



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.

Executive Dashboard

Date Range:
1st March – 30th April

Call Volume

Total Interactions: **20,476**
Above 1 Min: **17,809**

Major Call Reason

Purchase Inquiry
Dealership Information

Agent Performance
Quality Score

52%

Major Agent Opportunities

Share Empathy
Assurance of Help

Average Talk Time

5 Min 51 Sec

Sentiments

Positive – **4,938**
Negative – **4.129**

Note: This is uncalibrated data and only directional currently and should be used to determine future analytic journey.

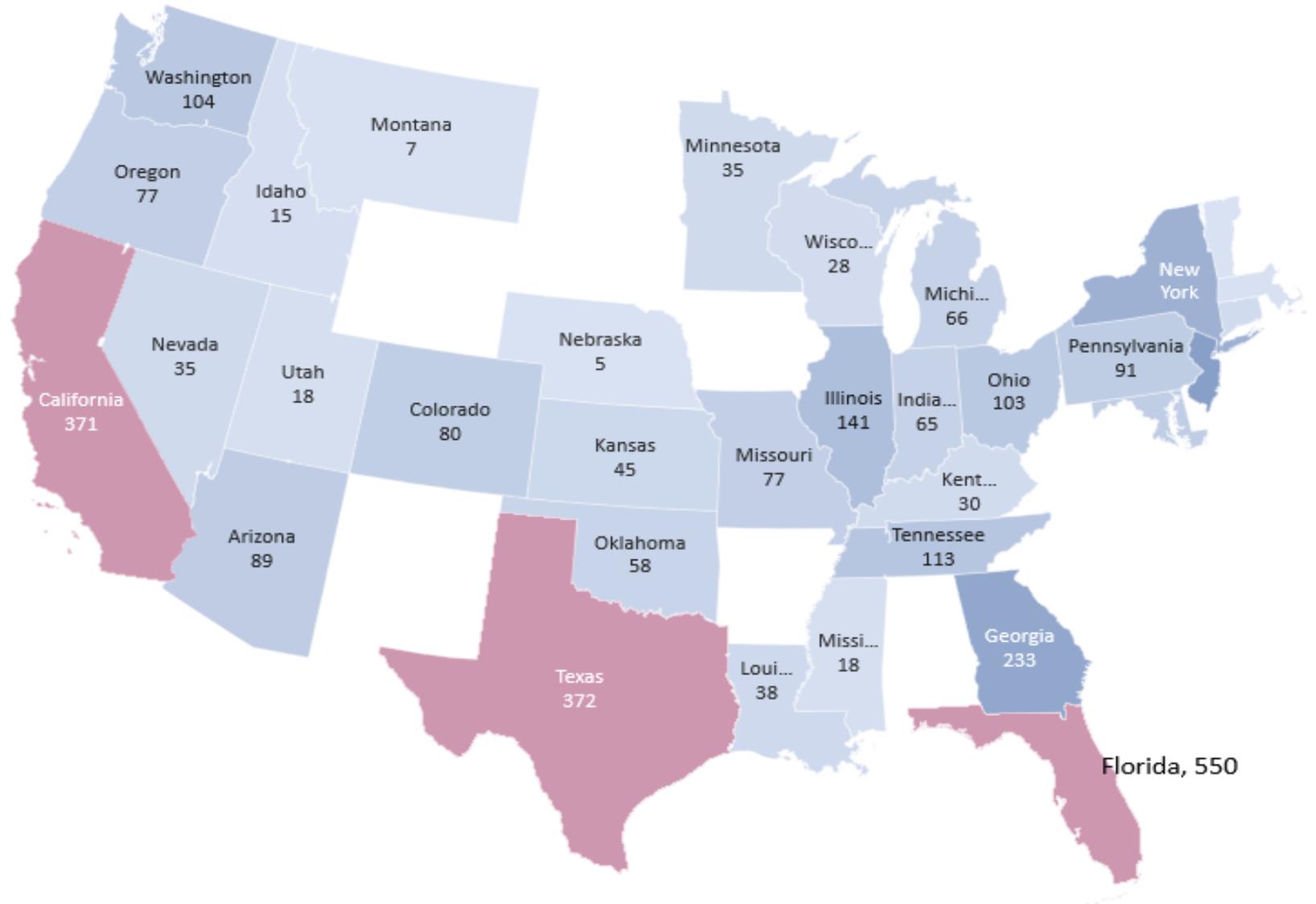
Business Insights

Customer Location

Total Population: 17,809

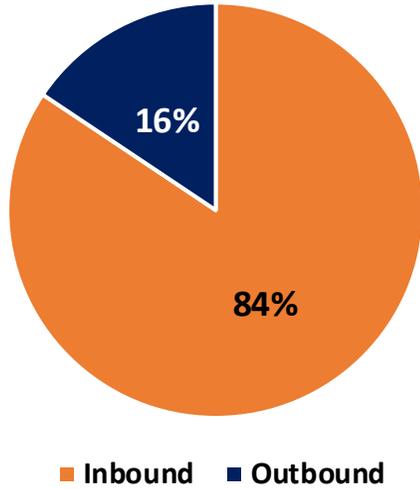
Categorized Calls: 3,649

Top 5 States	Count
Florida	550
Texas	372
California	371
Jersey	265
Georgia	233

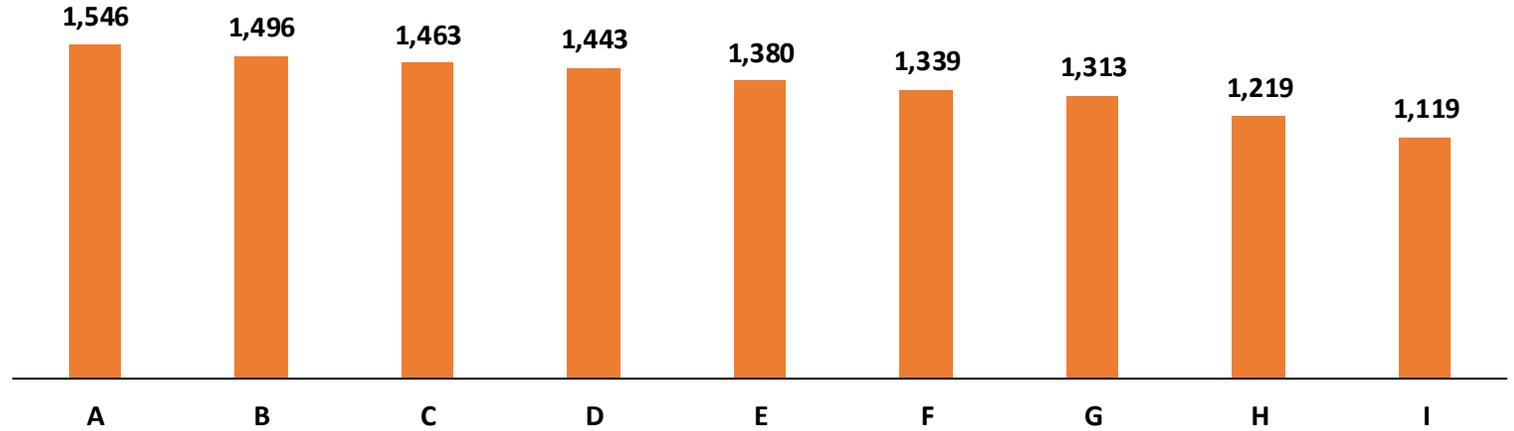


Skill Level & Direction Bifurcation

Direction

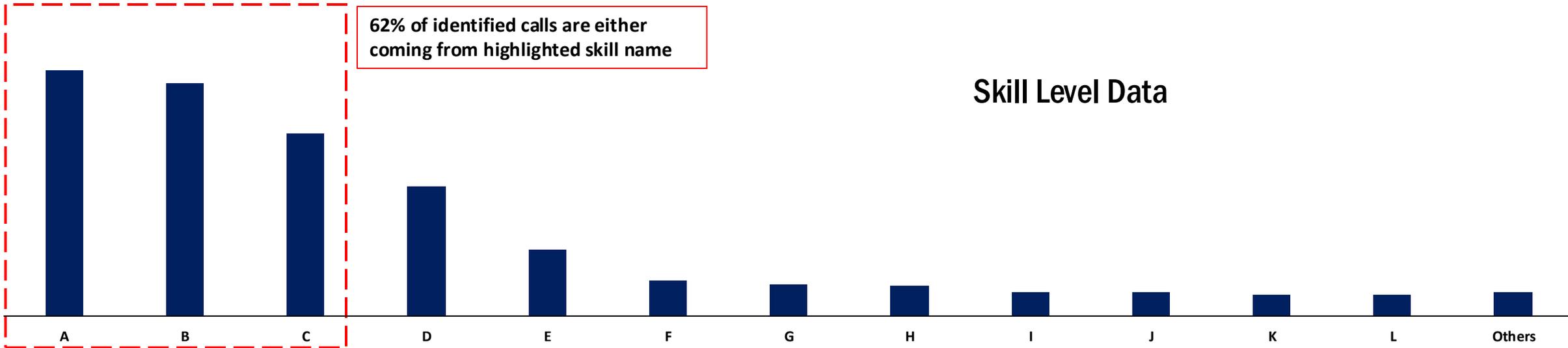


Top 10 Agents (Volume)



62% of identified calls are either coming from highlighted skill name

Skill Level Data

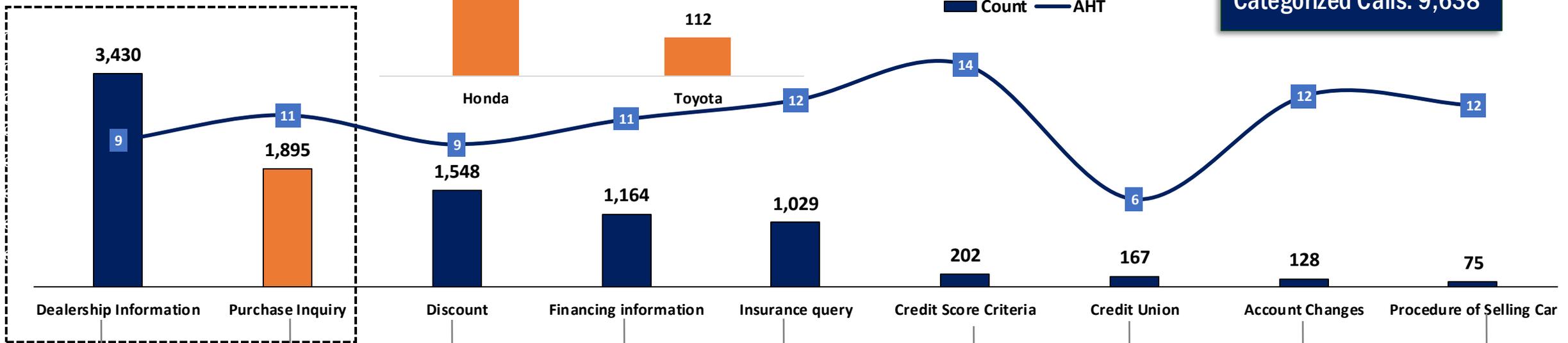


Call Reasons Level 1

Dealership information & Price Inquiry covers 54% of Call Reason

Top 2 Car Brands For Purchase Inquiry

Total Population: 17,809
Categorized Calls: 9,638



Customers are calling to get dealership information. "We went to a local dealer for local not local, but the dealer and it said that it wasn't Brand certified dealer cannot all the dealerships participate in the program."

Customers are calling regarding the pricing inquiries. "I am looking to purchase a jeep"

Customers are calling to seek discount on the cars they have identified on website. "I was just wondering are any discount offered or any anything and I'm not finding anybody negotiable with anything at this point."

Customers are calling to obtain financial information about purchasing a car. "I need to know how the auto finance program works."

Customers are calling to express concerns related to insurance matters. "I had a problem. I didn't receive my insurance cheque yesterday."

Customers are calling regarding credit score criteria to make a purchase. "It's just start to build our credit our chase bank shows that we have 700 credit score. So, I just wondering If we are eligible for the auto loan."

Customers are calling to verify the lead on CU. "I can give you the lead ID when you're ready."

Customers are calling for account related queries. "Trying to update some information"

Customers are calling for generic procedure of car selling inquiries. "I need to sell my car and I'm trying to find good place to put it on so I can sell it."

Call Reasons Level 2



Total Population: 17,809
Categorized Calls: 9,796



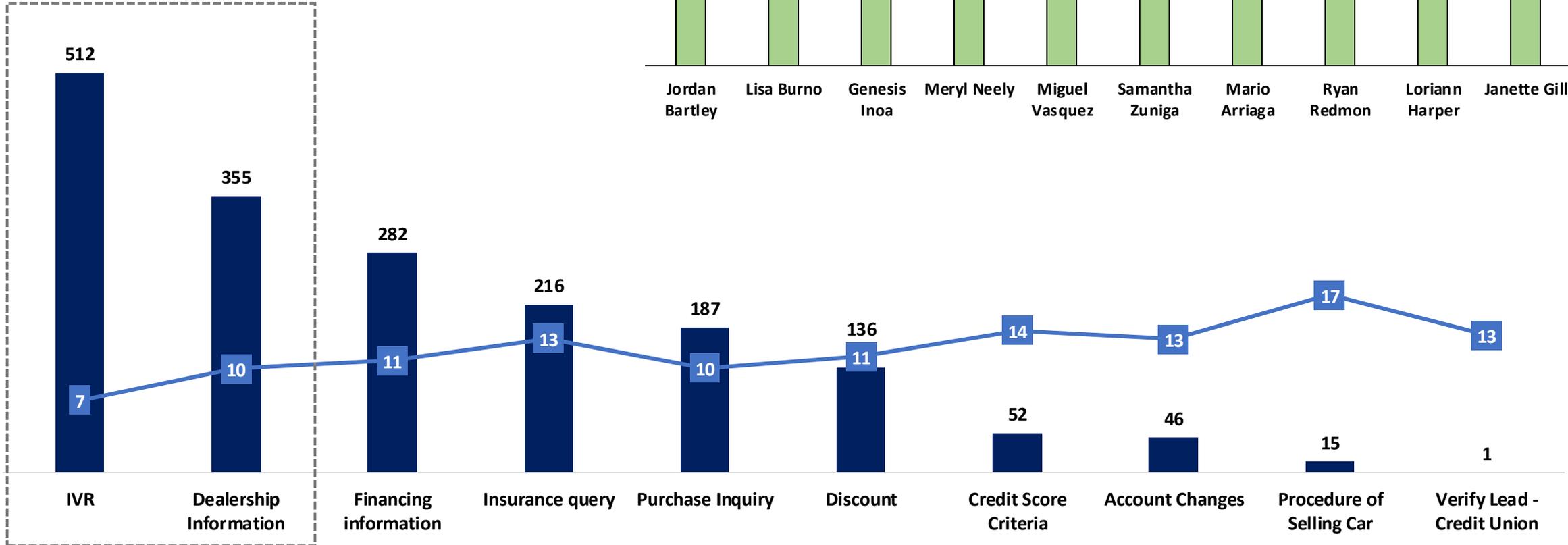
Based on the Manual Study, above are Level 2 call reasons identified.

File Name	Contact Reason	Phrase
Demo123.wav	Discount: Employee	Like a form that I received with an employee discount.
Demo123.wav	Procedure of Selling Car: Trade In	looking to trade in
Demo123.wav	Dealership: Didn't honour the price	dealership is not willing to honor that price
Demo123.wav	Insurance: Claim	have an existing claim
Demo123.wav	Discount: Military Discount	I got signed up for the Brand military
Demo123.wav	Discount: Federal Credit Union	There any federal credit additional Discount

Call Reasons - Outbound

Total Population: 2,778
Categorized Calls: 1,802

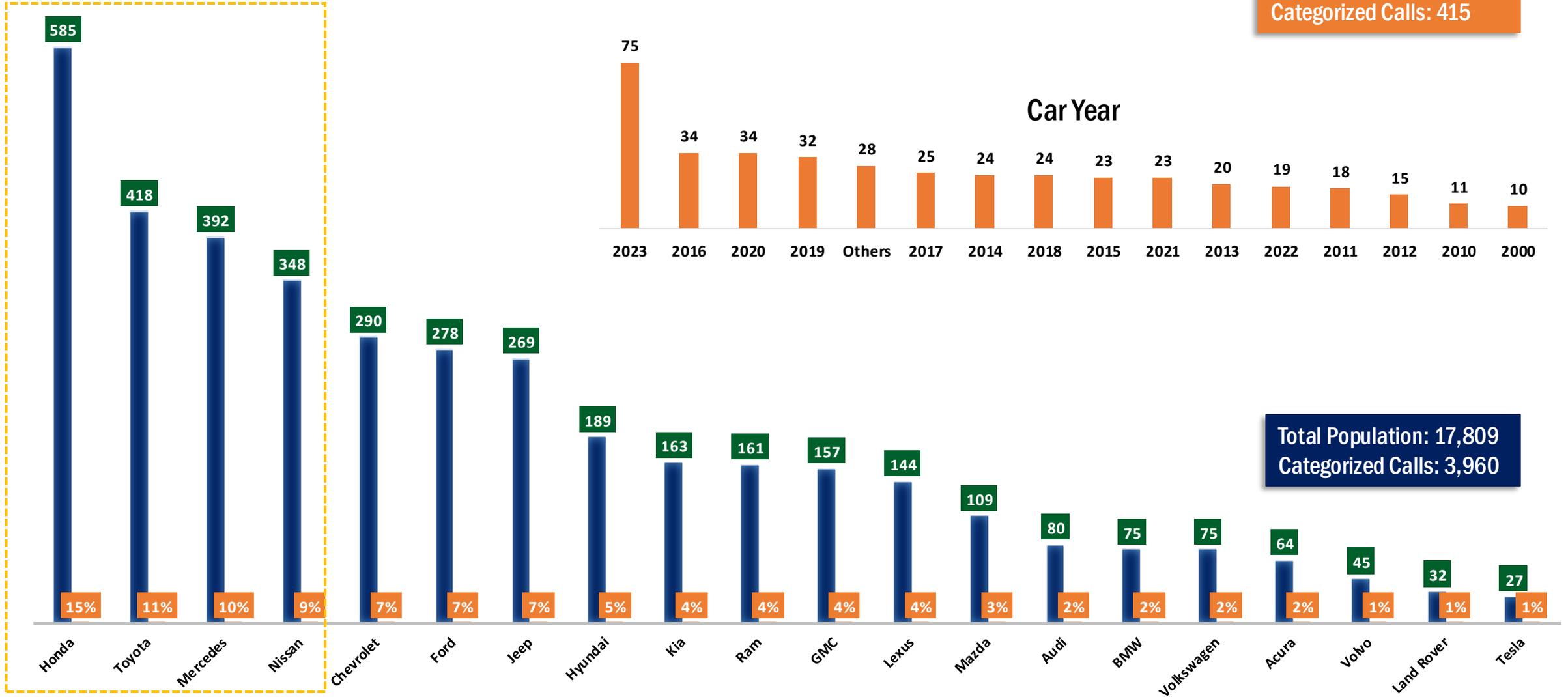
IVR & Dealership information
contribute to 47% of total Call Reason



Call Brand

Contributes 44% of total identified volume

Total Population: 17,809
Categorized Calls: 415



Total Population: 17,809
Categorized Calls: 3,960

Methodology – VOC Index



Classification

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



Behavior

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



Intent

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

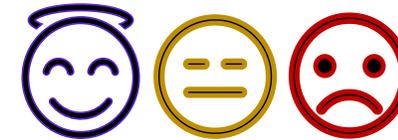


Output

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

What is Sentiment Analysis?

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



What is Net Sentiment Score?.

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

Calculation

Net Sentiment Score = % Positive – % Negative

VOC Index = Net Sentiment Score * 10

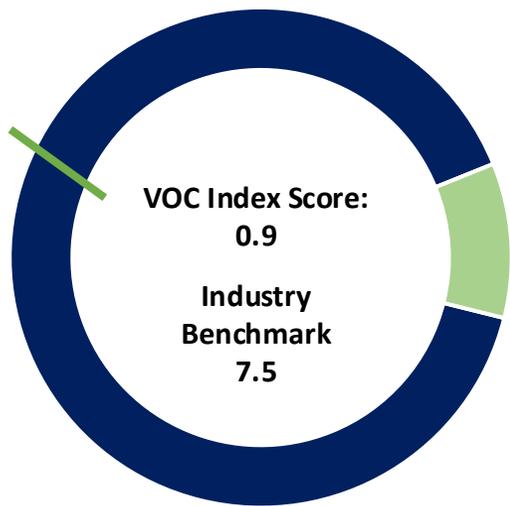
Source

VOC Index

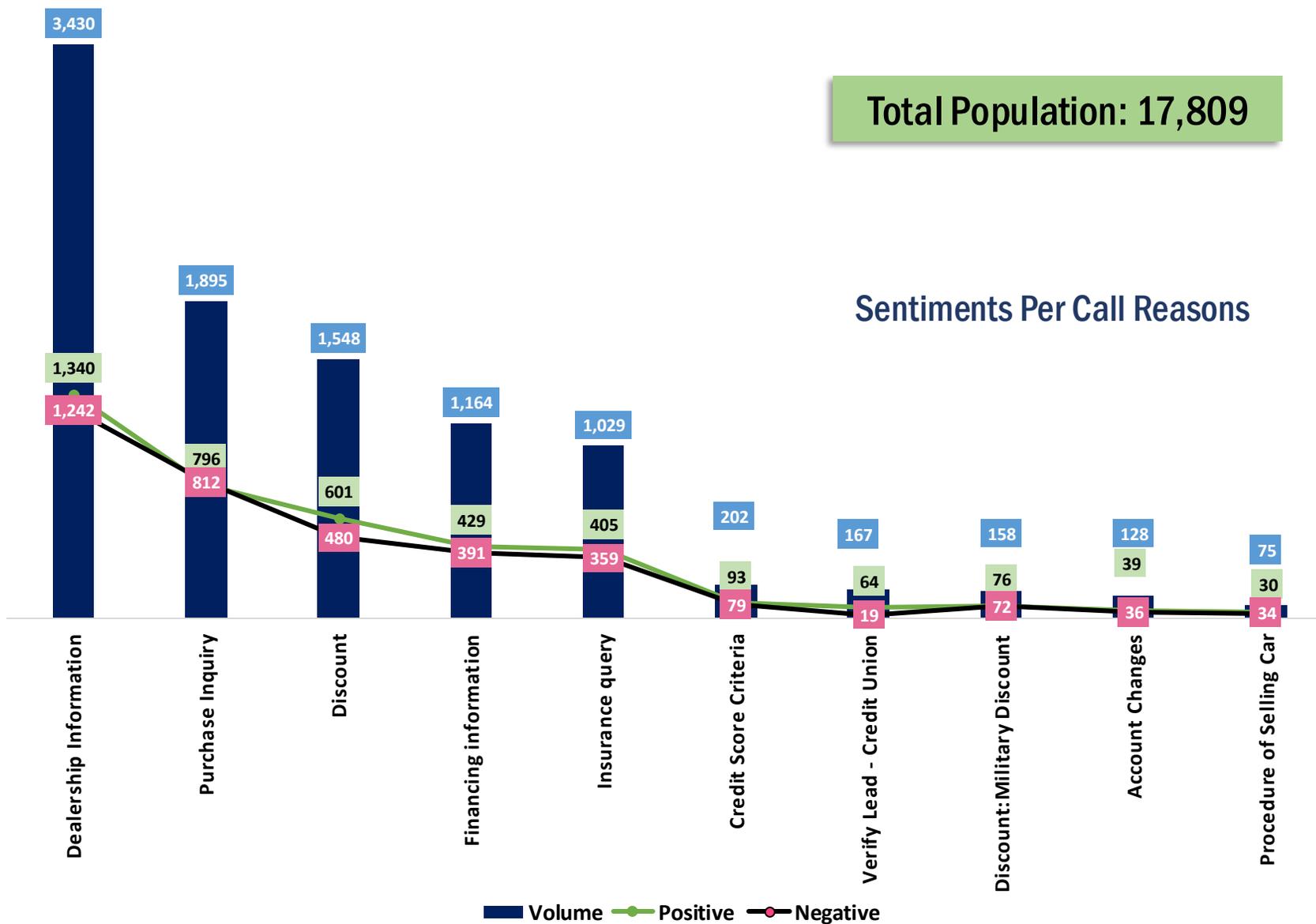


Total Positive Sentiment Interactions	Total Negative Sentiment Interactions
4,938	4,129

Total Population: 17,809



Sentiments Per Call Reasons



Voice Of Customer - Positive

Total Population: 17,809

Above and Beyond Service

4938

In 4,938 calls, customers appreciated agents for providing solution and their assistance

Process

35

Product

15

Above and Beyond Service

Call ID: Demo123.wav

VOC: "thank you very much sir. I appreciate you for helping you taking the time helping me out."

Call ID: 463142217074.wav

VOC: "Well you've been really helpful and I really appreciate it."

Process

Call ID: Demo123.wav

VOC: "Awesome. Thank you so much you guys are awesome."

Call ID: 460973290590.wav

VOC: "You guys are really good man, the lady yesterday and today resume very really great customer service."

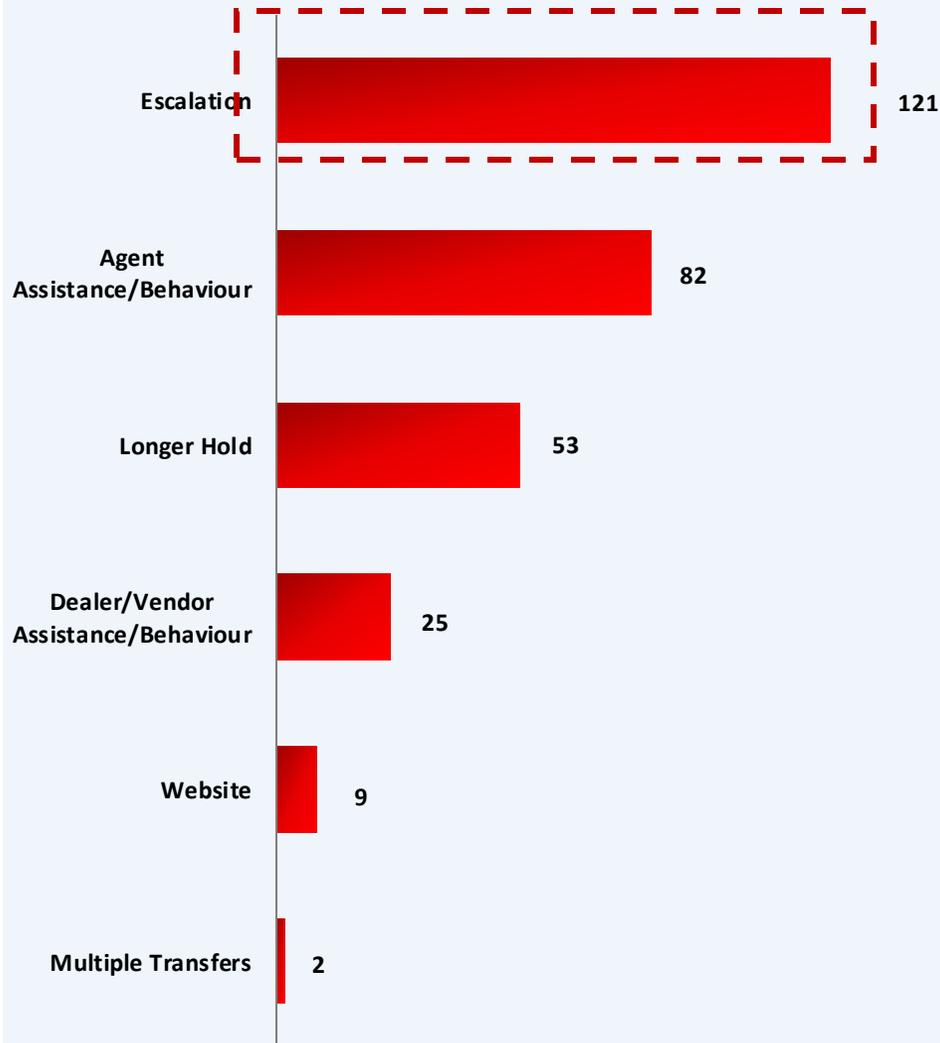
Product

Call ID: Demo123.wav

VOC: "This car is perfect price \$18,000"

Voice Of Customer - Negative

Negative Sentiment Drivers



Total Population: 17,809

Escalation

Call ID: 463142477826.wav

VOC: "Kind of agitated right now. So I need to speak to a manager."

VOC: "I have not gotten an email and have not gotten a call can I speak to a supervisor please."

Agent Assistance/Behaviour

Call ID: 463474629906.wav

VOC: "when I told that you guys wasting my time"

Longer Hold

Call ID: 463142041741.wav

VOC: "I've called in twice now and the first time they hung up on me. The second time. I was on hold for like 20 minutes"

Dealer/Vendor Assistance

Call ID: 463029847237.wav

VOC: "I have a problem with the dealership, so that's why I'm calling."

Website

Call ID: 462064352275.wav

VOC: "having trouble finding the listing on the website "

Call ID: 461818576439.wav

VOC: "I was having trouble navigating your website with the car buying program."

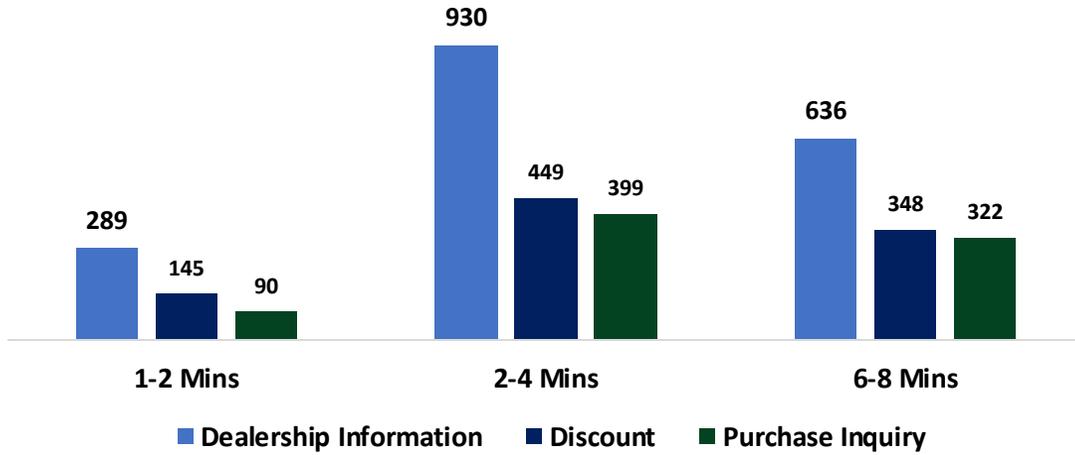
Multiple Transfer

Call ID: 462430629362.wav

VOC: "Yes, exactly you do - would you like me to transfer you again to other department."

Average Talk Time Analysis

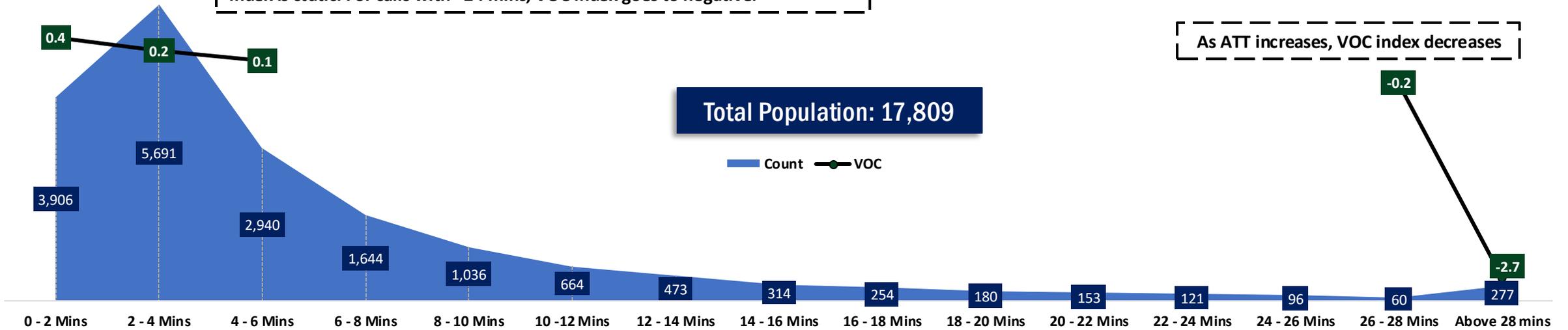
Major Call Drivers



The ATT is 5 mins and 51 secs. The moment it passes that breakeven point, VOC index is static. For calls with >24 mins, VOC index goes to negative.

Top 6 Agents with high ATT

Agent Name	Higher Duration Calls (Above 24 Mins)	Total Calls	%
A	51	1496	3%
B	50	1380	4%
C	49	886	6%
D	48	1219	4%
E	41	1313	3%
F	29	1463	2%



As ATT increases, VOC index decreases

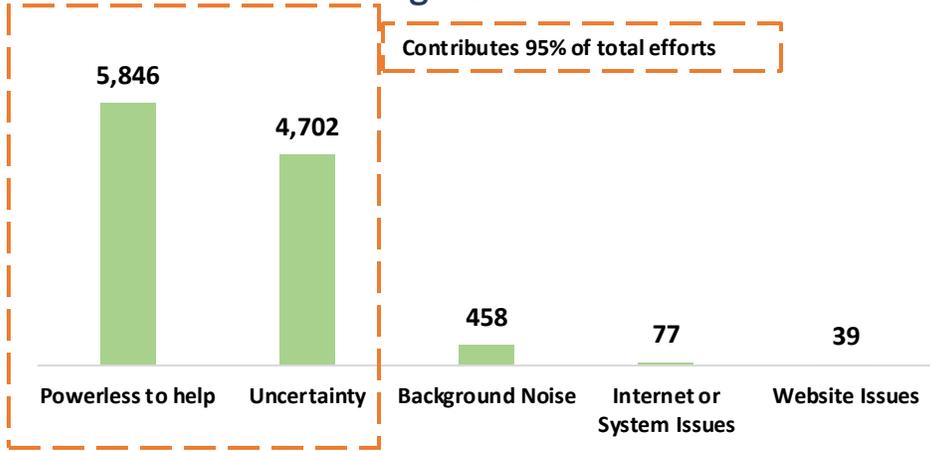
70% of calls were concluded within 6 mins



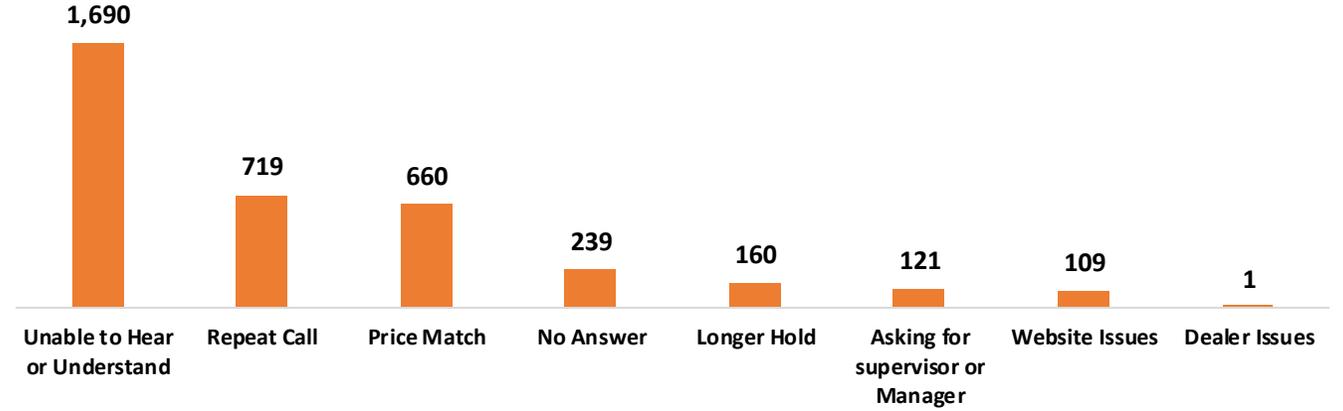
Effort Analysis

Agent Effort

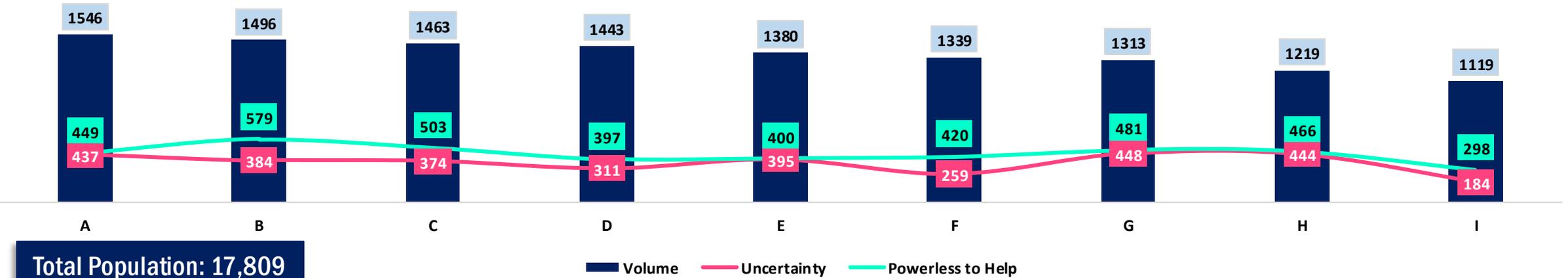
Contributes 95% of total efforts



Customer Effort

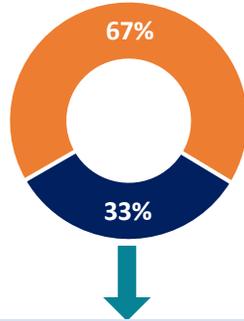


Agents exhibit uncertainty and are unable to assist on the calls due to a lack of expertise and further knowledge. Example – Sharing details about loans



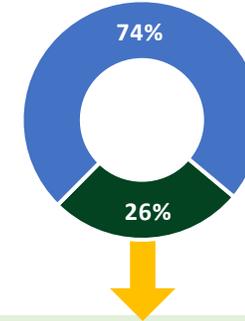
Agent Effort Analysis

- Effortless
- Powerless to Help



Total Population: 17,809

- Uncertain
- Confident

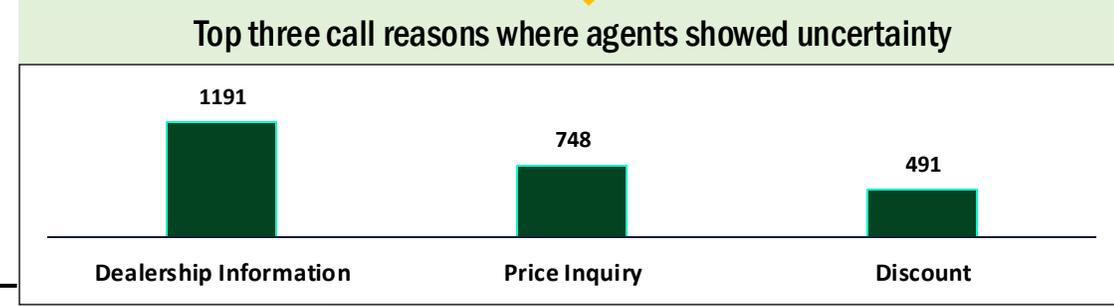


Agent Name	Calls
A	579
B	503
C	481

Call ID: Demo123.wav
"I can't assist any further and the situation."

Call ID: Demo123.wav
"I don't have an answer so not able to provide that."

Call ID: Demo123.wav
"Those vehicles are a listing service so we don't have access to the dealerships inventory."



Agent Name	Calls
A	448
B	444
C	437

Call ID: Demo123.wav
"Okay, yes, I don't know where it's located until you go through the steps there."

Call ID: Demo123.wav
"I don't know how many points are offering right now they will be directly an appropriate work site."

Call ID: Demo123.wav
"I don't know anything about the loans or the financing and that's all through the AAA loan department."

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"

Less Than 1 Minute Calls

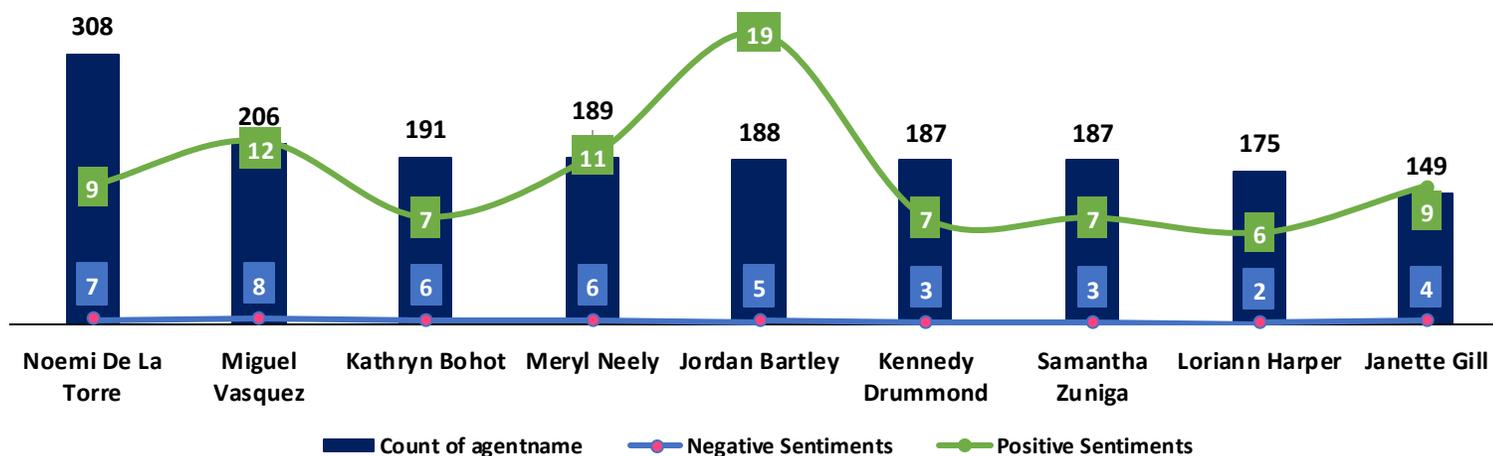
We performed study on 77 interactions to understand <1 min scenarios

45% of identified calls are either coming for highlighted reasons

Call Reasons



Top 10 Agents (Volume)



Recommendation:

- **Discount Charter:** Regularly updating discount charter helps customers to go through applicable discounts details on every car.
- **Educate Customer:** Educate customer through FAQs, ToolTip, Videos etc. to ensure they quick fix error.

Total Population: 2,728

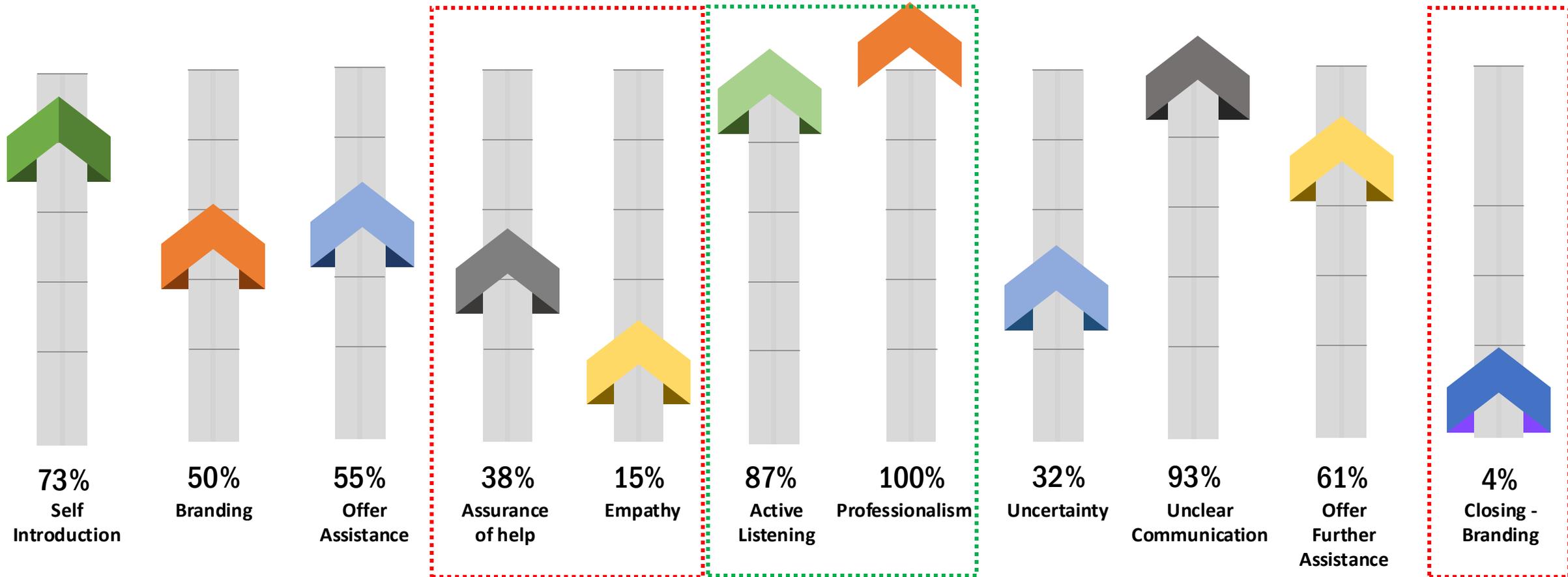


Agent Insights



Performance – Key Behaviours

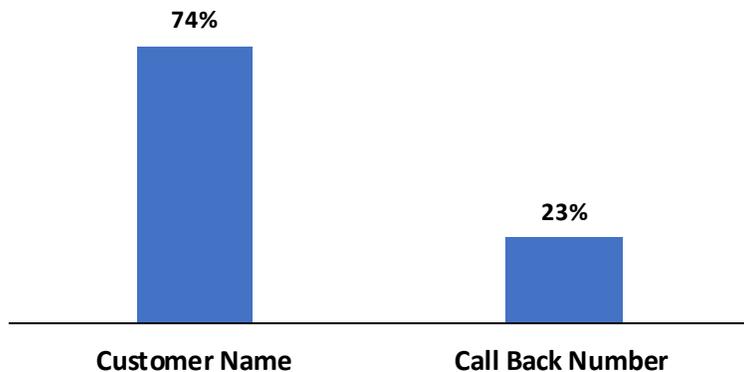
Total Population: 17,809
*Calls with duration greater than 1 min are considered here.



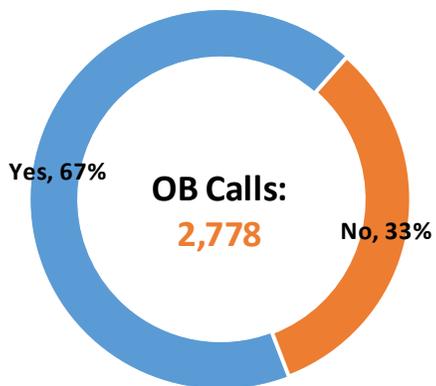
Easy Fix – Agents can start following practical application to improve scores

Performance - Compliance

Compliance - All calls



Recording Disclaimer



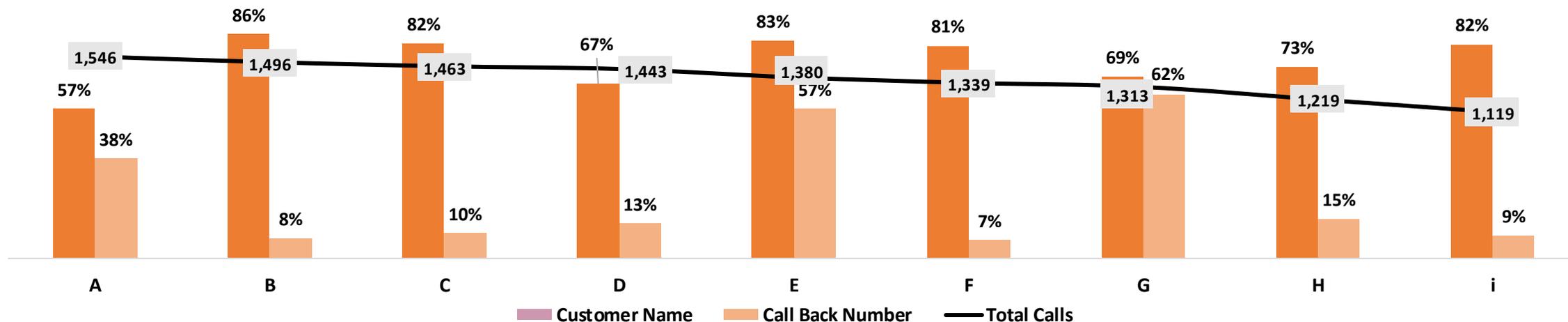
Agent must verify required information on call.

Here are few example phrases:

- *May I have your name and a good call back number in case we get disconnected?*
- *This is a good call that number just in case, we do get disconnected?*
- *Whom I have pleasure of speaking to?*

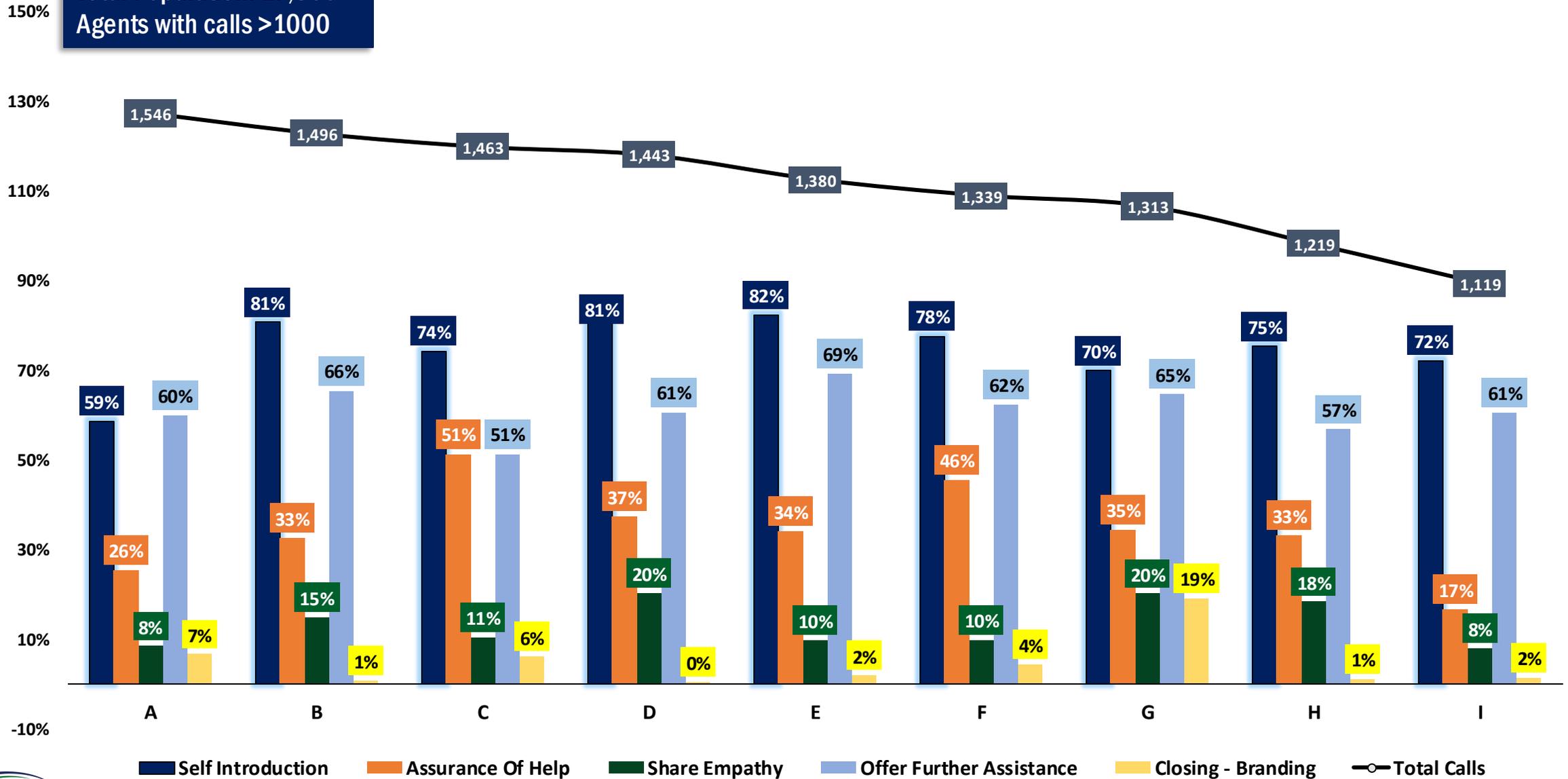
The average verification/compliance time is one minute. If the verification information could be pre-filled in the IVR, saving 30 seconds on each call can save 833 hours over the course of 100,000 calls.

Total Population: 17,809
Agents with calls >1000



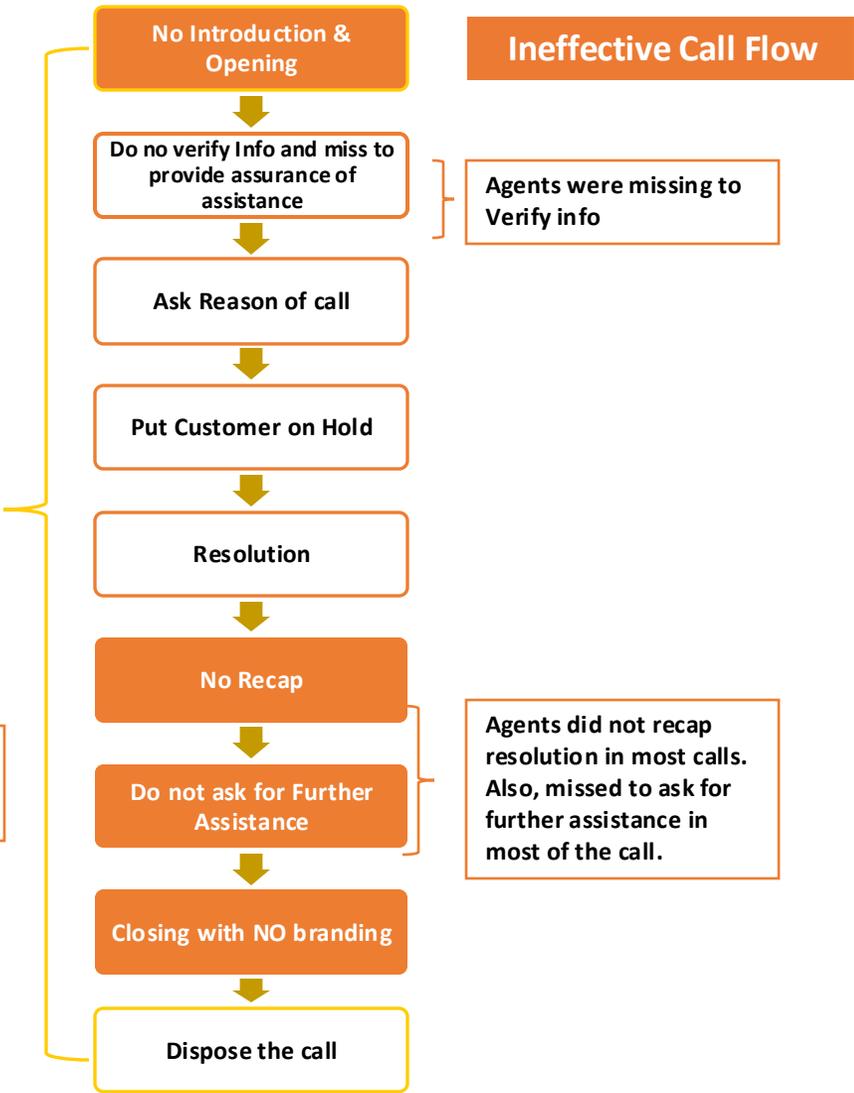
Immediate Coaching Candidates

Total Population: 17,809
Agents with calls > 1000



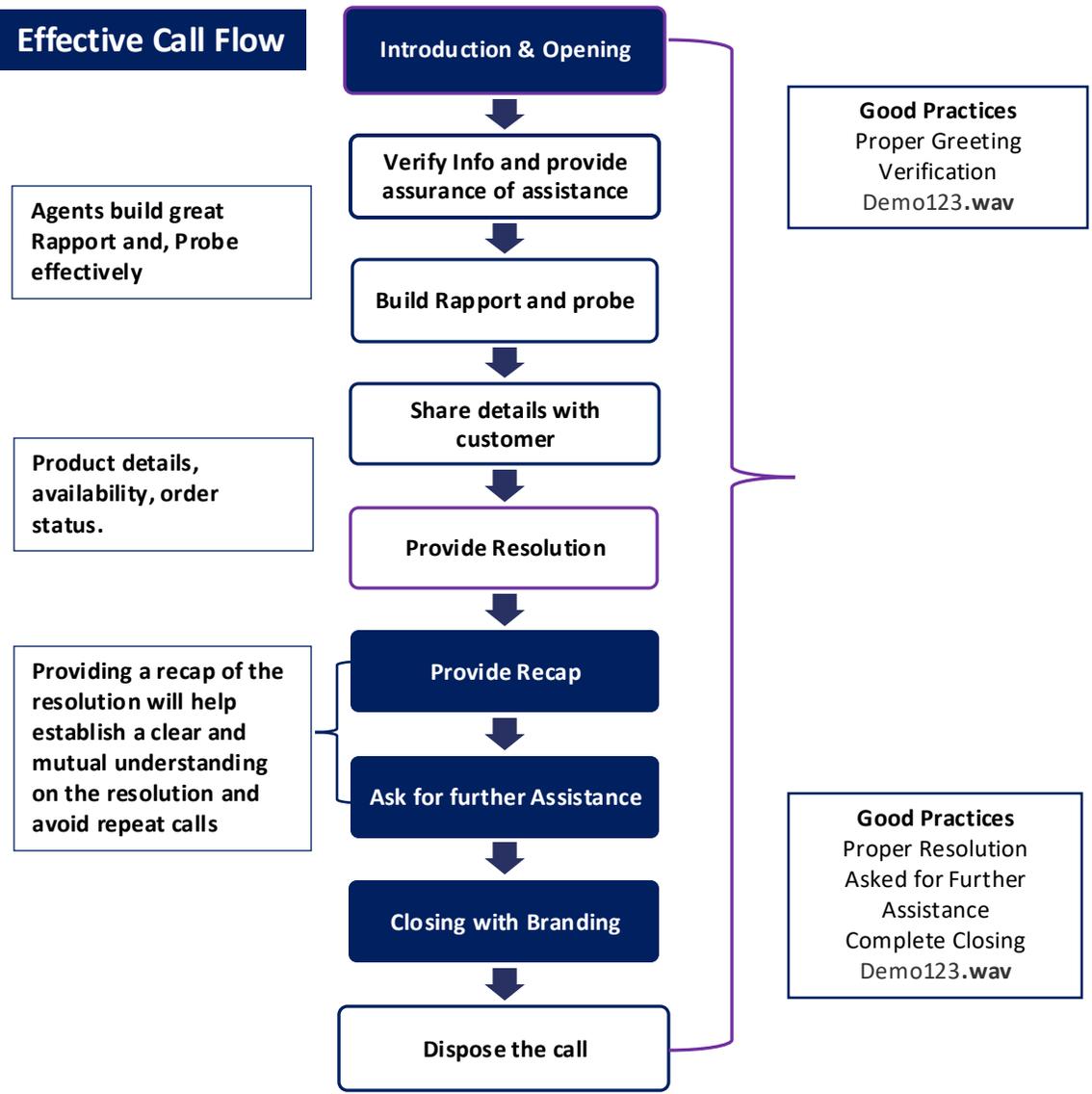
Optimum Call Flow

- Bad Practices**
- Demo123.wav
 - Demo123.wav



- Bad Practices**
- Demo123.wav
 - Demo123.wav

Effective Call Flow



Practical Application

Total Population: 17,809

Parameter	Recommendation	Example	Effectiveness
Introduction & Branding	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"> • Thank you for calling Brand Name. This is ABC may I have your name and a good call back number in case we get disconnected. • This is XYZ may I get your name please. • Thank you for calling Brand Name. This is XYZ may I get your name please. 	76%
Recording Disclaimer	The agent is required to use recording disclaimer on every outbound call.	<ul style="list-style-type: none"> • Hi, this is Catherine with Brand Name calling you back on a recorded line . A call had come in from you. • Thank you for calling Brand Name your call may be monitored or recorded for quality and training purposes. 	73%
Offer Assistance	The agent is required to offer assistance statements to personalise the customer experience.	<ul style="list-style-type: none"> • What can I help you with? • How can I help you today? 	67%
Name & Phone Number	The agent is required to verify customer details in order to follow compliance.	<ul style="list-style-type: none"> • May I have your name and a good call back number in case we get disconnected. • Could I have your name and phone number please. 	92%
Powerless To Help & Uncertainty	The agent is required to avoid being uncertain and powerless to help, wherever needed we use proper verbiage which is not tagged negatively.	<ul style="list-style-type: none"> • I don't know what they sent. • I don't think that they are a partner of ours. • I can see what deals you got connected with in the past, but I cannot tell you that that is part of the auto thing you have to serve . • I'm go to the report purchased in hills right there. There's no way. I could just like a list and I could just send it to you. 	58%

Practical Application

Total Population: 17,809

Parameter	Recommendation	Example	Effectiveness
Hold Procedure	The agent needs to look for the permission before putting the customer on hold and resume with thanking the customer.	<ul style="list-style-type: none">• Alright, I'll put you on a brief hold.• Thanks for your patience, Tom.	70%
Further Assistance	The agent needs to pitch for further assistance in order to ensure all the queries are answered.	<ul style="list-style-type: none">• Okay, is there anything else? I can help you with today.• Alright is there anything else that I can help you with today sir.	52%
Closing - Branding	This gives personalised brand experience to customer.	<ul style="list-style-type: none">• With my pleasure and thank you for calling Brand Name. I hope you have a wonderful day.• Alright, well. Thank you for calling Brand Name and have a great weekend.	76%

Best Practice

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: Jennifer
ID: Demo123.wav

Summary: Customer called to know how the program works. Agent shared the information.

- **AGENT:** Thank you for calling **Brand Name**. My name is Jennifer. (**Proper introduction**)
- **AGENT :** I'll be more than happy to get your information on the program. (**Willingness to assist**)
- **AGENT:** do you have any other questions or anything else. I can help you with. (**Asked Further Assistance**)
- **AGENT:** With my pleasure and thank you for calling **Brand Name**. I hope you have a wonderful day. (**Closing with Branding**)

No Effort to Provide Good CX

Agent: Kennedy Drummond
ID: Demo123.wav

Summary: Customer was checking the website and had some queries related the discount and the fee for the vehicle.

- **AGENT:** Kennedy, May I ask whom am speaking with? (**Missed Brand name**)
- **AGENT :** I'm honestly not a 100% sure about what that fee is. (**Being uncertain**)
- **AGENT :** Thanks bye bye. (**No proper closing. Agent missed to ask further assistance, use brand name in closing**)

Agent Quality Scorecard - Inbound

Total Population: 17,809

Category/Value Area	KPA/Parameter	QA Score %	Status
Opening/Readiness	Did the agent introduce themselves?	73%	Green
	Did the agent brand the call?	50%	Yellow
	Did the agent offer assistance?	55%	Yellow
Compliance	Did the agent confirm the customer's Name	74%	Green
	Did the agent probe for phone number or order number?	23%	Red
Conversation/Soft Skills	Did the agent provide assurance of help and take ownership to resolve the issue?	38%	Red
	Did the agent maintain professionalism over the call?	100%	Green
	Did the agent exhibit active listening throughout the call?	87%	Green
	Did the Agent Communicate in a Clear and Understandable Manner?	93%	Green
	Did the Agent share empathy when required?	15%	Red
Process	Did the agent provide accurate information about the service/product and answered the customer's FAQ(s) and query?	6%	Red
Efficiency	Did the agent avoid to display uncertainty over the phone call?	32%	Red
Hold Procedure	Did the agent avoid the Excessive Dead Air on call? (lesser than or equal to 50%)	50%	Yellow
	Did agent follow the correct Hold procedure?	31%	Red
Agent Knowledge	Did the agent summarize the call? (Shared recap of conversation)	3%	Red
	Did the agent end the call with a specific directive/further action plan?	21%	Red
Closing	Did the agent offer further assistance?	61%	Yellow
	Did the Agent close the call with branding?	4%	Green

Heat Map

Total Population - 17,809

Agent Name	Total Calls	Opening	Compliance	Conversation	Process	Efficiency	Hold	Agent knowledge	Closing
A	1546	37%	48%	65%	2%	33%	15%	10%	33%
B	1496	36%	47%	67%	4%	30%	30%	22%	33%
C	1463	18%	46%	69%	5%	31%	35%	15%	29%
D	1443	50%	40%	68%	1%	29%	37%	5%	31%
E	1380	37%	70%	66%	3%	35%	26%	11%	36%
F	1339	46%	44%	68%	28%	25%	28%	12%	33%
G	1313	23%	66%	69%	4%	39%	25%	12%	42%
H	1219	44%	44%	68%	4%	46%	31%	9%	29%
I	1119	45%	45%	63%	5%	20%	28%	6%	31%
J	998	41%	41%	70%	4%	35%	26%	11%	30%
K	886	49%	50%	73%	9%	55%	31%	13%	33%
L	828	47%	41%	66%	4%	22%	32%	9%	36%
M	792	58%	79%	69%	3%	23%	36%	15%	38%
N	684	29%	27%	75%	4%	31%	28%	16%	36%
O	584	24%	33%	68%	2%	27%	18%	11%	21%
P	396	24%	21%	66%	3%	26%	15%	14%	20%
Q	178	50%	67%	76%	6%	39%	43%	28%	37%
R	120	32%	38%	72%	4%	36%	19%	16%	27%

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

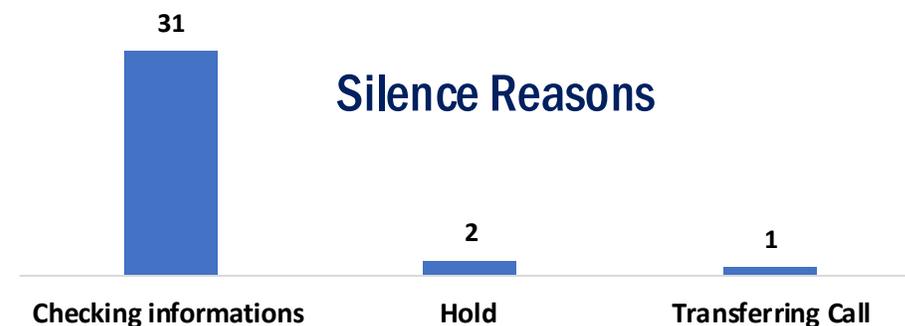
Silence Time Analysis

Labels	Calls
Total Calls	17,809
Silence Time >50%	8,931
Uncertainty	3,075

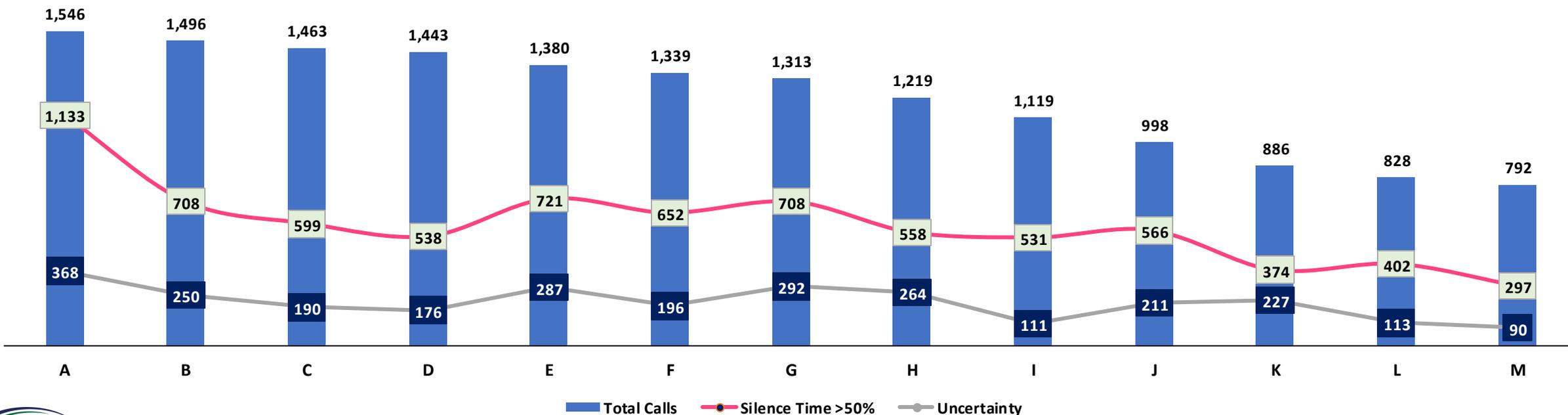
50% of total volume has >50% silence time, out of which on 34% (3,075) of calls Agents expressed uncertainty.

Labels	Hours
Total Call Duration for Silence >50%	1294
Consider 50% Silence	647

Total Population: 17,809

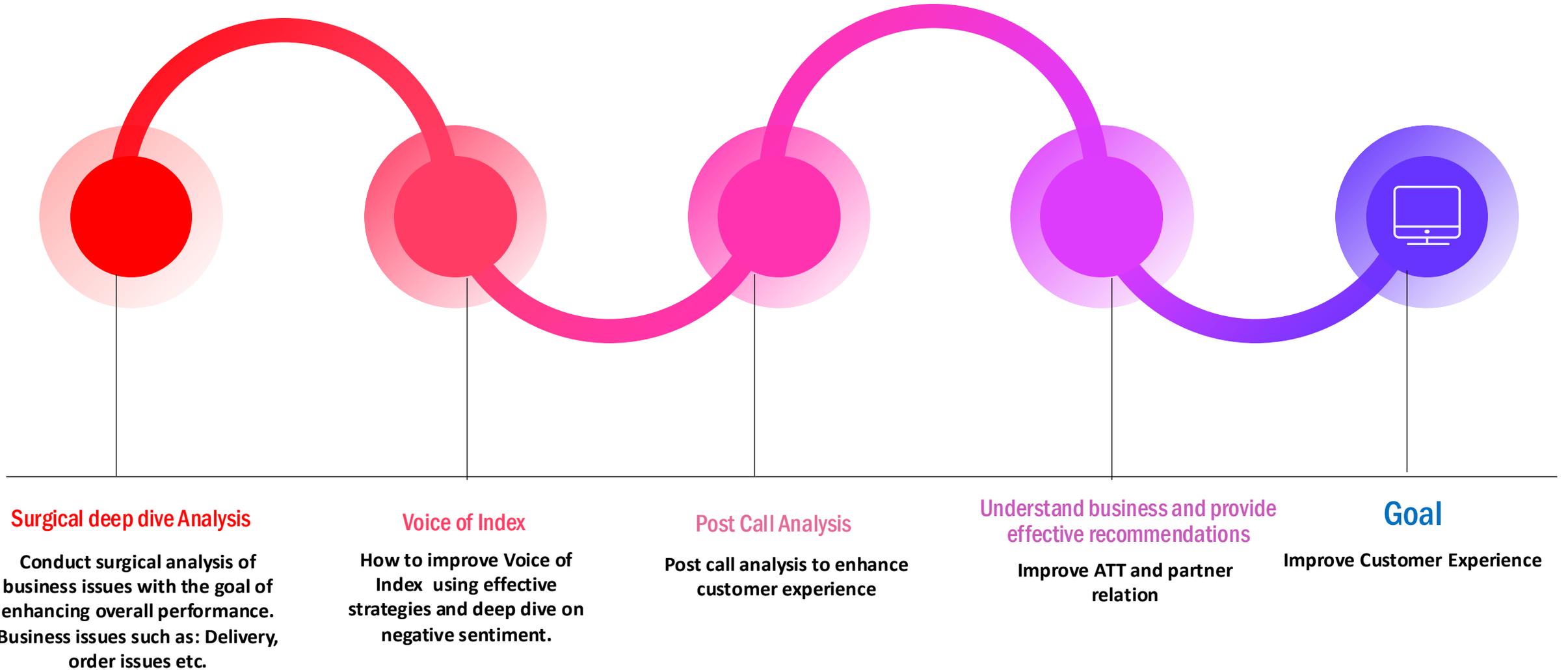


Based on short study of 34 calls, we found above reasons that's increasing the silence time



Next Steps

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





Jim Iyooob
President –ETS Labs/
Chief Revenue Officer –Etech



Thank You!

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