



DIGITAL EAR

KSG + DELTA + AMEX



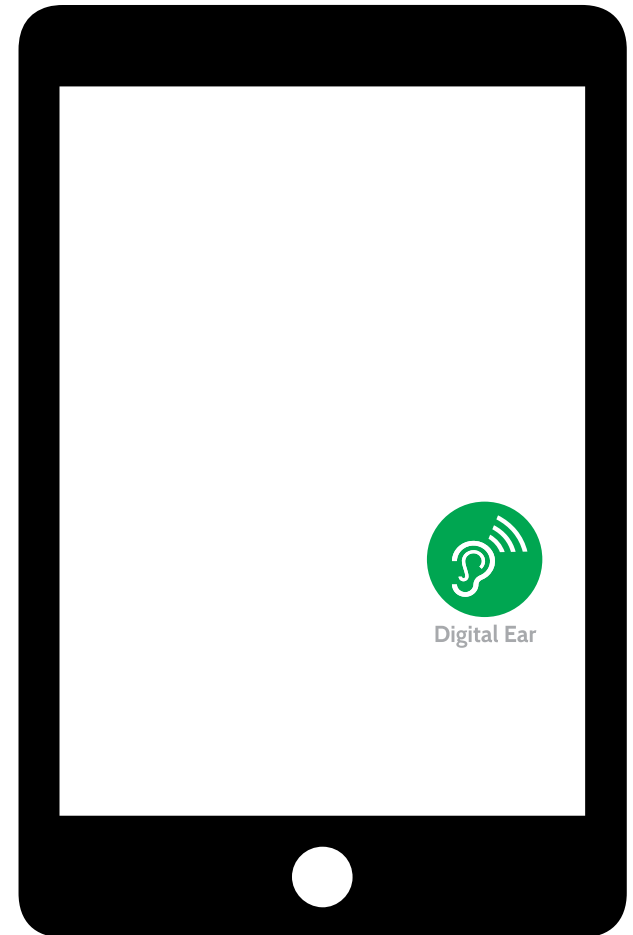
ABOUT DIGITAL EAR

WHAT IS DIGITAL EAR?

Digital Ear is tablet-based
recording software.

The Digital Ear app is installed on digital tablets,
like Apple iPads and Samsung Galaxys.

With the consent of the customer, **the app uses
the tablet's microphone to act as an earpiece
between you and agents** in-field by recording
audio of each interaction.



DIGITAL EAR:

HOW DOES IT WORK?

The Digital Ear allows for unprecedented access to every consumer interaction.



The Digital Ear works *almost identically* to the **recording of conversations** in call centers – it records the conversations between **agents** and the **consumers** they engage.

DIGITAL EAR: **AT A GLANCE**

Capture and archive a record of every consumer interaction in-field.



For reporting purposes, recordings can be **searched** using *tags* for:



Date



Venue



Agent ID



Sale/no sale



Listen in near ***Real time***:

- **Remote Mystery Shopping.**
- **Remote coaching and training.**
- **Update on the product pitch at any time, based on customer comments.**



The **conversations are encrypted** and are saved to a cloud database.



THE BENEFITS OF DIGITAL EAR

LIFT IN QUALITY CONTROL

- Digital Ear allows real-time identification and delivery of coaching for low-performing agents.
- Increase the agents positivity, professionalism and enthusiasm in conversations with consumers.
- Provide a training tool to coach and guide new and/or struggling agents.
- Reduce participant complaints and/or escalations while reducing unfair punishment of agents due to customer participant misrepresentation.

LIFT IN COMPLIANCE

Comply with all applicable laws and regulations.

Privacy + data protection governing the collection, storage, use and disclosure of personally identifiable information (including PIPEDA, the *Personal Information Protection and Electronic Documents Act*).

LIFT IN SALES VOLUME

- **Increase the Sales Per Hour (SPH)** by removing low-performing agents and retaining high-performers.
- **Cost-effective and sustainable** – not dependant on scale of the program.
- **Save program fees** by reducing physical 'mystery shops'. Perform real-time remote 'mystery shops'.

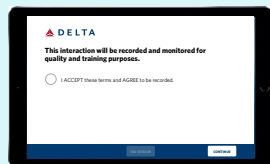
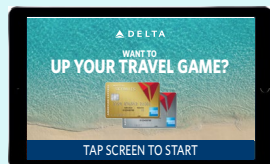
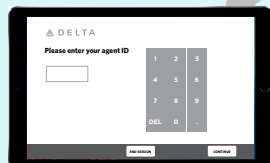


**FRONT END + BACK END
JOURNEY**

Engage customer

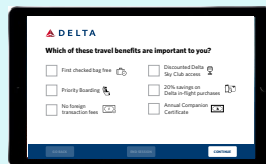
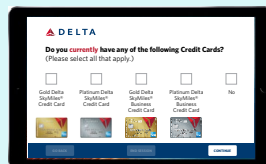
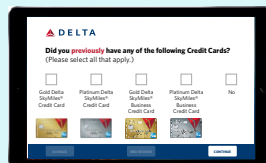
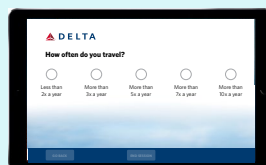
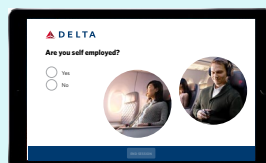


DIGITAL EAR RECORDS STEP 1 – 3

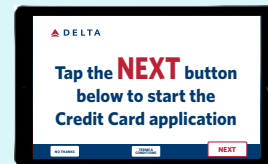
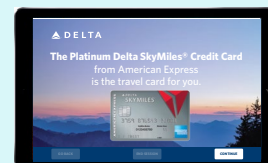
**AGENT ASSISTED:**

The
Digital
Ear audio
recording
begins.

Understand customer needs



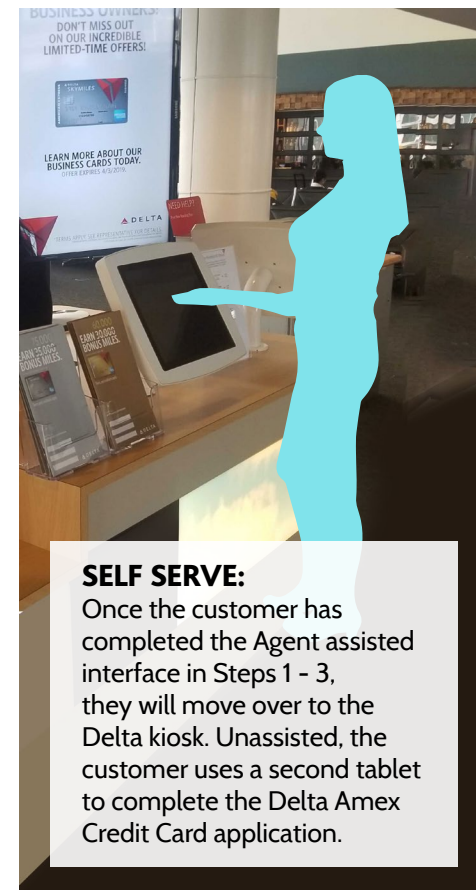
Product offering



The Digital Ear audio recording **ends** once the customer has completed their interface session on the tablet.

Delta Amex Credit Card application

NO DIGITAL EAR RECORDING



SELF SERVE:

Once the customer has completed the Agent assisted interface in Steps 1 - 3, they will move over to the Delta kiosk. Unassisted, the customer uses a second tablet to complete the Delta Amex Credit Card application.

CUSTOMER FACING FLOW

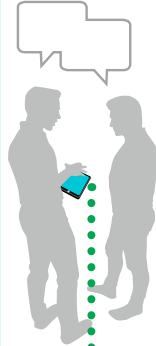
FRONT END

Customer facing

DIGITAL EAR RECORDS STEP 1 – 3 >>>>>>

Detail shown on previous slide

STEP 1



After the user **ACCEPTS** the terms displayed on the tablet, the **Digital Ear** begins recording an audio file of the Agent and the customer.



AFTER STEP 3

The **audio recording stops** once the customer has completed their interface session on the tablet.



The audio file is **encrypted** using Advanced Encryption Standard (AES256)

BACK END

Process incoming audio files



AUDIO PROCESSOR



The recording is **uploaded** to the audio processor via **https**



On successful upload, the **audio file is deleted** from the tablet's local storage



 **KSG HEAD OFFICE**



The **Account team** selects a recording to **listen** to.



The server **decrypts** file into web-playable format.



Listen to the audio using a web player



CLIENT DATABASE

Store using **encrypted** database server.

DIGITAL EAR FLOW



REPORTING + AUDITING

EXAMPLE OF A DIGITAL EAR RECORDING

Digital Ear

← → ↻ <https://test-reports.azurewebsites.net>

Created Between: and

Recordings longer than: seconds

Agent: Agency:

Auditor:

Show Audited: ☐

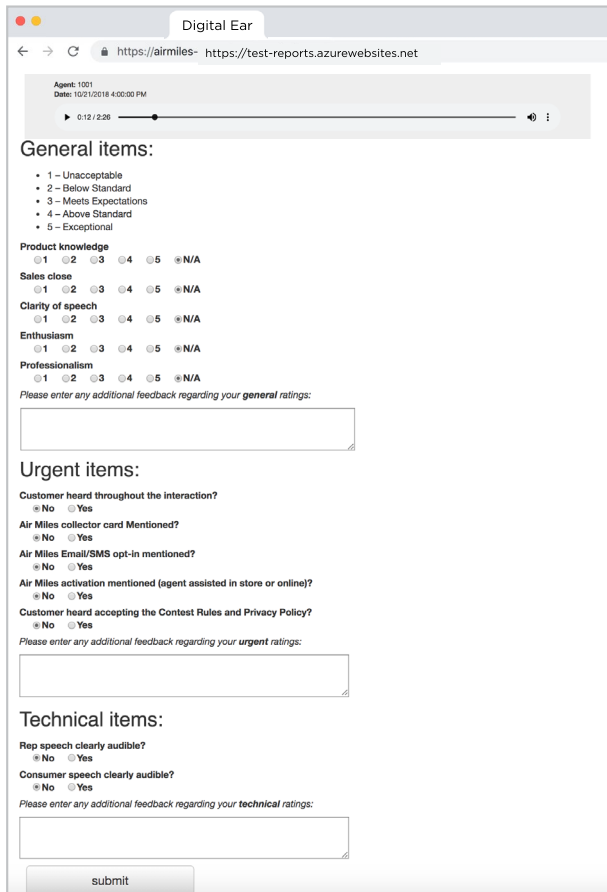
Search/Refresh

Clear All

Export Data

FileID	Filename	ParticipantID	Email	Agent	Agency	Length	Auditor	CreatedDate
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18954	LOY018102C_181021155910_181021160136_24716.mp3	24716	ROSESHE27@GMAIL.COM	1001	Endo	146		10/21/2018 4:00:00 PM
18953	LOY018102C_181021154522_181021154740_24715.mp3	24715	SHAWNROBERT79@GMAIL.COM	1001	Endo	138		10/21/2018 3:46:00 PM
18952	LOY018102C_181021154509_181021154653_24714.mp3	24714		1001	Endo	104		10/21/2018 3:45:00 PM
18951	LOY018102C_181021154408_181021154632_24712.mp3	24712	NAD033@YAHOO.CA	1002	Endo	144		10/21/2018 3:44:00 PM
18950	LOY018102C_181021153820_181021153947_24711.mp3	24711	ETELKA@CANADIANOPTTRAVEL.COM	1002	Endo	87		10/21/2018 3:39:00 PM
18949	LOY018102C_181021153534_181021153812_24710.mp3	24710	SOCCER_AR125@HOTMAIL.COM	1001	Endo	158		10/21/2018 3:36:00 PM
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18947	LOY018102C_181021152359_181021152641_24708.mp3	24708		1000	Endo	162		10/21/2018 3:24:00 PM

AUDITING AND SCORING A RECORDING



Digital Ear

Agent: 1201
Date: 10/21/2018 4:00:00 PM

0:12 / 2:26

General items:

- 1 – Unacceptable
- 2 – Below Standard
- 3 – Meets Expectations
- 4 – Above Standard
- 5 – Exceptional

Product knowledge
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ N/A

Sales close
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ N/A

Clarity of speech
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ N/A

Enthusiasm
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ N/A

Professionalism
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ N/A

Please enter any additional feedback regarding your **general** ratings:

Urgent items:

Customer heard throughout the interaction?
☐ No ☐ Yes

Air Miles collector card Mentioned?
☐ No ☐ Yes

Air Miles Email/SMS opt-in mentioned?
☐ No ☐ Yes

Air Miles activation mentioned (agent assisted in store or online)?
☐ No ☐ Yes

Customer heard accepting the Contest Rules and Privacy Policy?
☐ No ☐ Yes

Please enter any additional feedback regarding your **urgent** ratings:

Technical items:

Rep speech clearly audible?
☐ No ☐ Yes

Consumer speech clearly audible?
☐ No ☐ Yes

Please enter any additional feedback regarding your **technical** ratings:

submit

KSG auditing criteria

All agents: random selection of 10% of sales transactions per month.

Escalations: on demand and treat in the same manner as current ECI review process.

SCHEDULE

New agents: 2x daily for 3 days.

Agents with an escalation: 3x daily for 2 days.

Low-performing agents: 3x daily for 3 days.

NOTE: All users of the reporting engine must be registered and require login credentials.



SECURITY

DATA PROTECTION

Security incidents, risks, and incoming attacks

The Digital Ear uses Azure's *Advanced Threat Detection* service to **monitor security risks** and also to automatically resolve those issues whenever possible.

▶ This service also has the capability to flag any deviations from a hardened configuration.

 Each incident will be automatically logged to a location with restricted access to relevant staff only.

Automatic alerts via email and/or SMS



Threat detection:

- Brute force detection
- Database threat detection
- Configuration vulnerabilities
- Malware and exploitation attempts
- Internal reconnaissance
- Outgoing attacks.

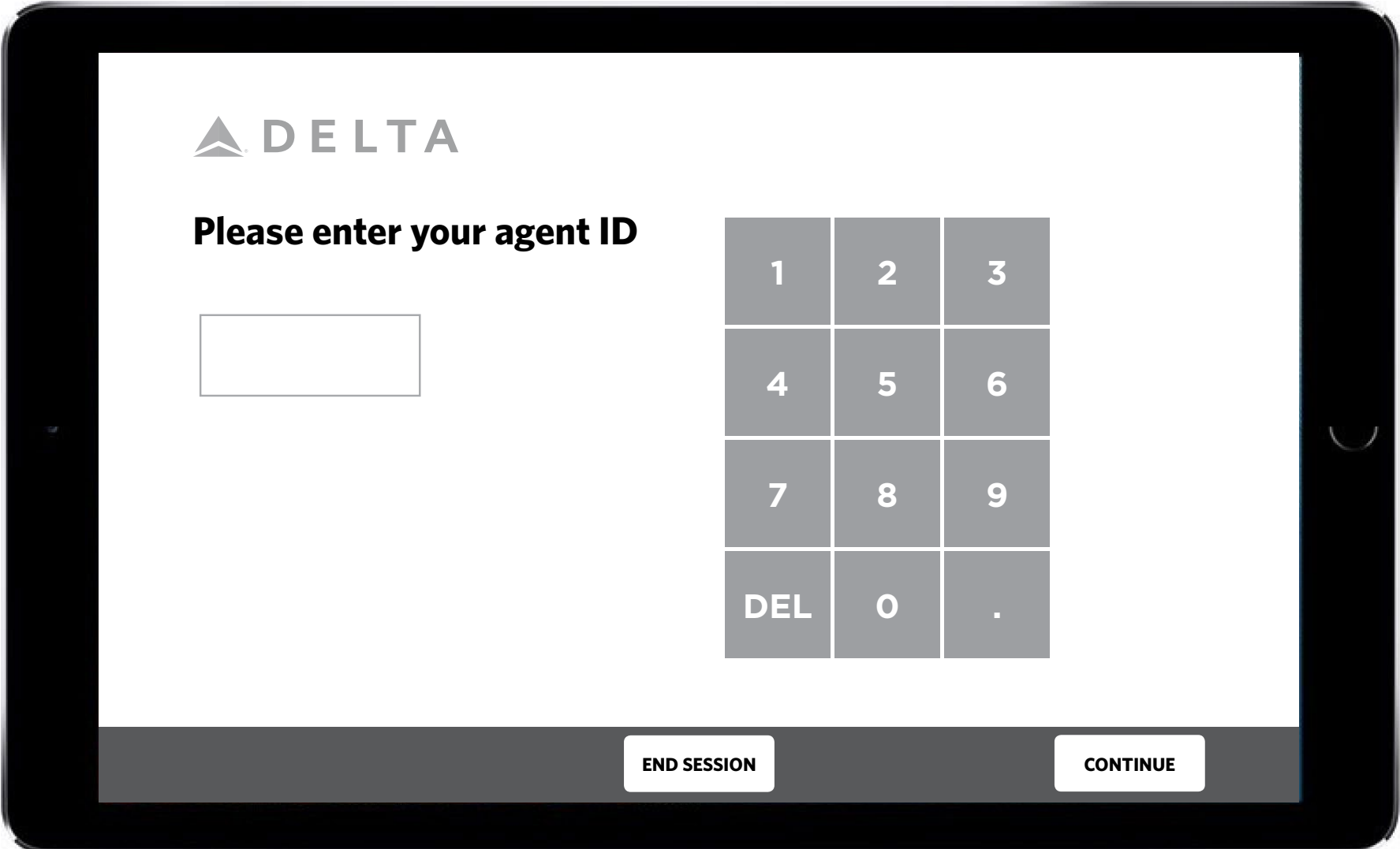
Application health and availability:

- Service issues
- Planned maintenance
- Application performance (response times, CPU usage, RAM usage, DTU usage)
- Application errors (handled and unhandled exceptions, HTTP 4xx and 5xx errors).



THE INTERFACE

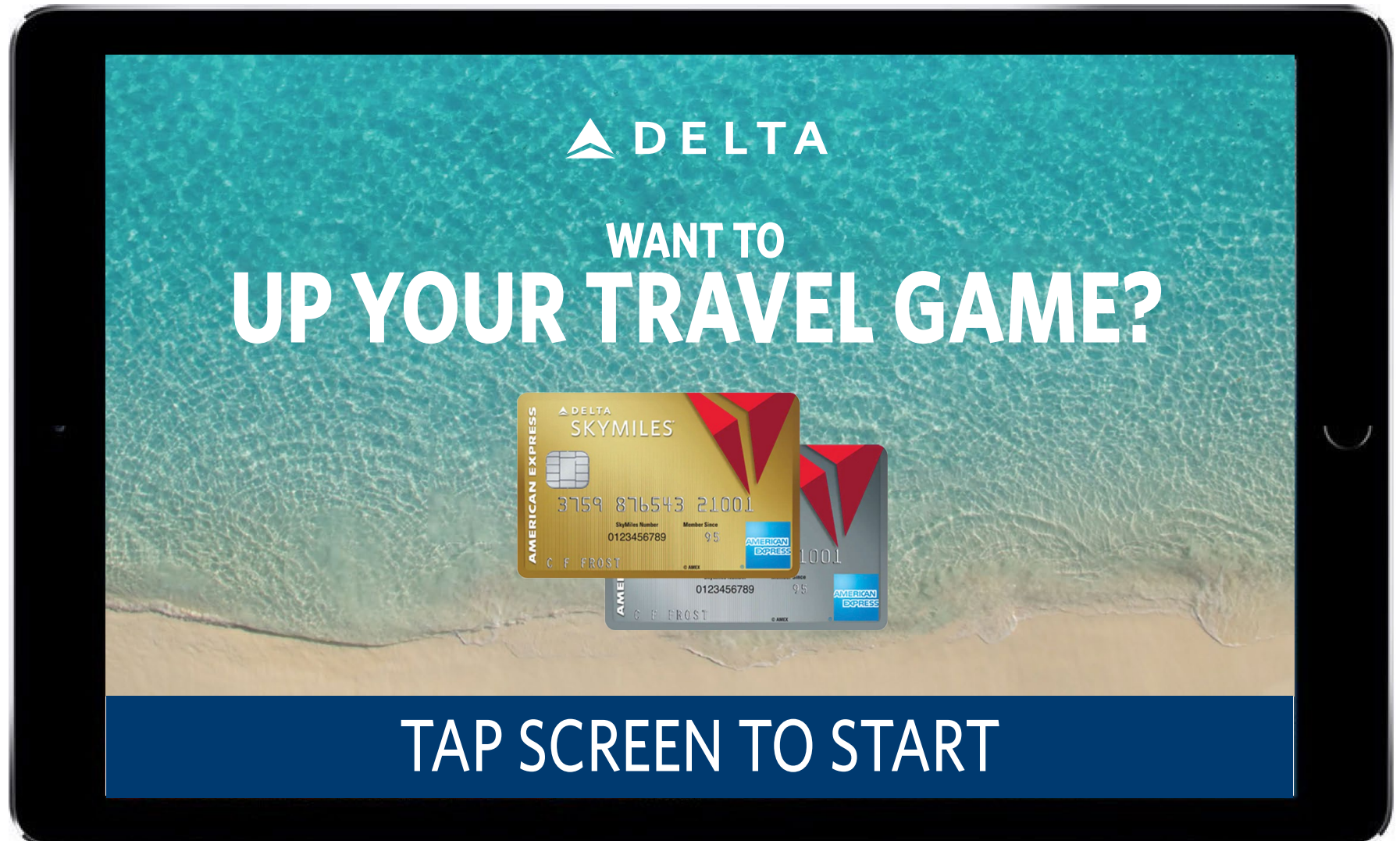
FOR ILLUSTRATION ONLY



THE INTERFACE



FOR ILLUSTRATION ONLY





FOR ILLUSTRATION ONLY



This interaction will be recorded and monitored for quality and training purposes.

☐

I ACCEPT these terms and AGREE to be recorded.

END SESSION

CONTINUE

FOR ILLUSTRATION ONLY



Are you self employed?

- ☐ Yes
- ☐ No



END SESSION



FOR ILLUSTRATION ONLY



How often do you travel?



Less than
2x a year



More than
3x a year



More than
5x a year



More than
7x a year



More than
10x a year

GO BACK

END SESSION

FOR ILLUSTRATION ONLY



Did you **previously have any of the following Credit Cards?**
(Please select all that apply.)

☐

Gold Delta
SkyMiles®
Credit Card

☐

Platinum Delta
SkyMiles®
Credit Card

☐

Gold Delta
SkyMiles®
Business
Credit Card

☐

Platinum Delta
SkyMiles®
Business
Credit Card

☐

No

GO BACK

END SESSION

CONTINUE

FOR ILLUSTRATION ONLY



Do you **currently have any of the following Credit Cards?**
(Please select all that apply.)

☐

Gold Delta
SkyMiles®
Credit Card

☐

Platinum Delta
SkyMiles®
Credit Card

☐

Gold Delta
SkyMiles®
Business
Credit Card

☐

Platinum Delta
SkyMiles®
Business
Credit Card

☐

No

GO BACK

END SESSION

CONTINUE

FOR ILLUSTRATION ONLY



Which of these travel benefits are important to you?

☐

First checked bag free

☐

Discounted Delta
Sky Club access

☐

Priority Boarding

☐

20% savings on
Delta in-flight purchases

☐

No foreign
transaction fees

☐

Annual Companion
Certificate



GO BACK

END SESSION

CONTINUE

FOR ILLUSTRATION ONLY



The Platinum Delta SkyMiles® Credit Card from American Express is the travel card for you.



GO BACK

END SESSION

CONTINUE

FOR ILLUSTRATION ONLY



SIGN UP TODAY AND RECEIVE A WELCOME OFFER OF
35,000 BONUS MILES
AND
**5,000 MEDALLION
QUALIFICATION MILES**

GO BACK

END SESSION

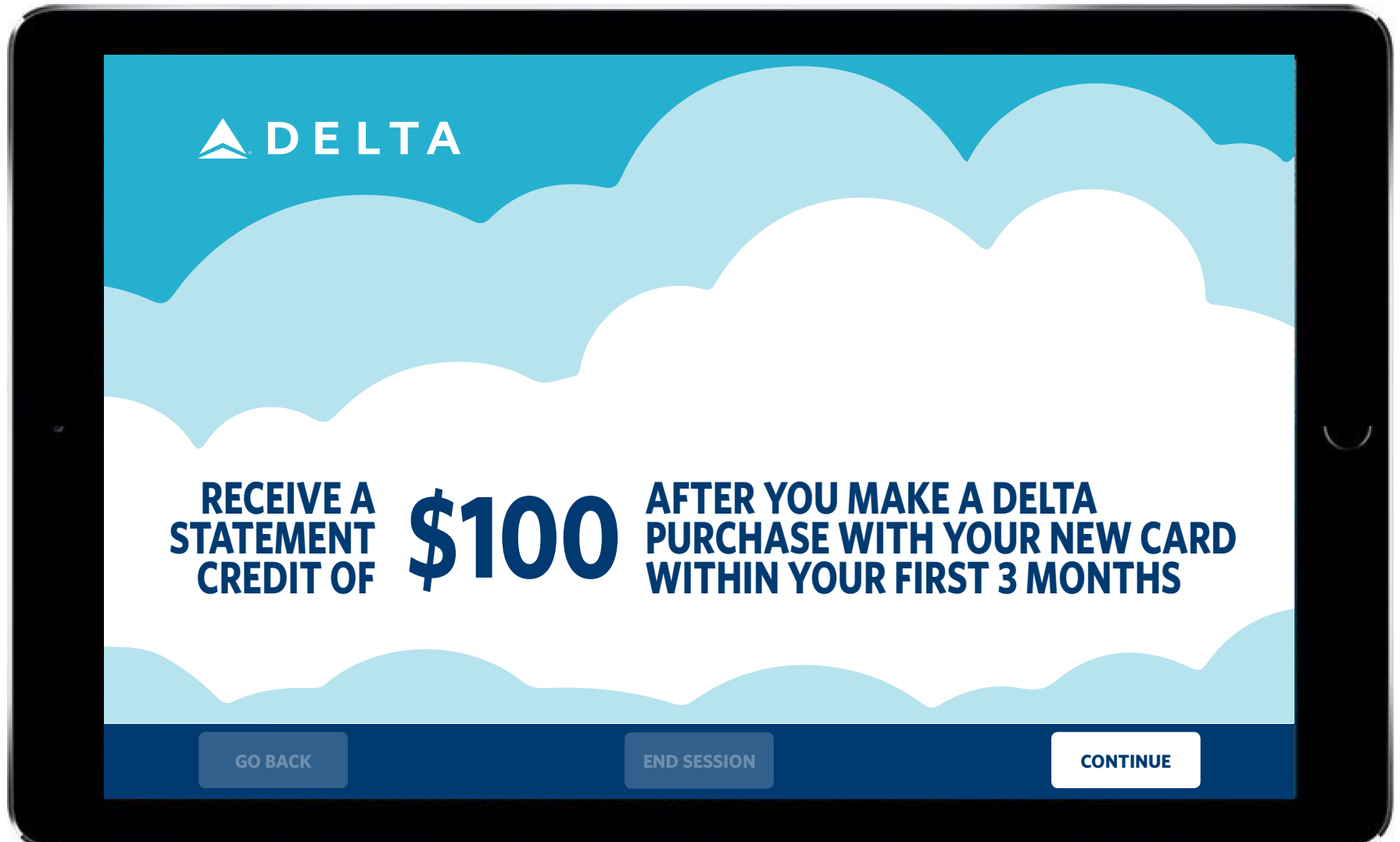
TERMS &
CONDITIONS

CONTINUE

THE INTERFACE



FOR ILLUSTRATION ONLY



FOR ILLUSTRATION ONLY



Tap the **NEXT** button
below to start the
Credit Card application

NO THANKS

TERMS &
CONDITIONS

NEXT



THANK YOU



knew-sales-group



KnewsalesGroup



knewsalesgroup



knewsalesgroup