



An Etech Global Services Company

ETSLABS.AI · CASE STUDY COMPENDIUM

From 3% Sampling to Full-Coverage Intelligence.

Proven outcomes across banking, automotive, telecom, healthcare, retail, education, pharma, and more. Powered by QEval® and Etech Interaction Analytics.

This is what happens when you stop listening to 3%.

Mid-size bank · \$2.8M annual savings · 3% sampling → 100% coverage

↓ **33%**

Auto-Fail Evals

↓ **34%**

Repeat Contacts

↓ **44%**

Negative Sentiment

↓ **33%**

Customer Confusion

+10pt

Coaching Effectiveness

BEFORE

- 3% manual QA sampling
- No root cause visibility
- Guessing on coaching priorities

DURING

- QEval® 100% interaction coverage
- AI Scorecards + Deep Dive analysis
- Multi-level driver analysis

RESULT

- \$2.8M annual savings
- 94%+ accuracy on scoring
- 9.3-month payback period

The difference isn't technology. It's leadership.

This is what happens when you stop chasing false positives.

1,200 agents · \$6.1M annual value · keyword alerts → AI intelligence

↓ 85%

Compliance Violations

6,000

Misrouted Calls Eliminated

11 → 0

Analysts Triaging Alerts

\$6.1M

Annual Value Created

100%

Interactions Now Monitored

BEFORE

- Keyword-based alert triaging
- 11 analysts chasing false positives
- QA scores disconnected from CSAT
- No churn detection or intelligence

DURING

- QEval® 100% interaction coverage
- AI Scorecards + root cause analysis
- Churn detection + compliance monitoring

RESULT

- \$6.1M annual value across four categories
- 85% compliance violation reduction
- Contact center became a strategic asset

When QA stops chasing noise, it starts driving the business.

This is what happens when 291,925 calls get a compliance audit.

Automotive contact center · 291,925 interactions · 5 agent teams · 6-month trend

83%

Overall Greeting Compliance

91%

Top Team Greeting Score

62%

Lowest Team Greeting Score

+40pt

Team 1 Improvement Over 6
Months

5

Agent Teams Benchmarked

BEFORE

- No consistent greeting compliance baseline
- Wide performance variance across 5 agent teams
- Coaching based on anecdotal feedback only

DURING

- 100% automated greeting compliance scoring
- Time-of-day, branding, agent name tracking
- Team-level and agent-level trending reports

RESULT

- Team 1 improved from 36% to 76% in 6 months
- All 5 teams trending toward 80%+ compliance
- Pinpointed coaching targets identified per team

Objective data replaced guesswork. Coaches finally knew exactly who needed what.

This is what happens when you decode every reservation conversation.

Airline contact center · 30,957 eligible calls analyzed · Ask-for-Sale & insurance cross-sell intelligence

78.15%

Overall Ask-for-Sale Rate

75.36%

Insurance Offer Rate

+11.1%

Conversion Lift with Benefits
Pitch

28%

Payment Ask Success Rate

62.76%

Benefits Sharing Rate

BEFORE

- No visibility on ask-for-sale adherence per agent
- Insurance cross-sell gaps undetected
- Objection handling inconsistent across teams

DURING

- 100% call interaction analytics via AI platform
- Ask-for-Sale + Insurance cross-sell drill-down
- Agent Arcade + best practice identification

RESULT

- 78.15% overall ask compliance fully mapped
- Conversion climbed from 53.10% to 64.20% with benefits pitch
- Agent-level coaching playbook built from real calls

Visibility into every conversation revealed exactly where revenue was left on the table.

This is what happens when agents see what good looks like.

Major telecom · ~\$6M documented savings · critical alerts cut in half

↓ 50%

Critical Alerts

+15pt

Quality Scores

↓ AHT

Average Handle Time

↓ Hold

Customer Hold Time

~\$6M

Documented Savings

BEFORE

- 14+ minute average call time
- 2-minute average hold time
- 33% of calls triggering critical alerts

DURING

- QEval® 100% interaction coverage
- AI Scorecards + agent-level coaching
- Call-level driver analysis

RESULT

- ~\$6M in documented savings
- Critical alerts cut in half
- Quality scores improved by 15 points

Agents got better because someone finally showed them what good looks like.

This is what happens when you measure every interaction, not a sample.

Global engineering firm · 3,223 interactions analyzed · 100% coverage

57%

Avg Agent Performance Score

4.43/10

Voice of Customer Index

10:42

Avg Talk Time (min:sec)

1,230

Positive Sentiments

477

Negative Sentiments

BEFORE

- Sampling-based QA missing root causes
- No visibility into transfer or silence patterns
- Low scores on empathy and assurance of help

DURING

- 100% interaction coverage via QEval®
- Agent + VOC + business insights all layered
- Overtalk, silence and transfer deep-dive analysis

RESULT

- Full performance baseline with VOC Index 4.43/10
- Wrong transfer and overtalk patterns identified
- Targeted coaching roadmap delivered to leadership

When you see 100% of interactions, the coaching gaps can no longer hide.

This is what happens when delivery frustration becomes a data problem.

National furniture retailer · 6,108 interactions analyzed · multi-level call reason mapping

47%

Calls: Delivery Confirmation

30%

Calls: Complaints

77%

Top-2 Contact Drivers
Combined

6.5/10

VOC Index on Delivery Calls

18%

Incomplete Items: Top
Complaint Driver

BEFORE

- High AHT on delivery confirmation calls
- Incomplete items driving repeat customer contacts
- No structured root cause view of complaint drivers

DURING

- Level 1 & Level 2 call reason categorization
- Delivery issue deep-dive analytics
- Agent quality and compliance scoring

RESULT

- Incomplete items confirmed as #1 root cause (18%)
- Delivery confirmation AHT opportunity fully mapped
- Prescriptive improvement recommendations delivered

The data didn't just describe the problem. It told the business exactly where to fix it.

This is what happens when a pharma contact center gets a full CX audit.

Global pharmaceutical company · 1,000 interactions audited · single-day deep dive

68%

Agent Quality Score

6.2/10

Voice of Customer Index

6:22

Avg Talk Time (min:sec)

301

Positive Sentiments

71

Negative Sentiments

BEFORE

- Order status & purchase inquiry backlogs
- Delivery, website & order-not-received complaints
- Low agent scores on empathy and assurance of help

DURING

- 100% interaction QA with AI performance scoring
- VOC Index + full sentiment measurement
- Agent benchmarking across all interactions

RESULT

- CX baseline established: VOC Index 6.2 out of 10
- Top coaching priorities: Share Empathy, Assurance of Help
- Delivery & order issue root causes fully mapped

A single day's interactions revealed systemic gaps that months of sampling had missed.

This is what happens when you diagnose AHT instead of just reporting it.

Education services contact center · 5,024 calls · AHT diagnostic study

↓ **28%**

AHT Reduction Over Period

10:25

Starting Avg Handle Time

7:31

AHT by End of Period

20%

Negative Sentiment on >20-
Min Calls

>18min

Sentiment Risk Threshold
Identified

BEFORE

- High and inconsistent AHT throughout the period
- Long calls correlating with rising negative sentiment
- No structured diagnostic view of call flow by duration

DURING

- AHT diagnostic broken by duration band (0–20+ min)
- Positive vs negative sentiment overlay on each band
- Weekly call volume and AHT trend tracking

RESULT

- AHT reduced from 10:25 to 7:31 over the period
- Negative sentiment risk band identified: calls >18 minutes
- Targeted AHT reduction coaching built from diagnostic data

The AHT problem was never about speed. It was about what happened after the 10-minute mark.

This is what happens when you find the conversion levers in 240K calls.

Healthcare insurance sales center · 240,235 calls analyzed · conversion intelligence

+4.5%

Behavior Score Lift = +1%
Conversion

53→64%

Conversion Rate Lift with
Benefits Pitch

15,285

Qualified Sales Opportunities
Identified

5,712

Calls with No Ancillary Pitch

65%

Top Agent Ask-for-Sale Rate

BEFORE

- Brokers not qualifying customers consistently
- 5,712 calls with no ancillary product pitch attempt
- No link between agent behaviors and conversion rate

DURING

- Short call + non-qualified call root cause analysis
- No-sale and objection pattern deep-dive
- ROI model directly linking behaviors to conversion

RESULT

- Every 4.5% behavior score gain = +1% conversion lift
- Conversion climbed from 53% to 64% with benefits pitch
- Broker coaching playbook built from real calls

Small behavior changes at scale produce measurable revenue lift.

This is what happens when you track every sales opportunity, every call.

Telecom sales contact center · 11,470 calls analyzed · agent-level benchmarking

0.56

Top Agent PSU Per Hour

0.1

PSU/Hr Goal Baseline

5.6x

Top vs Baseline Performance
Gap

27

Agents Benchmarked

46%

Missed Rebuttal Rate on No-Sale Calls

BEFORE

- Inconsistent sales conversion rates across agents
- No structured view of opportunities vs conversions
- Best practices undocumented and not shared

DURING

- Agent-level weekly opportunity vs conversion trending
- Open vs closed-ended question analysis
- Agent Arcade + buddy program design

RESULT

- Top agent outperforming baseline by 5.6x
- Causality mapped to specific agent behaviors
- Sales coaching curriculum built from real call data

Best practices lived in individual calls. Analytics made them shareable — and scalable.