



ETS LABS · AN ETECH GLOBAL SERVICES COMPANY

— SPEECH ANALYTICS SPECIAL STUDY · JULY 2026

The first sentence of the call, **measured 372,625 times.**

What greeting style and agent pitch do to call duration and customer sentiment, computed on every scored conversation across eight industry verticals and two consecutive data pulls. No sampling, no survey instrument.

372,625

CALLS ANALYZED · 99.99% OF REAL RECORDS RETAINED

8

Industry verticals; 3 greeting styles: Conversational, Verification, Corporate

12

Pitch cohorts: four delivery-energy tiers within each style

3/3

Hypotheses tested and supported by the data

64s

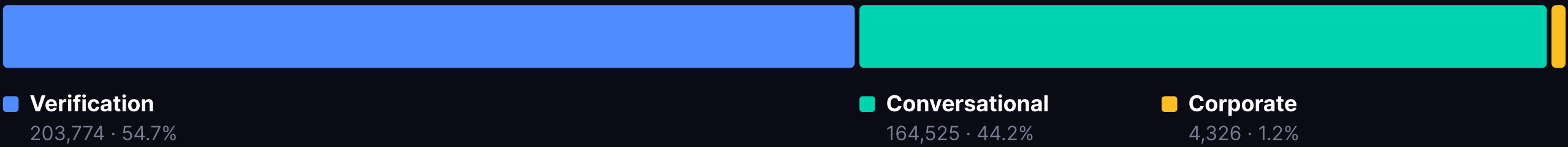
Duration gap per call, Conversational vs. Verification

One question: does the greeting matter?

Every call was classified into one of three greeting styles and split into four agent pitch tiers. Verification openings dominate the floor today; the data says the smallest cohort behaves best.

CALLS BY GREETING STYLE

Verification carries most of the volume; Conversational carries the best outcomes



N=372,625 · QEVAL® SPEECH ANALYTICS · JULY 2026 DATA PULL

— WHAT WAS TESTED, AND WHAT HELD

H1 Good greetings lead to shorter calls and a better sentiment arc HELD

Conversational averages 337.6s: 64s under Verification, 41s under Corporate. Corporate confirms the duration effect but carries the weakest sentiment mix.

H2 Style and delivery quality (tone and pitch) both move outcomes HELD

In all three styles, the highest pitch tier runs shorter calls with less than half the negative sentiment of the lowest tier.

H3 Rapport-first outperforms verification-first HELD

More clean-positive calls, fewer clean-negative calls, shorter duration. Verification's higher shift rate reflects more negative dips, not better recovery.

NUANCE

— WHAT IT SAYS ABOUT GREETINGS AND CX

The opening line of a call is a measurable CX variable, not a formality. Two independent levers show up in the data.

1. What the greeting is. A name introduction plus an open offer of help precedes shorter calls and a cleaner sentiment mix than leading with an identity request or a formal brand script. The gap is 64 seconds per call against Verification, at population scale.

2. How it is delivered. Within a fixed script, delivery energy alone separates the tiers: the highest-pitch cohort runs materially shorter calls with less than half the negative sentiment of the lowest, in every style. The effect is strongest where the script is weakest (Corporate: 58.6% negative falls to 24.8%).

Style sets the baseline; delivery moves it. Both are coachable, and both are sized in hours below.

Four findings, one pattern

Rapport and energy at the top of the call precede shorter, cleaner interactions everywhere the data can measure it.

Finding 01

Conversational greetings produce the shortest calls

337.6 seconds on average: 64 seconds under Verification and 41 under Corporate, holding across all pitch tiers.



Finding 02

Pitch moves outcomes inside every greeting type

Duration falls monotonically from Tier 1 to Tier 4 in all three styles; negative sentiment falls with it.



Finding 03

Rapport-first beats verification-first on the clean measures

Conversational wins on clean-positive rate, clean-negative rate, and duration. Verification's higher shift rate is a symptom, not a strength.

	CONV	VERIF	
Clean positive	40.7%	39.4%	✓
Clean negative	8.4%	9.8%	✓
Duration	337.6s	401.9s	✓

Finding 04

Corporate is the sentiment outlier, with the largest pitch upside

Weakest composition of the three (35.1% clean-positive, 14.8% clean-negative), yet the strongest within-style response to delivery energy.

58.6% → 24.8%

Corporate negative-sentiment rate, lowest vs. highest pitch tier

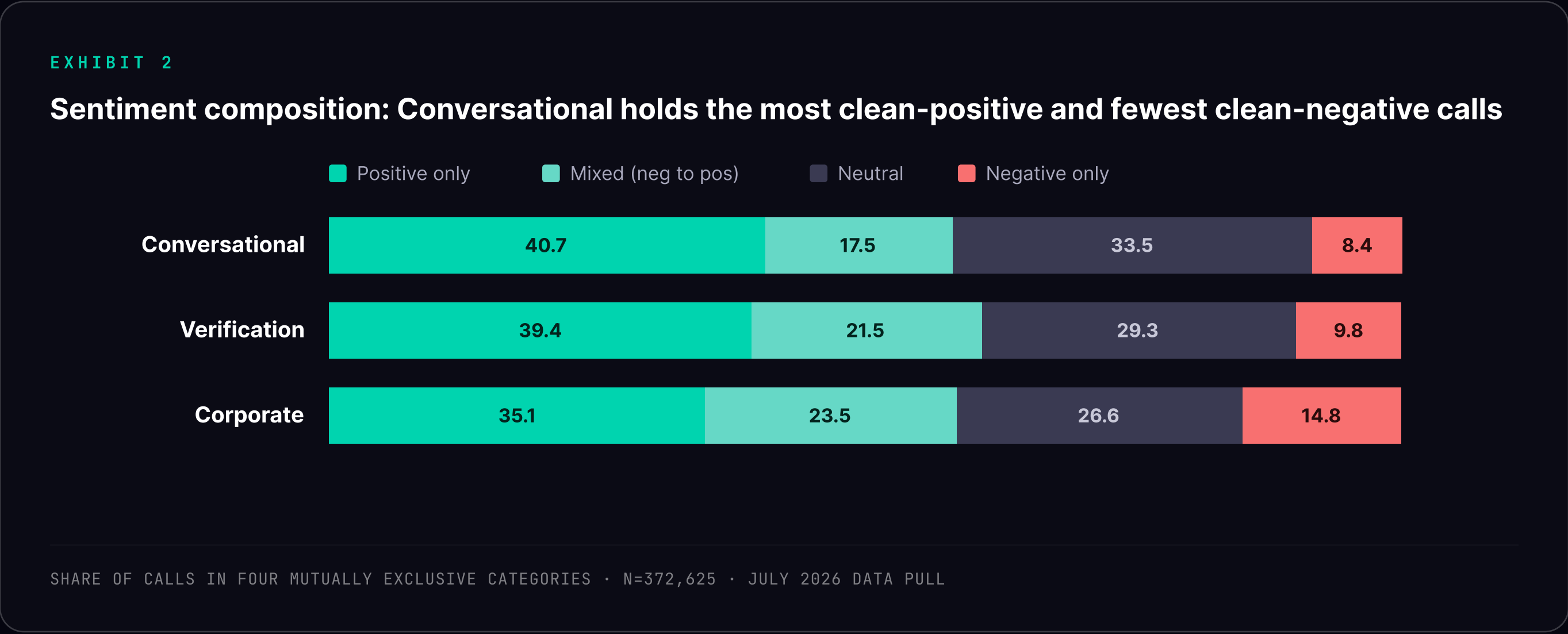
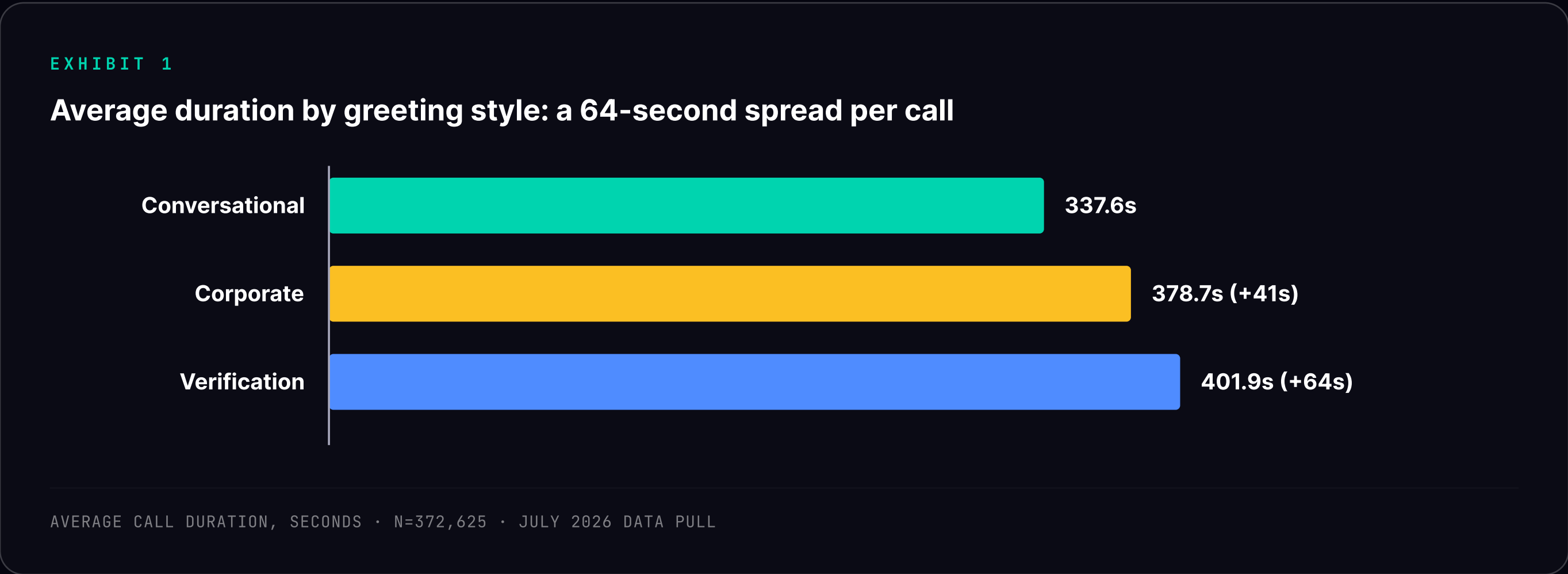
WHAT THIS MEANS

Greeting design and delivery coaching are two separate levers, and both move duration and sentiment. Pitch coaching applies immediately with no script change; greeting redesign is the second, slower lever.

What each greeting style delivers

Rolling all pitch tiers together, the three styles separate cleanly on both duration and sentiment. Corporate sits between the other two on duration but posts the highest negative rate and the lowest recovery rate.

GREETING	CALLS	AVG. DURATION (S)	% POS.	% NEG.	% SHIFT	RECOVERY
Conversational	164,525	337.6	58.1%	25.8%	17.5%	67.6%
Corporate	4,326	378.7	58.6%	38.4%	23.5%	61.3%
Verification	203,774	401.9	61.0%	31.3%	21.5%	68.8%



WHAT THIS MEANS

Conversational leads on every clean measure: shortest calls, most clean-positive outcomes, fewest clean-negative outcomes. Corporate's negative-only rate is nearly double Conversational's; its composition is a script problem, examined in the levers section.

Delivery energy moves outcomes inside every script

Splitting each style into four pitch tiers isolates how a greeting is delivered from what it says. The pattern is monotonic: as pitch rises, duration falls and negative sentiment falls, in all three styles. Corporate coverage is now approximately 1,072 calls per tier (roughly 118 previously), making its findings reliable rather than directional.

EXHIBIT 3

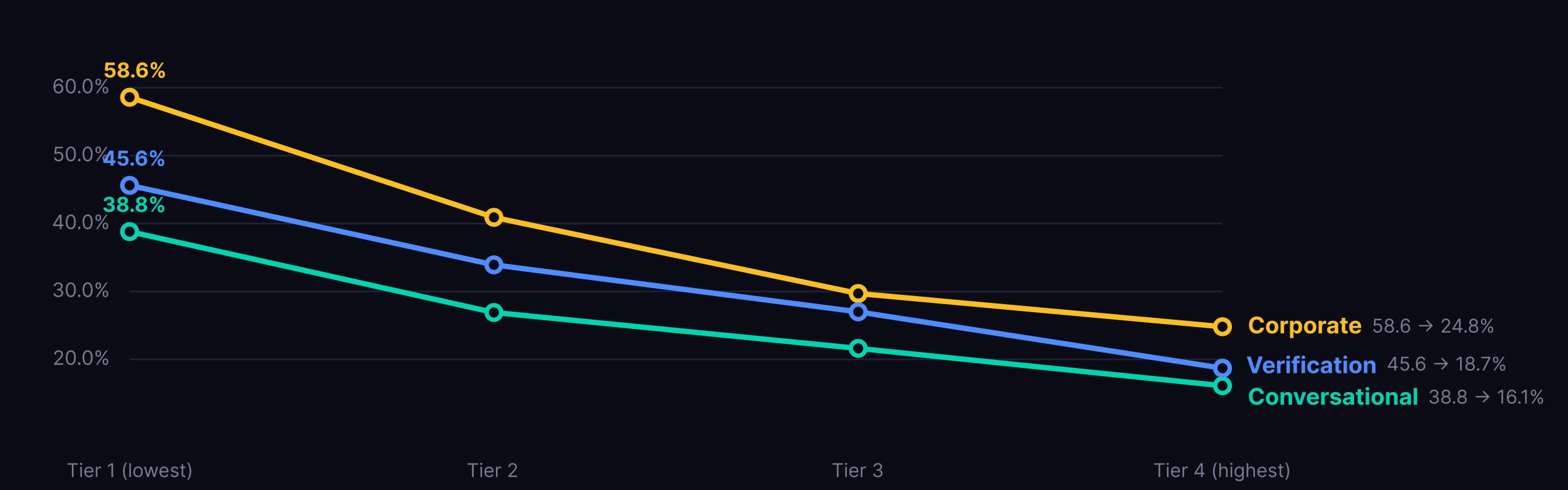
Duration falls tier over tier in every greeting style



AVERAGE CALL DURATION BY AGENT PITCH TIER, SECONDS • JULY 2026 DATA PULL

EXHIBIT 4

Negative sentiment falls with pitch; Corporate's highest tier more than halves its lowest



SHARE OF CALLS WITH NEGATIVE SENTIMENT, BY PITCH TIER • JULY 2026 DATA PULL

GREETING	TIER	CALLS	AVG. DUR (S)	% POS.	% NEG.	% SHIFT	RECOVERY	AVG. PITCH
Conversational	1 (lowest)	41,132	359.8	56.5%	38.8%	23.3%	60.1%	72.4
Conversational	2	41,131	348.2	60.8%	26.9%	18.7%	69.6%	105.4
Conversational	3	41,131	346.8	61.3%	21.6%	16.1%	74.5%	124.6
Conversational	4 (highest)	41,131	295.7	53.8%	16.1%	11.7%	73.0%	157.0
Corporate	1 (lowest)	1,073	441.2	51.9%	58.6%	30.0%	51.2%	80.6
Corporate	2	1,072	399.0	60.1%	40.9%	25.4%	62.1%	108.6
Corporate	3	1,072	362.4	62.7%	29.7%	21.4%	72.0%	127.3
Corporate	4 (highest)	1,073	320.7	59.6%	24.8%	17.4%	70.3%	156.0
Verification	1 (lowest)	50,944	463.2	61.8%	45.6%	28.8%	63.1%	78.2
Verification	2	50,943	421.6	64.2%	33.9%	23.9%	70.3%	113.0
Verification	3	50,943	390.5	62.4%	27.0%	19.8%	73.4%	131.7
Verification	4 (highest)	50,944	332.4	55.5%	18.7%	13.7%	73.2%	159.5

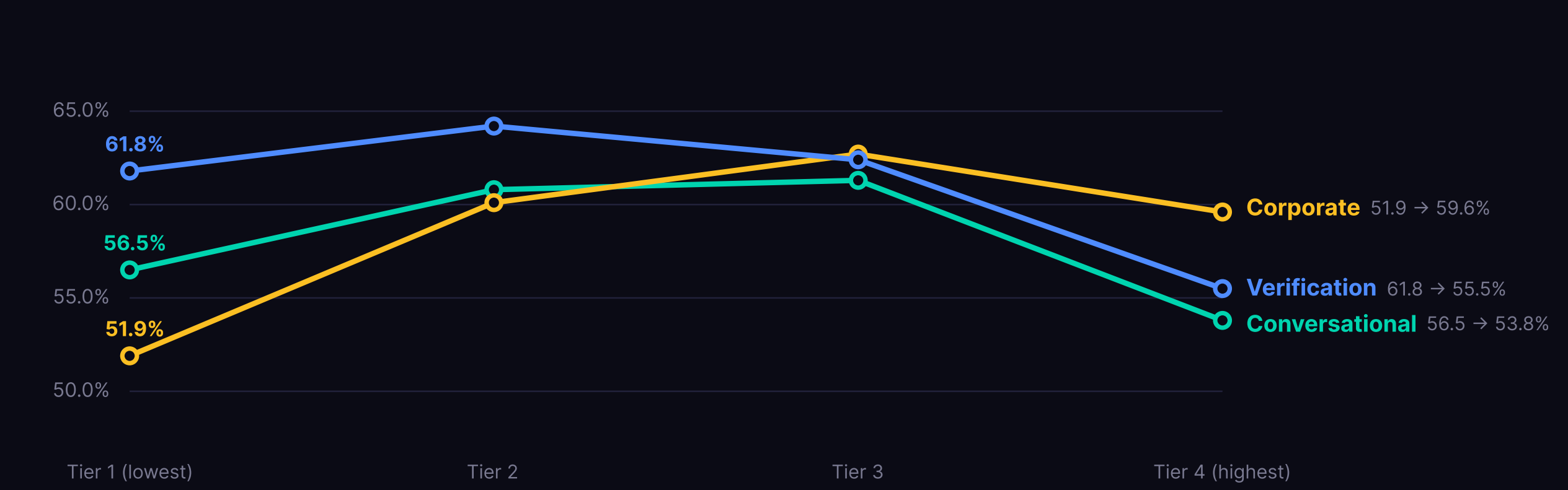
Recovery rates rise sharply from Tier 1 and peak at Tier 3 in all three greeting types, easing slightly at Tier 4.

Where the sweet spot sits

Tier 4 minimizes duration and negative sentiment everywhere, but the overall positive-sentiment rate peaks in Tiers 2 and 3, and recovery peaks at Tier 3, in all three styles. Conversational's positive rate climbs from 56.5% (Tier 1) to 61.3% (Tier 3), then drops to 53.8% (Tier 4). The top of the pitch range appears to trade some positive expression for intensity.

EXHIBIT 5

Positive sentiment peaks at Tier 3: the target is a band, not a ceiling



SHARE OF CALLS WITH POSITIVE SENTIMENT, BY PITCH TIER • JULY 2026 DATA PULL

WHAT THIS MEANS

Coach toward the Tier 3 to Tier 4 band, an average pitch score of roughly 125 to 160. Tier 3 is the balanced default; Tier 4 fits queues where handle time is the binding constraint.

What the gaps are worth in hours

Translating the observed differences into workload terms sets the priority order. Two levers, one immediate and one structural.

Lever 1 • Pitch coaching inside existing greetings

No script change required; applies to every agent. If Tier 1 agents in each style delivered at Tier 3 pitch, the duration differences represent the following handle time per comparable call volume.



Lever 2 • Greeting script review

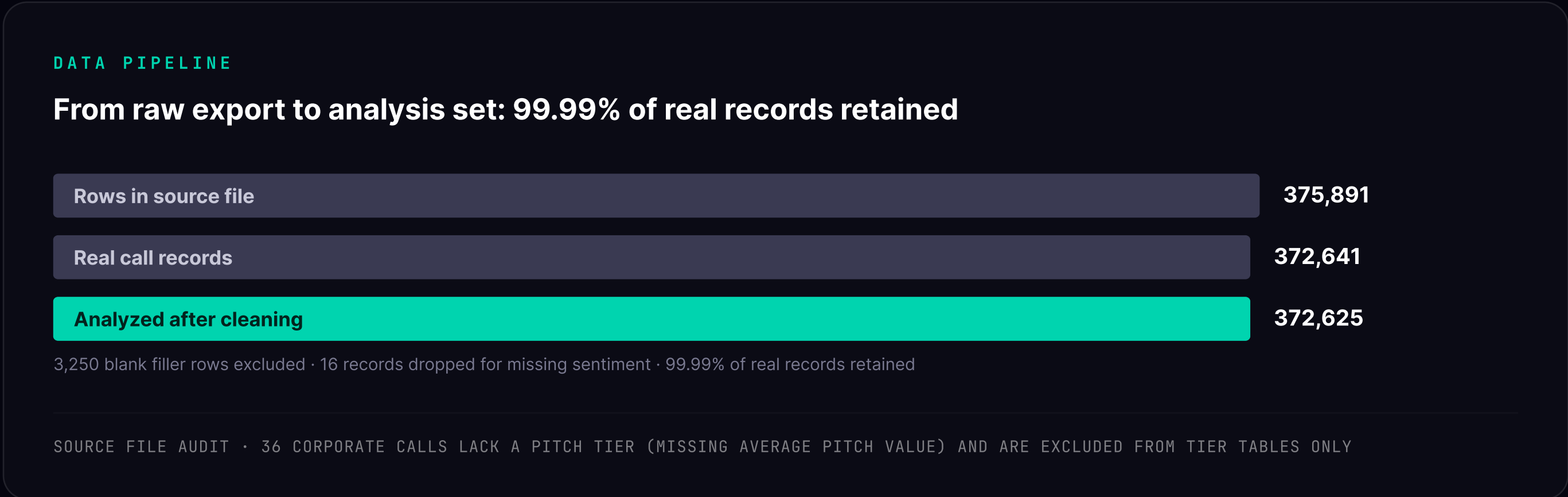
Corporate's sentiment composition has lagged the other two styles across two consecutive data pulls, independent of pitch. That consistency points at script content rather than a data artifact. The logical next test: a structured review of the Corporate opening lines, checking whether adding a name introduction and an open offer of help (the defining features of the Conversational pattern) improves sentiment. The Verification comparison supports the same principle: identity checks placed after a rapport element, rather than as the first request, are associated with fewer negative moments.

WHAT THIS MEANS

Coach Verification Tier 1 first; it is the largest recoverable pool in the dataset. Where verification is operationally required at the start of a call, pair the identity check with a name introduction and an open offer of help rather than leading with the request alone.

How the study was built

Population-scale observational analysis on production scoring data. Every measure is computed on the full call set.



STUDY NOTES

Study concept: Jeff Toister, Toister Performance Solutions. Produced by the QEval® Speech Analytics team from production scoring data. Greeting classification, pitch measurement, and sentiment analysis were performed by the QEval® platform, built by ETS Labs, an Etech Global Services company. Findings are correlational estimates drawn from the July 2026 data pull and are provided for informational purposes.

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