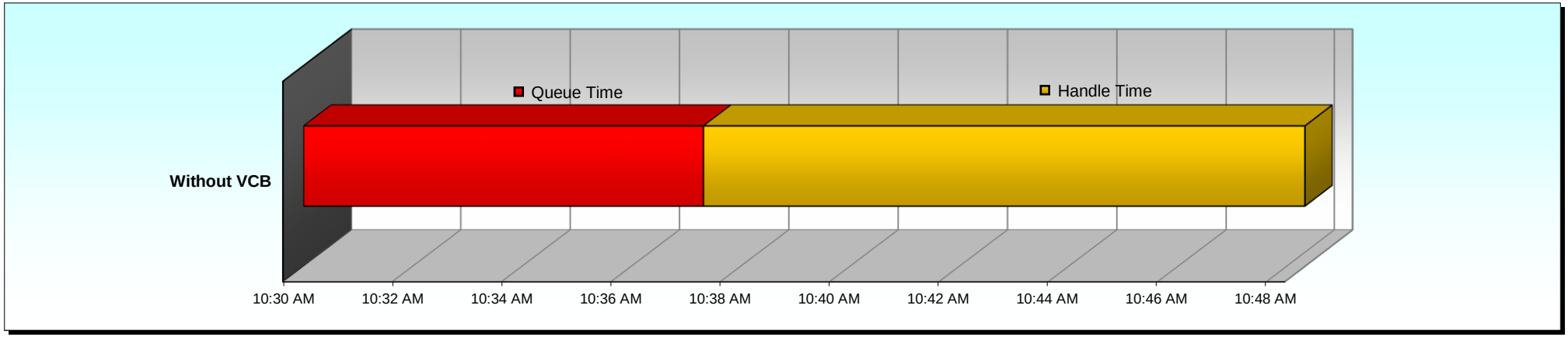
Customer Experience Without Voice Call Back (VCB)

Provider skill group on Wednesday, October 18, 2017, at 10:30 AM

Average Speed of Answer = 7.3 minutes | Average Handle Time = 11.0 minutes

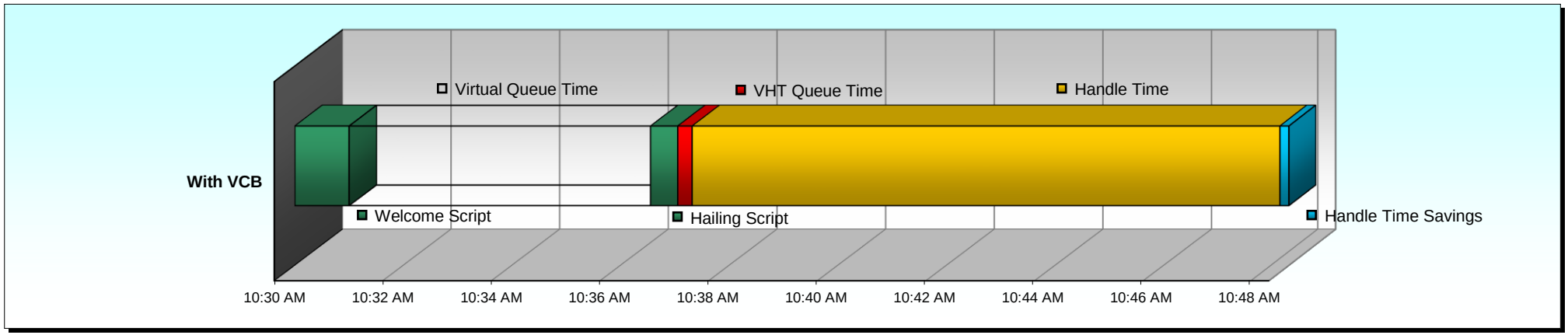
Max interval ASA was 19.1 minutes



Potential Customer Experience With Voice Call Back (VCB)

Provider skill group on Wednesday, October 18, 2017, at 10:30 AM

Average Speed of Answer = 0.3 minutes | Average Handle Time = 10.9 minutes



VCB is Verizon's service based on VHT Technology

Calls Treated Analysis
Sample Ins Co
Aggregated Weeks (4 total)

Handled Calls

Day of Week	Handled Calls per Day	Handled Calls Offered to VCB	% Handled Calls Offered to VCB
Monday	14,542	11,075	76%
Tuesday	16,013	11,109	69%
Wednesday	15,480	12,190	79%
Thursday	15,121	11,502	76%
Friday	12,906	6,764	52%
TOTAL	**74,062**	**52,640**	**71%**

Abandoned Calls

Abandons per Day	Abandons Offered to VCB	% Abandons Offered to VCB
2,120	1,943	92%
1,797	1,521	85%
2,703	2,490	92%
2,877	2,679	93%
1,615	1,258	78%
11,112	**9,891**	**89%**

Total Calls

Total Daily Handled and Abandoned Calls	Total Calls Offered to VCB (Handled and Abandoned)	% Total Calls Offered to VCB
16,662	13,018	78%
17,810	12,630	71%
18,183	14,680	81%
17,998	14,181	79%
14,521	8,022	55%
85,174	**62,531**	**73%**

Data ranges from October 2, 2017 through October 27, 2017

Data quantified by three

If VCB were offered during peak times to callers prior to entering the queue, customers would be informed of their estimated wait time and offered a chance to receive a callback rather than wait on hold.

VCB could help Sample Ins Co alleviate frustration for 62,531 callers per timeframe, or 187,593 customers per season.

Key:

Total Handled Calls Offered to VCB

• The total number of calls that would be presented with the VCB option, utilizing a turn-on threshold of 2 minutes.

Total Abandons Offered to VCB

• The total number of abandons that would be presented with the VCB option, utilizing a turn-on threshold of 2 minutes.

Calls Treated Analysis
Sample Ins Co
Aggregated Weeks (4 total)

Handled Calls

Day of Week	Handled Calls per Day	Handled Calls Offered to VCB	% Handled Calls Offered to VCB
Monday	25,937	4,398	17%
Tuesday	22,546		
Wednesday	21,445	321	1%
Thursday	20,410	309	2%
Friday	18,686	317	2%
TOTAL	**109,024**	**5,345**	**5%**

Abandoned Calls

Abandons per Day	Abandons Offered to VCB	% Abandons Offered to VCB
932	508	55%
58		
167	16	10%
183	29	16%
127	35	28%
1,467	**588**	**40%**

Total Calls

Total Daily Handled and Abandoned Calls	Total Calls Offered to VCB (Handled and Abandoned)	% Total Calls Offered to VCB
26,869	4,906	18%
22,604		
21,612	337	2%
20,593	338	2%
18,813	352	2%
110,491	**5,933**	**5%**

Data ranges from October 2, 2017 through October 27, 2017

Data quantified by three

If VCB were offered during peak times to callers prior to entering the queue, customers would be informed of their estimated wait time and offered a chance to receive a callback rather than wait on hold.

VCB could help Sample Ins Co alleviate frustration for 5,933 callers per timeframe, or 17,799 customers per season.

Key:

Total Handled Calls Offered to VCB

• The total number of calls that would be presented with the VCB option, utilizing a turn-on threshold of 2 minutes.

Total Abandons Offered to VCB

• The total number of abandons that would be presented with the VCB option, utilizing a turn-on threshold of 2 minutes.

Summary of Financial Benefits (12 week span)

Queue Minutes Saved	Provider	Member	Combined
minutes	*601,283*	*36,127*	637,410
toll avoidance	*$12,026*	*$723*	$12,748
Repeat Call Savings			
calls	*20,029*	*1,191*	21,220
cost avoidance	*$40,059*	*$2,381*	$42,440
Handle Time Savings			
minutes	*206,230*	*17,793*	224,023
time efficiency	*$52,879*	*$4,562*	$57,442
Labor Savings (annualized)			
FTE	*25*	*6*	31
labor avoidance	*$787,121*	*$168,038*	$955,159
training avoidance	*$125,000*	*$30,000*	$155,000
Net Promoter Impact			
satisfaction impact	*$617,198*	*$36,691*	$653,890
Abandon Reduction			
% IMPROVEMENT	*45%*	*20%*	
ASA Improvement			
% IMPROVEMENT	*45%*	*22%*	
Service Level Improvement			
% IMPROVEMENT	*93%*	*3%*	
TOTAL FINANCIAL BENEFIT	*$1,634,283*	*$242,396*	$1,876,679

THE FORECASTED CONTACT CENTER IMPACTS AND RETURNS ON INVESTMENT (ROI) CONTAINED IN THIS DOCUMENT WERE ESTABLISHED EXCLUSIVELY UTILIZING THE FUNCTIONALITY AND APPLICATION OF PROPRIETARY VHT SOFTWARE PRODUCTS AND METHODOLOGIES. ALL STATED RESULTS ARE ACHIEVABLE ONLY WITH USE OF VHT LICENSED PRODUCTS. THE CONTENTS OF THIS DOCUMENT ARE CONFIDENTIAL.THIS DOCUMENT AND THE INFORMATION CONTAINED HEREIN IS CONFIDENTIAL AND PROPRIETARY TO VHT TECHNOLOGY, LLC ("VHT") AND MAY NOT BE REPRODUCED, PUBLISHED OR DISCLOSED TO OTHERS WITHOUT EXPRESS WRITTEN AUTHORIZATION FROM VHT.

VCB is Verizon's service based on VHT Technology

Queue Time Analysis
Sample Ins Co
Aggregated Weeks (4 total)

Day of Week	Handled Calls Offered to VCB		ASA Over Threshold (min.)		Daily Over Threshold Queue Minutes	Abandoned Calls Offered to VCB		Avg. Abandon Time Over Threshold (min.)		Daily Over Threshold Queue Minutes	Total Daily Over Threshold Queue Minutes		Multi-plier		Seasonal Over Threshold Queue Minutes		Avg. % VCB Utilization		Seasonal Queue Minutes Saved
Monday	11,075	x	5.2	=	57,649	1,943	x	5.2	=	10,114	67,763	x	3	=	203,290	x	50%	=	101,645
Tuesday	11,109	x	4.7	=	52,647	1,521	x	4.7	=	7,208	59,855	x	3	=	179,565	x	50%	=	89,783
Wednesday	12,190	x	7.1	=	86,046	2,490	x	7.1	=	17,576	103,623	x	3	=	310,868	x	50%	=	155,434
Thursday	11,502	x	8.4	=	96,186	2,679	x	8.4	=	22,403	118,589	x	3	=	355,767	x	50%	=	177,883
Friday	6,764	x	6.4	=	43,023	1,258	x	6.4	=	8,002	51,025	x	3	=	153,075	x	50%	=	76,537
TOTAL	**52,640**		**6.4**		**335,552**	**9,891**		**6.6**		**65,303**	**400,855**				**1,202,565**				**601,283**

Average time to abandon data not available. Over threshold ATA estimated to be equal to over threshold ASA.

If VCB were offered during peak times to callers prior to entering the queue, you could eliminate time wasted waiting in queue.

VCB could help Sample Ins Co save 601,283 queue minutes per season.
At an estimated toll rate of $0.02 per minute, VCB will generate $12,026 in toll savings per season.

By handling callers on their first attempt into your call center, VCB will eliminate unnecessary retries -- which "clog" the queue. This will reduce the total calls offered and give you a better idea of true unique call demand, allowing you to improve your forecasting and workforce management planning to use your staff more efficiently. Eliminating these wasted queue minutes reduces demands on your call center's trunks, allowing for higher efficiency and less blocking.

Key:

Total Calls Offered to VCB
• The total number of calls that would be presented with the VCB option, utilizing a turn-on threshold of 2 minutes)

ASA Over Threshold
• The ASA during the intervals when VCB would be utilized (i.e., when EWT exceeds 2

Avg. % VCB Utilization
• The percentage of callers who choose a VCB return call rather than remain on

Queue Time Analysis
Sample Ins Co
Aggregated Weeks (4 total)

Day of Week	Handled Calls Offered to VCB		ASA Over Threshold (min.)		Daily Over Threshold Queue Minutes	Abandoned Calls Offered to VCB		Avg. Abandon Time Over Threshold (min.)		Daily Over Threshold Queue Minutes	Total Daily Over Threshold Queue Minutes		Multi-plier		Seasonal Over Threshold Queue Minutes		Avg. % VCB Utilization		Seasonal Queue Minutes Saved
Monday	4,398	x	4.2	=	18,683	508	x	4.2	=	2,158	20,841	x	3	=	62,522	x	50%	=	31,261
Tuesday		x		=			x		=			x	3	=		x	50%	=	
Wednesday	321	x	2.5	=	795	16	x	2.5	=	40	834	x	3	=	2,503	x	50%	=	1,252
Thursday	309	x	2.7	=	836	29	x	2.7	=	78	914	x	3	=	2,742	x	50%	=	1,371
Friday	317	x	4.2	=	1,347	35	x	4.2	=	149	1,496	x	3	=	4,487	x	50%	=	2,243
TOTAL	**5,345**		**4.1**		**21,660**	**588**		**4.1**		**2,425**	**24,085**				**72,254**				**36,127**

If VCB were offered during peak times to callers prior to entering the queue, you could eliminate time wasted waiting in queue.

VCB could help Sample Ins Co save 36,127 queue minutes per season.
At an estimated toll rate of $0.02 per minute, VCB will generate $723 in toll savings per season.

By handling callers on their first attempt into your call center, VCB will eliminate unnecessary retries -- which "clog" the queue. This will reduce the total calls offered and give you a better idea of true unique call demand, allowing you to improve your forecasting and workforce management planning to use your staff more efficiently. Eliminating these wasted queue minutes reduces demands on your call center's trunks, allowing for higher efficiency and less blocking.

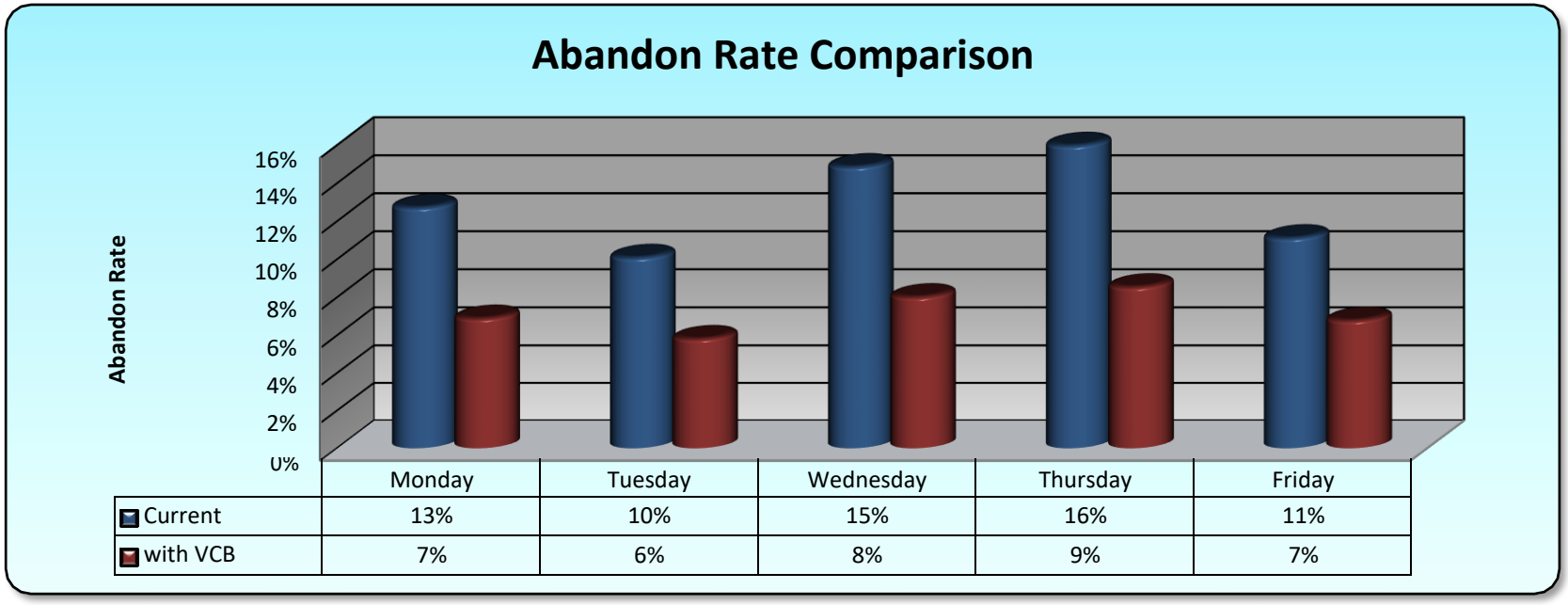
Key:

Total Calls Offered to VCB
• The total number of calls that would be presented with the VCB option, utilizing a turn-on threshold of 2 minutes)

ASA Over Threshold
• The ASA during the intervals when VCB would be utilized (i.e., when EWT exceeds 2

Avg. % VCB Utilization
• The percentage of callers who choose a VCB return call rather than remain on

Abandon Rate Analysis
Sample Ins Co
Aggregated Weeks (4 total)



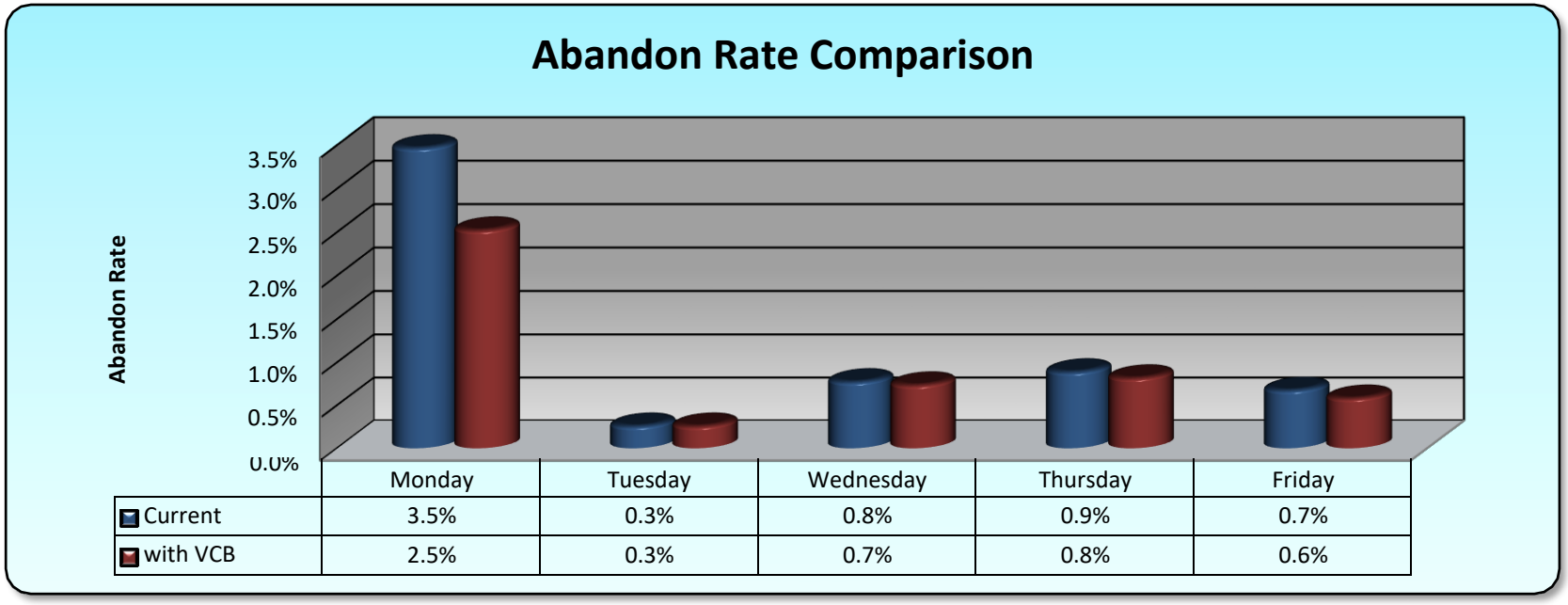
	Monday	Tuesday	Wednesday	Thursday	Friday
Current	13%	10%	15%	16%	11%
with VCB	7%	6%	8%	9%	7%

During these weeks, your Abandon Rate was 13%.

Most abandons occur during intervals where the ASA is 2 minutes or more. Because VCB educates customers of their expected wait time and provides an alternative to waiting on hold, fewer customers will abandon when treated by VCB.

VCB can help Sample Ins Co reduce its abandon rate to 7% -- an improvement of 45%!

Abandon Rate Analysis
Sample Ins Co
Aggregated Weeks (4 total)



	Monday	Tuesday	Wednesday	Thursday	Friday
Current	3.5%	0.3%	0.8%	0.9%	0.7%
with VCB	2.5%	0.3%	0.7%	0.8%	0.6%

During these weeks, your Abandon Rate was 1.3%.

Most abandons occur during intervals where the ASA is 2 minutes or more. Because VCB educates customers of their expected wait time and provides an alternative to waiting on hold, fewer customers will abandon when treated by VCB.

VCB can help Sample Ins Co reduce its abandon rate to 1.1% -- an improvement of 20%!

Repeat Calls Analysis
Sample Ins Co
Aggregated Weeks (4 total)

If VCB were offered during peak times to callers prior to entering the queue, those callers would be less likely to abandon because they would be informed of their estimated wait time and given an alternative to waiting in queue.

Current Environment

Day of Week	Abandoned Calls Over Threshold		Est. % of Abandoned Callers Who Retry		Potential Repeat Call Attempts		Multiplier		Seasonal Current Environment Repeat Call Attempts
Monday	1,943	x	75%	=	1,457	x	3	=	4,372
Tuesday	1,521	x	75%	=	1,141	x	3	=	3,422
Wednesday	2,490	x	75%	=	1,868	x	3	=	5,603
Thursday	2,679	x	75%	=	2,009	x	3	=	6,028
Friday	1,258	x	75%	=	944	x	3	=	2,831
TOTAL	**9,891**				**7,418**				**22,255**

Environment with VCB

Day of Week	Abandoned Calls Over Threshold		Choose Hold		Choose Hold Abandons		Est. % of Abandoned Callers Who Retry		Potential Repeat Call Attempts		Multiplier		Seasonal VCB Environment Repeat Call Attempts
Monday	1,943	→	972	x	20%	x	75%	=	146	x	3	=	437
Tuesday	1,521	→	761	x	20%	x	75%	=	114	x	3	=	342
Wednesday	2,490	→	1,245	x	20%	x	75%	=	187	x	3	=	560
Thursday	2,679	→	1,340	x	20%	x	75%	=	201	x	3	=	603
Friday	1,258	→	629	x	20%	x	75%	=	94	x	3	=	283
TOTAL	**9,891**	→		x		x		=	**742**	x		=	**2,225**

Based on a50% utilization rate.

Assumes each caller only repeats once.

Eliminated Repeat Call Attempts **20,029**

By handling callers on their first attempt into your call center, VCB will eliminate unnecessary retries -- which "clog" the queue. This will reduce the total calls offered and give you a better idea of true unique call demand, allowing you to improve your forecasting and workforce management planning to use your staff more efficiently. Eliminating these wasted queue minutes reduces demands on your call center's trunks, allowing for higher efficiency and less blocking. In addition, by giving your customers an alternative to continually trying to "beat the queue", you can provide a much better level of service to callers on their first call attempt.

During these weeks, Sample Ins Co potentially had 7,418 repeat call attempts or 22,255 attempts per season. By reducing abandons and changing the customer experience, VCB would have eliminated 20,029 repeat call attempts per season. At an estimated repeat call cost of $2.00 per call from an abandoned caller's second attempt, VCB will generate $40,059 in repeat call savings per season.

Repeat Calls Analysis
Sample Ins Co
Aggregated Weeks (4 total)

If VCB were offered during peak times to callers prior to entering the queue, those callers would be less likely to abandon because they would be informed of their estimated wait time and given an alternative to waiting in queue.

Current Environment

Day of Week	Abandoned Calls Over Threshold		Est. % of Abandoned Callers Who Retry		Potential Repeat Call Attempts		Multiplier		Seasonal Current Environment Repeat Call Attempts
Monday	508	x	75%	=	381	x	3	=	1,143
Tuesday		x	75%	=		x	3	=	
Wednesday	16	x	75%	=	12	x	3	=	36
Thursday	29	x	75%	=	22	x	3	=	65
Friday	35	x	75%	=	26	x	3	=	79
TOTAL	**588**				**441**				**1,323**

Environment with VCB

Day of Week	Abandoned Calls Over Threshold		Choose Hold		Choose Hold Abandons		Est. % of Abandoned Callers Who Retry		Potential Repeat Call Attempts		Multiplier		Seasonal VCB Environment Repeat Call Attempts
Monday	508	→	254	x	20%	x	75%	=	38	x	3	=	114
Tuesday		→		x	20%	x	75%	=		x	3	=	
Wednesday	16	→	8	x	20%	x	75%	=	1	x	3	=	4
Thursday	29	→	15	x	20%	x	75%	=	2	x	3	=	7
Friday	35	→	18	x	20%	x	75%	=	3	x	3	=	8
TOTAL	**588**	→		x		x		=	**44**	x		=	**132**

Based on a50% utilization rate.

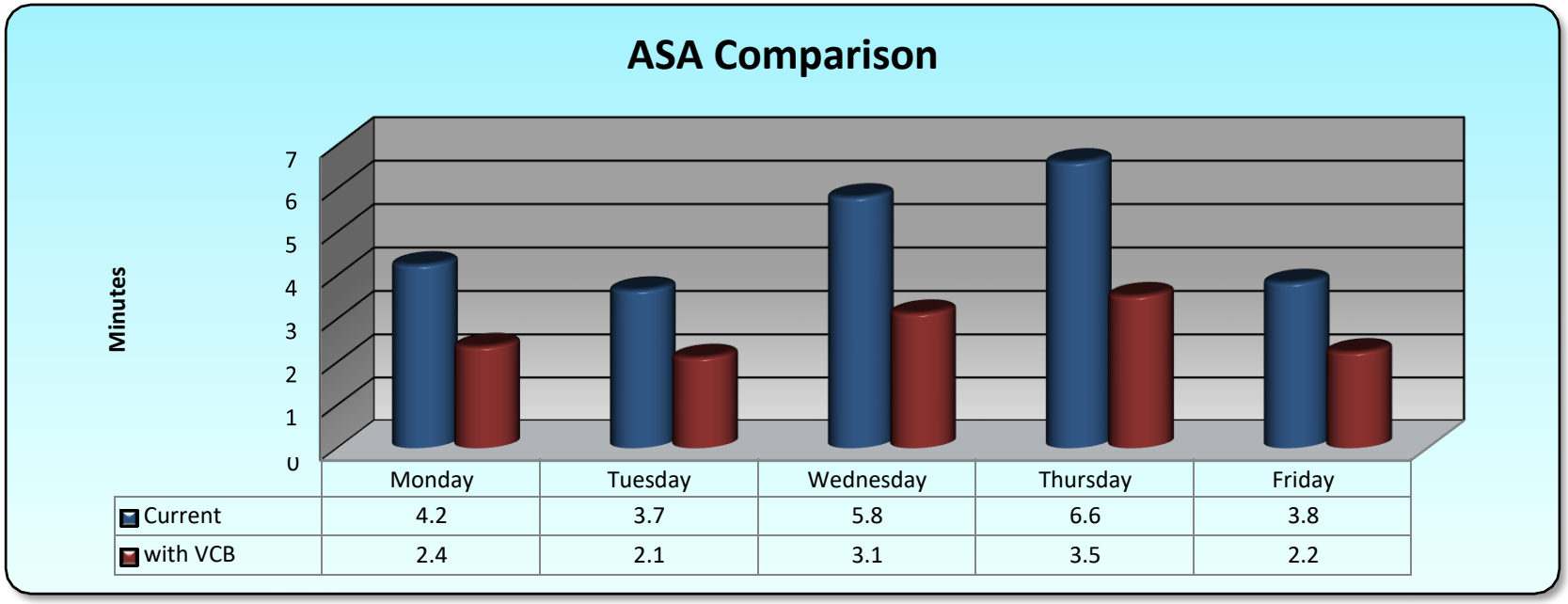
Assumes each caller only repeats once.

Eliminated Repeat Call Attempts **1,191**

By handling callers on their first attempt into your call center, VCB will eliminate unnecessary retries -- which "clog" the queue. This will reduce the total calls offered and give you a better idea of true unique call demand, allowing you to improve your forecasting and workforce management planning to use your staff more efficiently. Eliminating these wasted queue minutes reduces demands on your call center's trunks, allowing for higher efficiency and less blocking. In addition, by giving your customers an alternative to continually trying to "beat the queue", you can provide a much better level of service to callers on their first call attempt.

During these weeks, Sample Ins Co potentially had 441 repeat call attempts or 1,323 attempts per season. By reducing abandons and changing the customer experience, VCB would have eliminated 1,191 repeat call attempts per season. At an estimated repeat call cost of $2.00 per call from an abandoned caller's second attempt, VCB will generate $2,381 in repeat call savings per season.

ASA Analysis
Sample Ins Co
Aggregated Weeks (4 total)



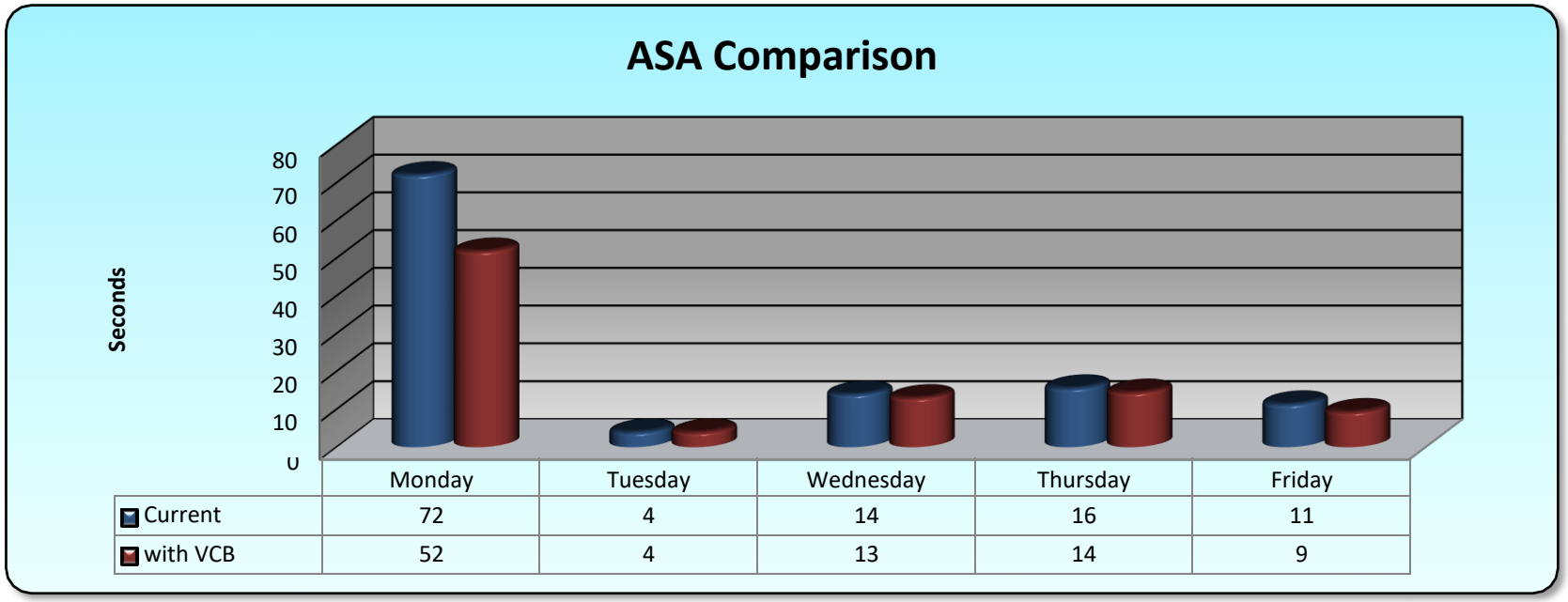
	Monday	Tuesday	Wednesday	Thursday	Friday
Current	4.2	3.7	5.8	6.6	3.8
with VCB	2.4	2.1	3.1	3.5	2.2

During these weeks, your ASA was 4.9 minutes.
The maximum ASA for an interval was 11.2 minutes.

Callers who select a VCB callback won't enter the queue until it's their turn to speak with an agent, thus lowering the ASA for those calls. Return calls placed by VCB typically have < 16 second ASA.

With VCB in place, your ASA would have been 2.7 minutes -- an improvement of 2.2 minutes (or 45%)!

ASA Analysis
Sample Ins Co
Aggregated Weeks (4 total)



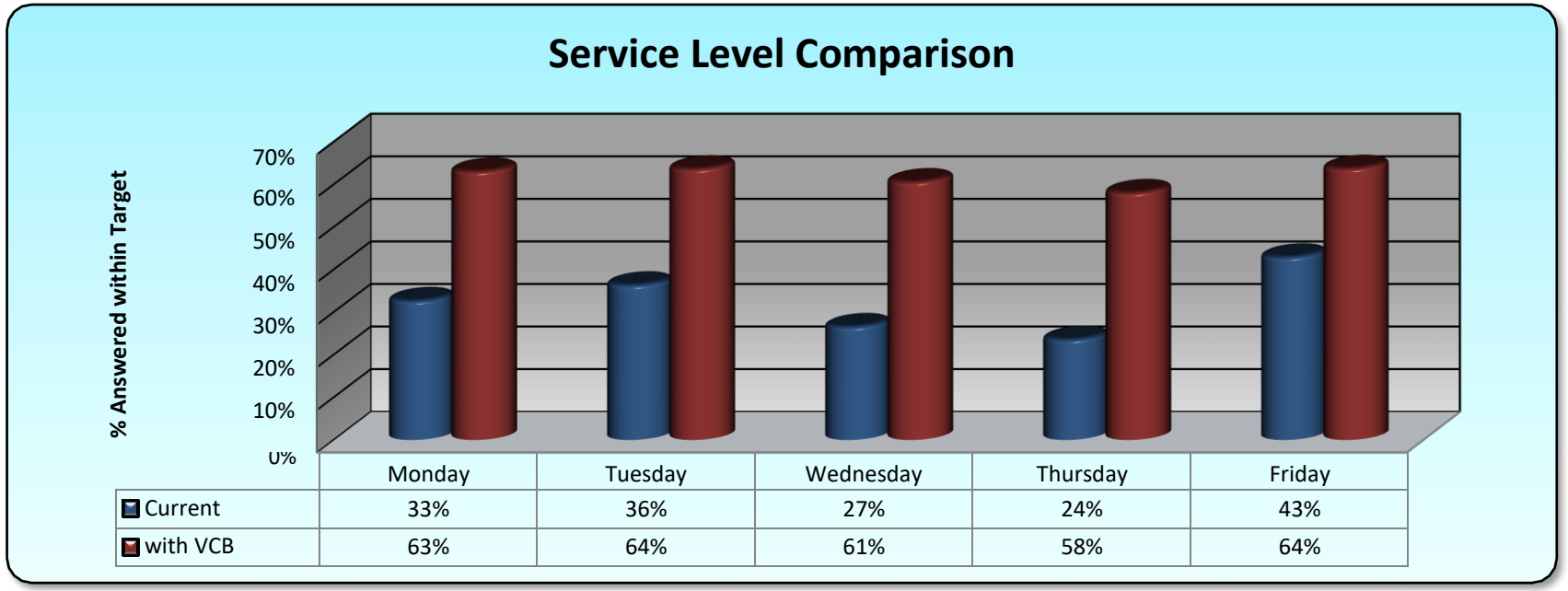
	Monday	Tuesday	Wednesday	Thursday	Friday
Current	72	4	14	16	11
with VCB	52	4	13	14	9

During these weeks, your ASA was 26 seconds.
The maximum ASA for an interval was 2.6 minutes.

Callers who select a VCB callback won't enter the queue until it's their turn to speak with an agent, thus lowering the ASA for those calls. Return calls placed by VCB typically have < 16 second ASA.

With VCB in place, your ASA would have been 20 seconds -- an improvement of 6 seconds (or 22%)!

Service Level Analysis
Sample Ins Co
Aggregated Weeks (4 total)



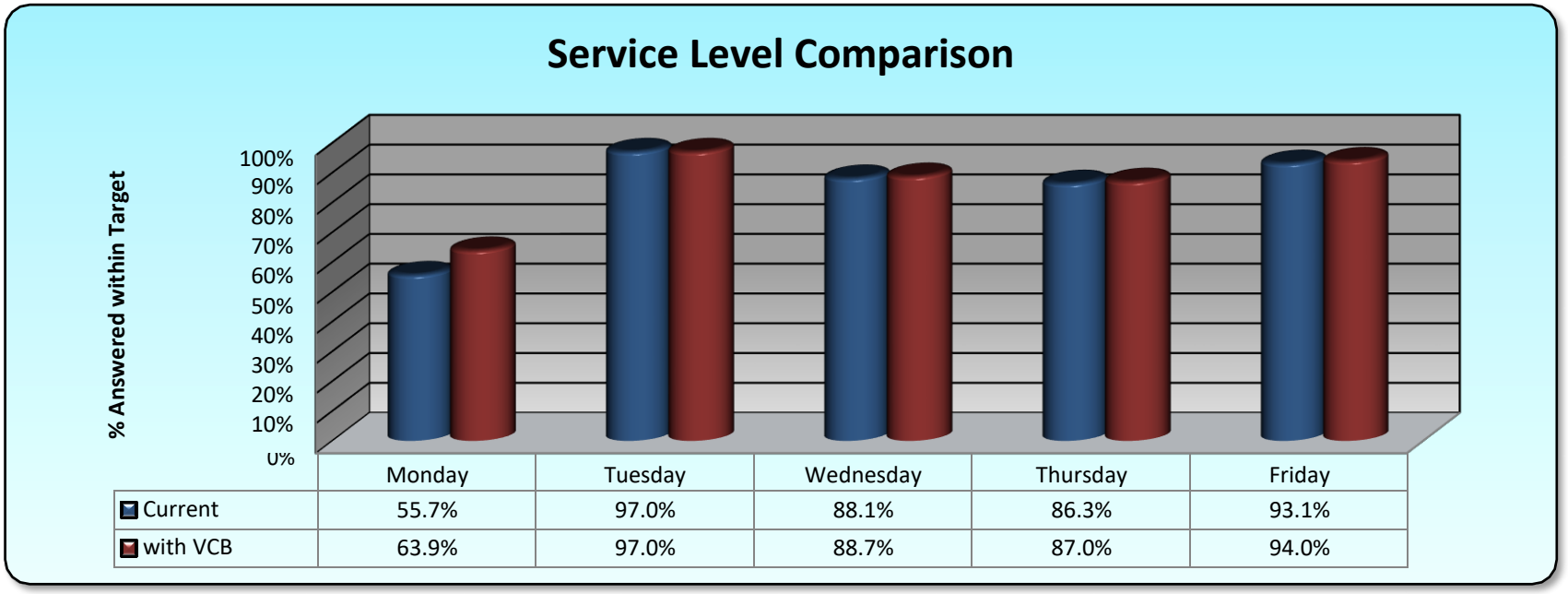
	Monday	Tuesday	Wednesday	Thursday	Friday
Current	33%	36%	27%	24%	43%
with VCB	63%	64%	61%	58%	64%

During these weeks, your service level was 32% of calls answered within your target.

Callers who select a VCB callback won't enter the queue until it's their turn to speak with an agent. Return calls placed by VCB typically have < 16 second ASA, which meets your service level target. Thus each callback improves your service level score.

With VCB in place, your service level would have been 62% -- an improvement of 93%!

Service Level Analysis
Sample Ins Co
Aggregated Weeks (4 total)



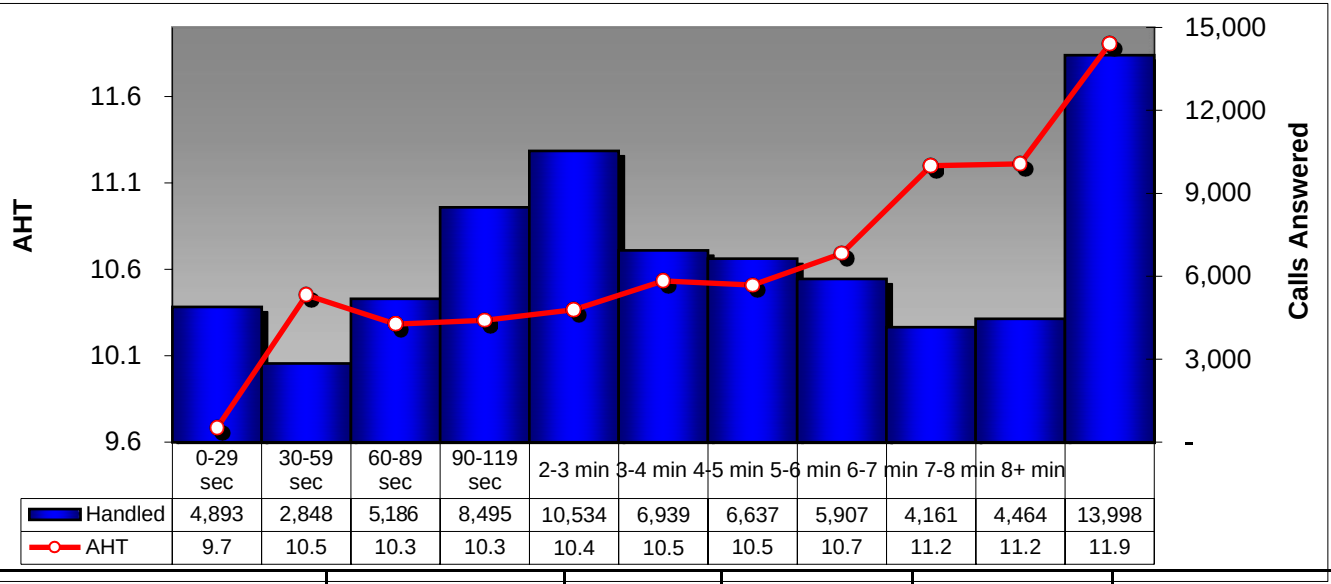
	Monday	Tuesday	Wednesday	Thursday	Friday
Current	55.7%	97.0%	88.1%	86.3%	93.1%
with VCB	63.9%	97.0%	88.7%	87.0%	94.0%

During these weeks, your service level was 82.5% of calls answered within your target.

Callers who select a VCB callback won't enter the queue until it's their turn to speak with an agent. Return calls placed by VCB typically have < 16 second ASA, which meets your service level target. Thus each callback improves your service level score.

With VCB in place, your service level would have been 85.0% -- an improvement of 3%!

Handle Time Analysis
Sample Ins Co
Aggregated Weeks (4 total)



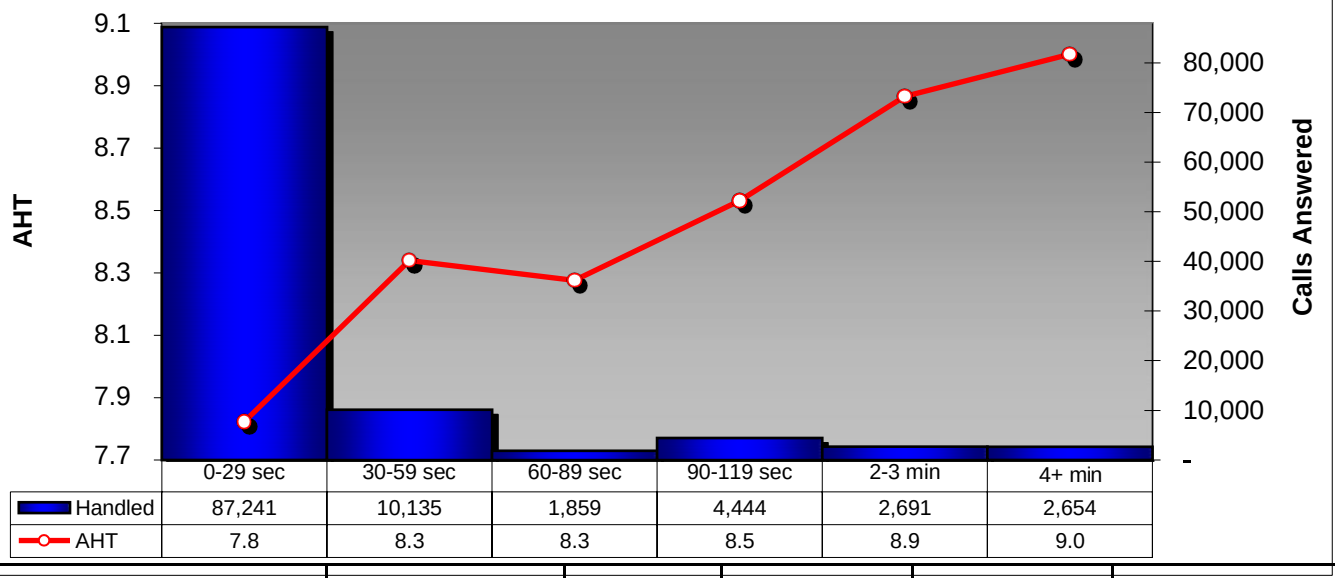
In the data we analyzed, your overall AHT was 10.8 minutes. However, when queue time was less than 30 seconds, AHT was only 9.7 minutes. For calls that wait longer on hold, the handle times are up to 2.2 minutes longer than they would have been had they spent little or no time in queue. This difference in handle time is attributable to customers who spend extra time on the call to vent their frustration over a long wait on hold, which requires the agent to spend additional time apologizing. In addition to venting, callers who wait longer on hold are far more likely to escalate a minor problem to a higher-tiered level of support in order to avoid having to go through a lengthy queue multiple times. VCB can improve the experience for both caller and agent by giving the customer control over their queue time experience.

ASA Range	Calls Answered	AHT (min)	Difference (sec)	Seconds Impacted	Multiplier	Seasonal Seconds Impacted	Labor Rate per Second	Seasonal Efficiency
0-29 sec	4,893	9.7	-	-	-	-	-	-
30-59 sec	2,848	10.5	-	-	-	-	-	-
60-89 sec	5,186	10.3	-	-	-	-	-	-
90-119 sec	8,495	10.3	-	-	-	-	-	-
2-3 min	10,534	10.4	41	431,903	3	1,295,710	$0.0043	$5,537
3-4 min	6,939	10.5	51	353,328	3	1,059,984	$0.0043	$4,530
4-5 min	6,637	10.5	49	328,519	3	985,557	$0.0043	$4,212
5-6 min	5,907	10.7	61	357,443	3	1,072,328	$0.0043	$4,583
6-7 min	4,161	11.2	91	378,573	3	1,135,719	$0.0043	$4,854
7-8 min	4,464	11.2	92	409,259	3	1,227,778	$0.0043	$5,247
8+ min	13,998	11.9	133	1,865,571	3	5,596,714	$0.0043	$23,918
Grand Total	**74,062**	**10.8**		**4,124,597**		**12,373,790**		**$52,879**

By educating callers of their expected wait time and empowering them with options other than remaining on hold, VCB can remove the source of the frustration and reduce the average length of calls significantly.

VCB can save 12,373,790 seconds of handle time per season by eliminating the source of frustration for callers who would have otherwise waited in queue. At an estimated loaded labor rate of $32,000 per year, that equates to $52,879 in labor savings per season.

Handle Time Analysis
Sample Ins Co
Aggregated Weeks (4 total)



	0-29 sec	30-59 sec	60-89 sec	90-119 sec	2-3 min	4+ min
Handled	87,241	10,135	1,859	4,444	2,691	2,654
AHT	7.8	8.3	8.3	8.5	8.9	9.0

In the data we analyzed, your overall AHT was 8.0 minutes. However, when queue time was less than 30 seconds, AHT was only 7.8 minutes. For calls that wait longer on hold, the handle times are up to 1.2 minutes longer than they would have been had they spent little or no time in queue. This difference in handle time is attributable to customers who spend extra time on the call to vent their frustration over a long wait on hold, which requires the agent to spend additional time apologizing. In addition to venting, callers who wait longer on hold are far more likely to escalate a minor problem to a higher-tiered level of support in order to avoid having to go through a lengthy queue multiple times. VCB can improve the experience for both caller and agent by giving the customer control over their queue time experience.

ASA Range	Calls Answered	AHT (min)	Difference (sec)	Seconds Impacted	Multiplier	Seasonal Seconds Impacted	Labor Rate per Second	Seasonal Efficiency
0-29 sec	87,241	7.8	-	-	-	-	-	-
30-59 sec	10,135	8.3	-	-	-	-	-	-
60-89 sec	1,859	8.3	-	-	-	-	-	-
90-119 sec	4,444	8.5	-	-	-	-	-	-
2-3 min	2,691	8.9	63	168,345	3	505,035	$0.0043	$2,158
4+ min	2,654	9.0	71	187,517	3	562,550	$0.0043	$2,404
Grand Total	**109,024**	**8.0**		**355,862**		**1,067,585**		**$4,562**

By educating callers of their expected wait time and empowering them with options other than remaining on hold, VCB can remove the source of the frustration and reduce the average length of calls significantly.

VCB can save 1,067,585 seconds of handle time per season by eliminating the source of frustration for callers who would have otherwise waited in queue. At an estimated loaded labor rate of $32,000 per year, that equates to $4,562 in labor savings per season.

Labor Analysis - Hiring Avoidance
Sample Ins Co
Aggregated Weeks (4 total)

Day of Week	Scenario	Calls Handled	ASA (min.)	Abandon Rate	Service Level	Avg. Positions Staffed	Hiring Avoidance (positions)		Position Cost per Day		Multiplier		Annual Savings
Monday	Current	3,636	4.2	13%	33%	89.0	20.0	x	$153.85	x	52	=	$160,276
	With VCB	3,636	2.4	7%	63%	89.0							
	With additional staff	3,636	2.4	7%	63%	109.1							
Tuesday	Current	4,003	3.7	10%	36%	98.2	19.2	x	$153.85	x	52	=	$153,300
	With VCB	4,003	2.1	6%	64%	98.2							
	With additional staff	4,003	2.1	6%	64%	117.4							
Wednesday	Current	3,870	5.8	15%	27%	96.0	23.2	x	$153.85	x	52	=	$185,593
	With VCB	3,870	3.1	8%	61%	96.0							
	With additional staff	3,870	3.1	8%	61%	119.2							
Thursday	Current	3,780	6.6	16%	24%	99.8	23.8	x	$153.85	x	52	=	$190,427
	With VCB	3,780	3.5	9%	58%	99.8							
	With additional staff	3,780	3.5	9%	58%	123.6							
Friday	Current	3,227	3.8	11%	43%	81.6	12.2	x	$153.85	x	52	=	$97,523
	With VCB	3,227	2.2	7%	64%	81.6							
	With additional staff	3,227	2.2	7%	64%	93.8							
TOTAL	**Current**	**18,516**	**4.9**	**13%**	**32%**	**92.9**							
	With VCB	**18,516**	**2.7**	**7%**	**62%**	**92.9**	**19.7**						**$787,121**
	With additional staff	**18,516**	**2.7**	**7%**	**62%**	**112.6**							

Aggregated data broken down into a daily format for analysis purposes

VCB enables you to increase your service level attainment without adding staffing. When customers select a VCB return call, their callback will score at your service level. In order to achieve the same service level that VCB provides, you would normally have to add agents to your current staffing level.

VCB can lower your ASA from 4.9 minutes to 2.7 minutes, reduce your abandon rate from 13% to 7% and increase your service level attainment from 32% to 62%. This would normally require an additional 19.7 positions staffed throughout the week (or the equivalent of 25 full-time agents). Full-time equivalents are calculated by dividing the number of worked intervals per week (100) by the number of intervals a full-time agent would work (80).

At an estimated annual loaded labor rate of $32,000 per agent, your interval (30 minute) cost per agent is $7.69. Multiplying that interval cost by the number of worked intervals per day gives you the position cost per day.

Your ASA improves from 4.9 minutes to 2.7 minutes, your abandon rate decreases from 13% to 7% and your service level attainment increases from 32% to 62% -- the equivalent of adding 25 full-time agents.
You can save $787,121 per year in labor costs through hiring avoidance.

VCB is Verizon's service based on VHT Technology

Labor Analysis - Hiring Avoidance
Sample Ins Co
Aggregated Weeks (4 total)

Day of Week	Scenario	Calls Handled	ASA (sec.)	Abandon Rate	Service Level	Avg. Positions Staffed	Hiring Avoidance (positions)		Position Cost per Day		Multiplier		Annual Savings
Monday	Current	6,484	72	3.5%	55.7%	105.5	16.3	x	$184.62	x	52	=	$156,017
	With VCB	6,484	52	2.5%	63.9%	105.5							
	With additional staff	6,484	52	2.5%	63.9%	121.8							
Tuesday	Current	5,637	4	0.3%	97.0%	86.3		x	$184.62	x	52	=	
	With VCB	5,637	4	0.3%	97.0%	86.3							
	With additional staff	5,637	4	0.3%	97.0%	86.3							
Wednesday	Current	5,361	14	0.8%	88.1%	81.9	0.3	x	$184.62	x	52	=	$2,617
	With VCB	5,361	13	0.7%	88.7%	81.9							
	With additional staff	5,361	13	0.7%	88.7%	82.2							
Thursday	Current	5,103	16	0.9%	86.3%	78.0	0.3	x	$184.62	x	52	=	$2,626
	With VCB	5,103	14	0.8%	87.0%	78.0							
	With additional staff	5,103	14	0.8%	87.0%	78.3							
Friday	Current	4,672	11	0.7%	93.1%	70.3	0.7	x	$184.62	x	52	=	$6,779
	With VCB	4,672	9	0.6%	94.0%	70.3							
	With additional staff	4,672	9	0.6%	94.0%	71.0							
TOTAL	**Current**	**27,256**	**26**	**1.3%**	**82.5%**	**84.4**							
	With VCB	**27,256**	**20**	**1.1%**	**85.0%**	**84.4**	**3.5**						**$168,038**
	With additional staff	**27,256**	**20**	**1.1%**	**85.0%**	**87.9**							

Aggregated data broken down into a daily format for analysis purposes

VCB enables you to increase your service level attainment without adding staffing. When customers select a VCB return call, their callback will score at your service level. In order to achieve the same service level that VCB provides, you would normally have to add agents to your current staffing level.

VCB can lower your ASA from 26 seconds to 20 seconds, reduce your abandon rate from 1.3% to 1.1% and increase your service level attainment from 82.5% to 85.0%. This would normally require an additional 3.5 positions staffed throughout the week (or the equivalent of 6 full-time agents). Full-time equivalents are calculated by dividing the number of worked intervals per week (120) by the number of intervals a full-time agent would work (80).

At an estimated annual loaded labor rate of $32,000 per agent, your interval (30 minute) cost per agent is $7.69. Multiplying that interval cost by the number of worked intervals per day gives you the position cost per day.

Your ASA improves from 26 seconds to 20 seconds, your abandon rate decreases from 1.3% to 1.1% and your service level attainment increases from 82.5% to 85.0% -- the equivalent of adding 6 full-time agents.
You can save $168,038 per year in labor costs through hiring avoidance.

VCB is Verizon's service based on VHT Technology

Actual VHT Use Cases

- A multinational software corporation was able to create a **2% increase in top box satisfaction** and a **3% increase in bottom box satisfaction** using VHT service
- A national telecommunications provider was able to **increase overall satisfaction 20% over a one year period using VHT service**
- One of the nation's largest investor-owned electric companies found that **customers interacting with VHT had a 4% lift in top box satisfaction** scores

Word of Mouth Impacts

- The average Facebook user has **150 friends**
- The average Twitter user has **126 followers**
- Dissatisfied customers will **tell 22 people** about their **negative experience** with a company
- **Five** positive comments will generate **one** new customer

Net Promoter Score Analysis
Sample Ins Co

Impact of Enhancing Experiences

Abandon Interactions with VCB (12 weeks)		% Increase in Top Box Satisfaction		New Top Box Promoters		Estimated Value of a Promoter		Promoter Impact (12 weeks)
29,673	x	2%	=	593	x	$50	=	$29,673

New Top Box Promoters		*Positive WOM Factor		New WOM Customer Acquisitions		Estimated Value of a New Customer		Positive WOM Impact (12 weeks)
593	x	1.8	=	1,068	x	$50	=	$53,411

Impact of Mitigating Negatives

Abandon Interactions with VCB (12 weeks)		% Increase in Bottom Box Satisfaction		Newly Mitigated Detractors		Estimated Value of a Mitigated Detractor		Mitigated Detractor Impact (12 weeks)
29,673	x	3%	=	890	x	$50	=	$44,510

Newly Mitigated Detractors		*Negative WOM Factor		Eliminated Negative WOM Interactions		Estimated Annual Negative WOM Cost		
890	x	11	=	9,792	x	$50	=	

*Established from customer surveys

*Established by Fred Reichheld 2008-2010

Total = **$617,198**

VCB is Verizon's service based on VHT Technology

Net Promoter Score Analysis
Sample Ins Co

Impact of Enhancing Experiences

Abandon Interactions with VCB (12 weeks)		% Increase in Top Box Satisfaction		New Top Box Promoters		Estimated Value of a Promoter		Promoter Impact (12 weeks)
1,764	x	2%	=	35	x	$50	=	$1,764

New Top Box Promoters		*Positive WOM Factor		New WOM Customer Acquisitions		Estimated Value of a New Customer		Positive WOM Impact (12 weeks)
35	x	1.8	=	64	x	$50	=	$3,175

Impact of Mitigating Negatives

Abandon Interactions with VCB (12 weeks)		% Increase in Bottom Box Satisfaction		Newly Mitigated Detractors		Estimated Value of a Mitigated Detractor		Mitigated Detractor Impact (12 weeks)
1,764	x	3%	=	53	x	$50	=	$2,646

Newly Mitigated Detractors		*Negative WOM Factor		Eliminated Negative WOM Interactions		Estimated Annual Negative WOM Cost		
53	x	11	=	582	x	$50	=	

*Established from customer surveys

*Established by Fred Reichheld 2008-2010

Total = **$36,691**

VCB is Verizon's service based on VHT Technology

VCB is Verizon’s service based on VHT Technology