TIME: 6 CALLS
05	COMPETITOR: 7 CALLS
06	SOURCE: 1 CALL

01 WITHIN AGENTS' CONTROL: 8 CALLS

02 OUT OF AGENTS' CONTROL: 24 CALLS

Level 3 Drill down for Customer Objection: Not Interested (100 calls)
Duration: Between 3 to 5 Minutes

01	NEED: 49 CALLS
02	PRICE: 27 CALLS
03	NOT INTERESTED: 11 CALLS (OUT OF SCOPE CALLS)
04	COMPETITOR: 7 CALLS
05	TIME: 5 CALLS
06	SOURCE: 1 CALL

" **Customer**: No that's fine I'm just keeping that with you
Agent: Okay thank you very much for your time you have a good day
URL: https://demo.etech.tethr.io/calls/bbtoeqkml?category=2319 "
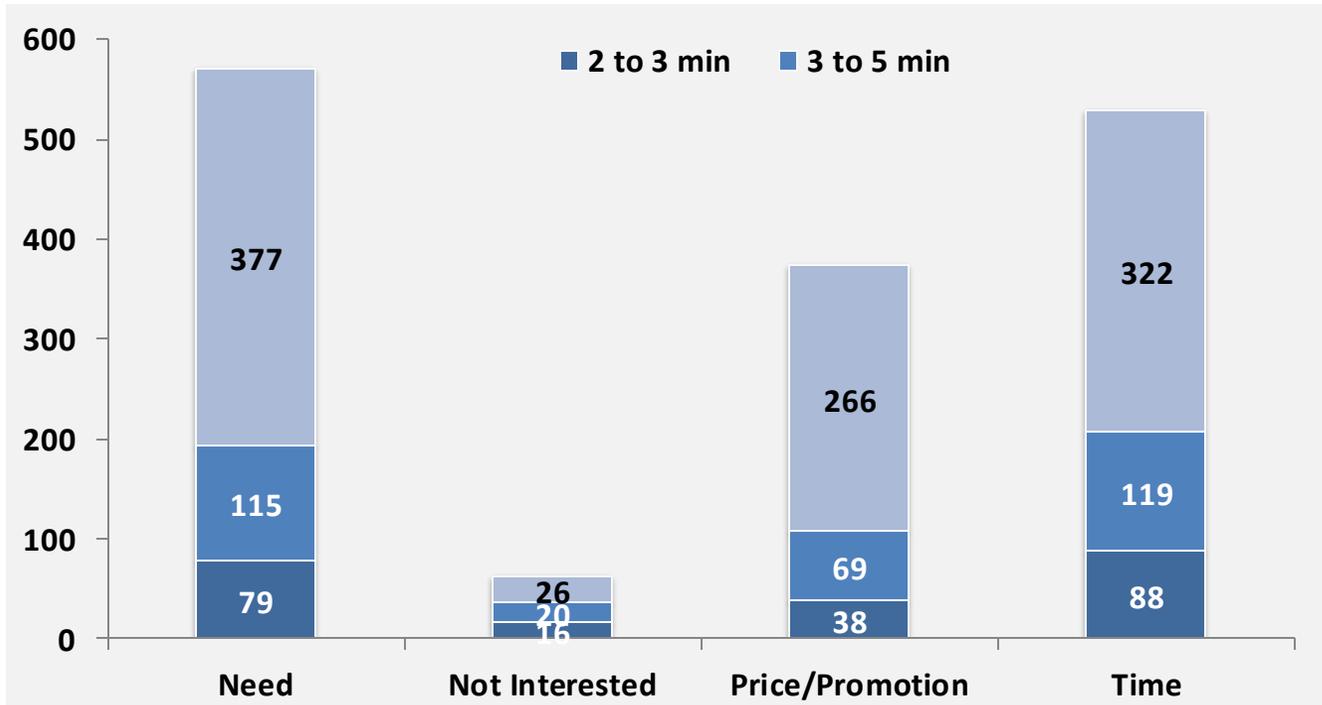
Level 3 Drill down for Customer Objection: Not Interested (20 calls) Duration: Between 3 to 5 minutes

01	NEED: 5 CALLS
02	TIME: 9 CALL
03	PRICE: 3 CALL
04	OUT OF SCOPE: 2 CALLS
05	NOT INTERESTED: 1 CALL

Level 3 Drill down for Customer Objection: Not Interested (26 calls) Duration: Greater than 5 Minutes

01	TIME: 15 CALLS
02	NEED: 4 CALLS
03	PRICE: 2 CALLS
04	OUT OF SCOPE: 4 CALLS
05	NOT INTERESTED: 1 CALL

- Two out of scope calls were examined. Duration >25 minutes for both the calls. Reason: customers were not having a valid ID proof & not willing to provide SSN to process the order for verification purpose

- One Not Interested call identified which was out of agent's control.
- Synopsis: Existing Charter Internet customer; facing issues with Internet services. Referred to customer care for further assistance

❑ *Effectiveness Analysis on KPIs achieved vs actual goals*

Total Sale calls: 865

CO: NEED

TOTAL CALLS: 802

First

Second

CO: TIME

TOTAL CALLS: 150

CO: NOT INTERESTED

TOTAL CALLS: 51

Third

For date range: 1 to 31 August, 2018 we recorded 865 sales. Out of which on 802 calls (93%) agents faced objections on Need. Second major objection was Time (150 calls – 17%) followed by Not Interested on 51 calls (6%).

Center	Actual Sales	Actual PSUs	Actual PSU/Hr	Actual Revenue/Hr	Goal (PSU/Hr)	Revenue/Hr Variance
Center A	1035	1144	0.21	$1,831.32	0.1	$872.00
Center B	323	375	0.23	$2,375.61	0.1	$1,032

❑ *Customer Objection: Not Interested – Impact on KPI*

1 Sale call Analysis

For date range: 1 to 31 Aug'18 we recorded 865 sales. Out of which on 51 calls there was an objection from the customer: Not Interested

Recorded 5559 No sale calls with duration greater than 2 minutes under the disposition category – Hung up, Refusal, & Request Call Back.

On 512 calls captured customer objection: Not Interested to which agents failed to overcome and resulted into a No sale call.

2 No Sale Call Analysis

Impact on KPIs
(PSU/HR & Revenue/HR)

3

➢ *Overall Impact to PSU/HR: 10%*

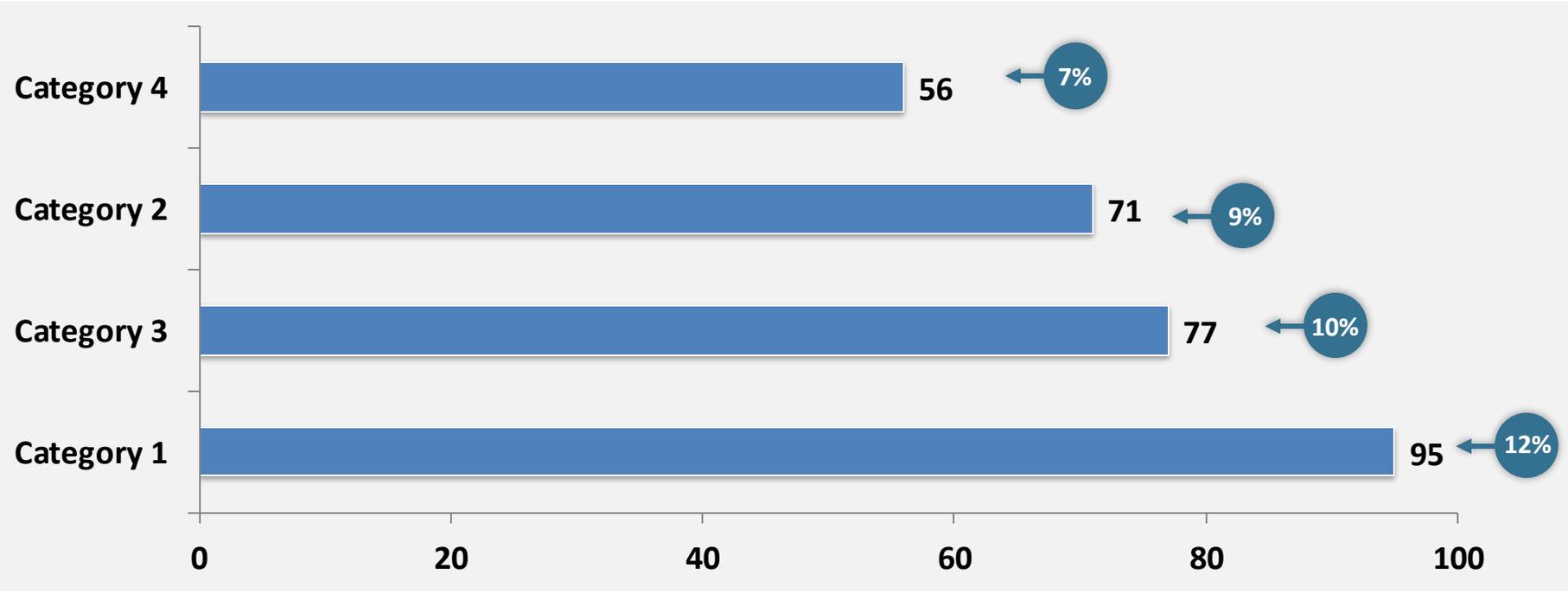➢ *Overall increase in Revenue/HR: $210*

Meaning if agents implement the best practices and successful rebuttals to Customer Objection: Not Interested used on sale calls, then the overall PSU/Hr & Revenue/Hr rate will increase by 10% & $210 respectively.
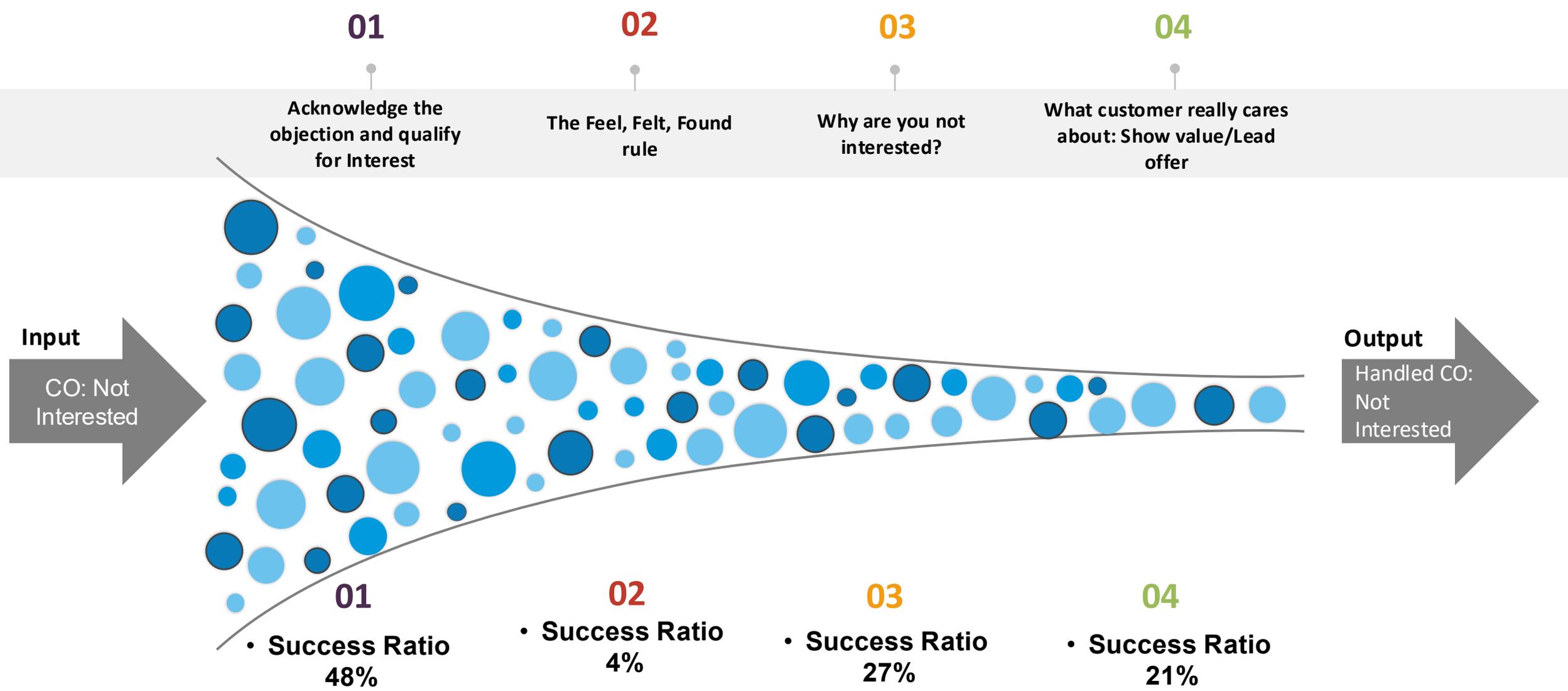
Positive Traits:

- *Identify why customers are not interested*
- *Acknowledge customer's concern & transitions into the rebuttal with appropriate questions to understand the objection and formulate into an effective rebuttal*
- *Offers a fallback offer based on the customer's objection*
- *Demonstrates active listening skills*
- *Focus on keeping the conversation going*

Note: Successful sale call examples with Tethr URL mentioned in the notes section

☐ *Best Practices & Etech Insights Recommendations – Incorrect Approach*

Category	Explanation
Category 1: No Rebuttals	The instant agents encountered objection from the customer (Objection type: Not Interested), agents didn't provide any rebuttals and disposed the call with the closing statement
Category 2: Probe for services	Failed to respond to concerns with an appropriate rebuttal and started to Probe on LOBs
Category 3: Failed to identify the reason/Ineffective Rebuttals	Offered an insufficient Rebuttal/didn't offer a fallback offer/failed to determine the reason behind CO: Not Interested
Category 4: Ineffective or irrelevant sharing of Promotions/Value	Reviewed a list of features only, usage of promotions/sharing value in an inappropriate way

Category 4 — 56 — 7%
Category 2 — 71 — 9%
Category 3 — 77 — 10%
Category 1 — 95 — 12%

0   20   40   60   80   100

01 Acknowledge the objection and qualify for Interest

02 The Feel, Felt, Found rule

03 Why are you not interested?

04 What customer really cares about: Show value/Lead offer

Input
CO: Not Interested

Output
Handled CO: Not Interested

01
- **Success Ratio 48%**

02
- **Success Ratio 4%**

03
- **Success Ratio 27%**

04
- **Success Ratio 21%**

1

Sale call Analysis

For date range: 1 to 31 Aug'18 we recorded 865 sales. Out of which on 802 calls there was an objection from the customer: Need

Recorded 5559 No sale calls with duration greater than 2 minutes under the disposition category – Hung up, Refusal, & Request Call Back.

On 2871 calls captured customer objection: Need to which agents failed to overcome and resulted into a No sale call.

2

No Sale Call Analysis

Impact on KPIs
(PSU/HR & Revenue/HR)

➢ *Overall Impact to PSU/HR:* *52%*

3

➢ *Overall increase in Revenue/HR:* *$1093*

Meaning if agents implement the best practices and successful rebuttals to Customer Objection: Need used on sale calls, then the overall PSU/Hr & Revenue/Hr rate will increase by 52% & $1093 respectively.

Positive Traits:

- *Maintains a positive attitude and being enthusiastic*
- *Closely listen to the objection*
- *Acknowledge the objection and then providing appropriate rebuttal*
- *Asks sufficient questions to understand need of features*
- *Presenting features/product value*

Note: Successful sale call examples with Tethr URL mentioned in the notes section

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Incorrect Approach

Customer Objection: Need

Don't have/watch TV, Use Cell Phone/No Home Phone/No Internet/Laptop/Computer/only uses Wifi

Tethr Findings

Agents switching to other LOBs or closing the call with the closing statement

- **Ineffective Rebuttals**

- Okay if I could get you cable service for the same price that you're paying would that be something that you would be interested in? (Critical)
- Alright well I'm sorry I wasn't able to help you with anything but I do want to thank you for the time in speaking with me and if you have any questions about Spectrum services in your area you can give us a call (Critical)
- Uses Cell Phone or No Home Phone: Okay, alright and if you do not mind what are you paying for your Internet & Cable?
- I understand, what about a Home Phone and Internet service OR I understand, what about a Cable and Internet? (Critical)
- No Internet/TV: How much do you currently pay for your Internet or Cable and Home Phone? (Critical)
- I understand what are your favorite things to do online?

Correct Approach

- **Effective Rebuttals**

- Okay, No problem because we got a special promotions going on for you right now. We will get you a free DVR for 12 months with 125+ channels and a high speed Internet and our phone for $84.99/mo only plus taxes. Would you like me to go ahead and brief you more on this offer?

- How much do you pay to DirecTV? I am just trying to figure out the best way which will help you to save more and reduce your bill.

- Okay not a problem and the reason again you know like I said is we're trying to make sure that you are getting the best value and promotions eligible for your location

- We bought ABC service with No contract on services. We have a 30 days money back guarantee. So if you don't like the service you can always downgrade and we don't lock you with the contract
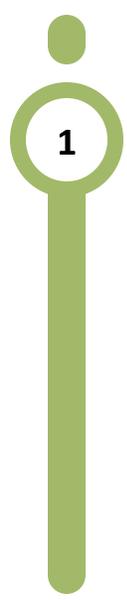
1 **Sale call Analysis**

For date range: 1 to 31 Aug'18 we recorded 865 sales. Out of which on 150 calls there was an objection from the customer: Time
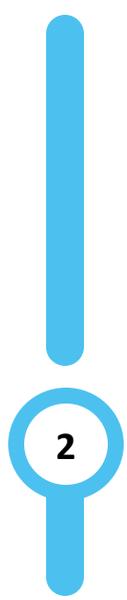
Recorded 5559 No sale calls with duration greater than 2 minutes under the disposition category – Hung up, Refusal, & Request Call Back.

On 835 calls captured customer objection: Time to which agents failed to overcome and resulted into a No sale call.

2 **No Sale Call Analysis**

Impact on KPIs
(PSU/HR & Revenue/HR)

3

➢ *Overall Impact to PSU/HR:* *15%*

➢ *Overall increase in Revenue/HR:* *$315*

Meaning if agents implement the best practices and successful rebuttals to Customer Objection: Time used on sale calls, then the overall PSU/Hr & Revenue/Hr rate will increase by 15% & $315 respectively.

Positive Traits:

- *Pointing out the benefits of talking now – establishing urgency!*
- *Extending the conversation by requesting more information*

Note: Successful sale call examples with Tethr URL mentioned in the notes section

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Incorrect Approach

Customer Objection: Time
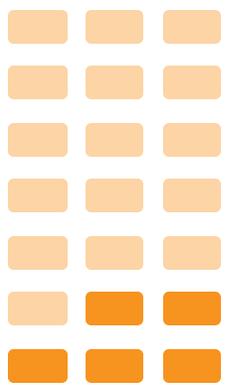
- ❏ I'm kinda busy at the moment
- ❏ You can call me next day/week/month
- ❏ If you could call me back
- ❏ Call me back and I'll talk to you

Ineffective Agent Rebuttals

- ❏ Okay what's a good time I can call you back?
- ❏ Want some time you need I can call you back some other time that's fine
- ❏ Okay I can call you back at another time okay
- ❏ Okay well I can call you back in time or time would you like me to call you back bye
- ❏ I can't answer but I can call you back another time was how you would like for me to call you back
- ❏ Well I can give you a call back on Saturday if you like
- ❏ Okay is it another time that you wanted me to give you a call back since you know you probably needsome time to think about it
- ❏ Sure no problem would you like for me to call you back

Correct Approach
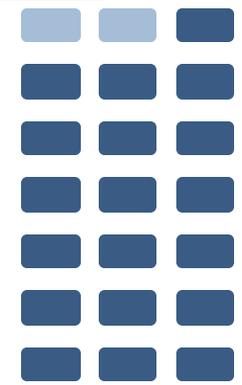
❏ *Effective Agent Rebuttals*

- ❏ Can we take 30 seconds now for me to explain what we do, and you can then decide if it's worth for a call back
- ❏ Well I can't promise. We had a bunch of Verizon customers switch over today. The deal is we're giving you a three year price guarantee versus Verizon is giving you a two year contract and after the two year contract price is not guaranteed
- ❏ Yes Ma'am we don't. You are not able to call us back and it won't take long if you have maybe about ten minutes to let you know how much you can save by ordering the services today
- ❏ What do you need to know that this is a limited time offer and you know with no contract?
- ❏ Do you have five minutes to discuss on how much do you currently pay to your current TV provider?
- ❏ there a reason why you wanna think about a
- ❏ What is the reason why you want to think about (customer's name)
- ❏ okay so I'm going to save you some money today hey are you okay with that are you okay with leaving the money that that's quite a bill
- ❏ So I'm going to save you some money today. Are you okay with that leaving the money that's quite a bill

Agent Arcade – Center B

User Name	Supervisor Name	Calls	Sales	PSUs	PSU Per Hour	PSU/HR Goal	Variance
Agent 1		2465	39	46	0.58	0.1	0.48
Agent 2		1296	17	17	0.49	0.1	0.39
Agent 3		7564	56	72	0.44	0.1	0.34
Agent 4		4735	35	40	0.3	0.1	0.2
Agent 5		6868	37	44	0.3	0.1	0.2
Agent 6		5262	21	24	0.18	0.1	0.08
Agent 7	Bnbvbvnv	6160	19	25	0.17	0.1	0.07
Agent 8		8659	26	26	0.16	0.1	0.06
Agent 9		5676	17	23	0.16	0.1	0.06
Agent 10		3165	16	16	0.14	0.1	0.04
Agent 11		7828	16	17	0.13	0.1	0.03
Agent 12		1409	4	4	0.12	0.1	0.02
Agent 13		3567	12	13	0.12	0.1	0.02

❏ *Agent Arcade – Center A*

User Name	Supervisor Name	Calls	Sales	PSUs	PSU Per Hour	PSU/HR Goal	Variance
Agent 1	Supervisor 1	73	1	1	0.24	0.1	0.14
Agent 2		150	1	1	0.23	0.1	0.13
Agent 3		110	0	0	0	0.1	-0.1
Agent 4		117	0	0	0	0.1	-0.1
Agent 5		90	0	0	0	0.1	-0.1
Agent 6		80	0	0	0	0.1	-0.1
Agent 7	Supervisor 2	4886	63	67	0.56	0.1	0.46
Agent 8		4275	50	52	0.42	0.1	0.32
Agent 9		3268	36	37	0.33	0.1	0.23
Agent 10		2895	24	30	0.29	0.1	0.19
Agent 11		4342	35	38	0.24	0.1	0.14
Agent 12		5303	32	34	0.21	0.1	0.11
Agent 13		2008	35	39	0.2	0.1	0.1
Agent 14		4560	26	28	0.19	0.1	0.09
Agent 15		7675	25	27	0.16	0.1	0.06
Agent 16		5411	21	22	0.16	0.1	0.06
Agent 17	Supervisor 3	3594	46	49	0.37	0.1	0.27
Agent 18		3785	41	41	0.32	0.1	0.22
Agent 19		5570	25	36	0.25	0.1	0.15
Agent 20		7609	30	38	0.22	0.1	0.12
Agent 21		5622	22	26	0.19	0.1	0.09
Agent 22		4563	19	21	0.18	0.1	0.08
Agent 23		3728	13	13	0.17	0.1	0.07
Agent 24		5481	16	19	0.15	0.1	0.05
Agent 25		4020	10	10	0.07	0.1	-0.03
Agent 26		2862	3	3	0.05	0.1	-0.05
Agent 27		125	0	0	0	0.1	-0.1

❑ *Agent Arcade – Center B*

User Name	Supervisor Name	Calls	Sales	PSUs	PSU Per Hour	PSU/HR Goal	Variance
Agent 1	Supervisor 4	5822	52	55	0.34	0.1	0.24
Agent 2		5618	59	65	0.34	0.1	0.24
Agent 3		5630	35	41	0.28	0.1	0.18
Agent 4		5958	31	33	0.18	0.1	0.08
Agent 5		3237	23	23	0.17	0.1	0.07
Agent 6		5223	17	17	0.11	0.1	0.01
Agent 7		6951	12	14	0.08	0.1	-0.02
Agent 8		3316	8	8	0.06	0.1	-0.04
Agent 9		60	0	0	0	0.1	-0.1
Agent 10	Supervisor 5	48	0	0	0	0.1	-0.1
Agent 11	Supervisor 6	5029	36	41	0.35	0.1	0.25
Agent 12		6574	31	35	0.25	0.1	0.15
Agent 13		4211	23	29	0.24	0.1	0.14
Agent 14		60	1	1	0.18	0.1	0.08
Agent 15		3481	6	9	0.17	0.1	0.07
Agent 16		5951	16	17	0.12	0.1	0.02
Agent 17		77	0	0	0	0.1	-0.1
Agent 18		83	0	0	0	0.1	-0.1

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