



Ethico vs Industry Leader

Executive Summary




Ethico has over 20 years of experience in Ethics and Compliance management and continues to stand out for:

- **High Reliability:** With over two decades of dedicated compliance and hotline experience, Ethico is uniquely positioned to meet the high specificity, customization, security, and service demands of companies and compliance teams in any industry. Ethico now serves the needs nearly 7 million employees around the world.
- **High Scalability:** Ethico serves some of the largest companies and most exacting compliance institutions, including CommonSpirit, Genesis HealthCare, Raytheon Technologies, Fujitec America, Raytheon Technologies, Pentair, E*Trade, Schindler Elevator, Shinola, Murphy Oil, the Universities of Southern California, Florida, Kentucky, and many more. Ethico has the scalability to field volume spikes around crises and onboard large employee counts in a matter of weeks.
- **Deep Specialization:** Founded with a focus on serving the high complexity, severity, and risk-management needs of clients, Ethico was built from the ground up (rather than compiled through rushed mergers and acquisitions). Ethico provides the systems, experience, and culture to serve healthcare clients with tenacity, accountability, and servanthood.





Comparisons




Comparative data points have been taken from documentation produced by the Industry Leader with verification provided by both former and current customers.

Topic	ETHICO	Industry Leader	Conclusion
Company Profile			
 Client Retention	98% with flexible contracts	96% with 3 year lock-in contracts and restrictive cancellation terms	Ethico continues to earn our clients' business through responsive service and collaboration rather than draconian contract terms
 Scalability	Recently added 270,000 employees in 1-2 months; implementation in as little as 3 weeks	Slow and lengthy implementation. Significant time and hidden costs.	Both sufficiently scalable, but Ethico is more responsive
 Total Customers	1,321	Over 12,500	Both large, but the Industry Leading solution risks ignoring all but the largest Fortune 100 customers




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 Call center staff (experience, training)	120 hours of live training before independent reporting; 4-6 year average tenure; supervisors hold CCEPs certifications	High employee churn, minimal stability, minimal training, unfamiliar with healthcare, typically use inexperienced, entry-level resources	The Industry Leader pushes to simplify and automate issue intake, and invests less in their team/culture, leaving more work for customers on issue followup
 Brand Promise	'Ethico C.A.R.E.S.' Ethico puts its money where its mouth is by continually earning your business and serving your needs	None	Ethico is a partner that cares as much about your organization as you do. The Industry Leader sells a contract and waits for you to enforce it.
 Focus	Servanthood, accountability, tenacity	Profits today; rigidity	You need a partner who will stay with you for the long term.


Call Center Performance

 Call quality	90.3% first-pass QA check (100% sample rate)	Refuse to provide metrics (industry standard is 82.5% QA grade)	Quality-first Ethico processes check every report, with transparency and accountability. The Industry Leader avoids the topic.
 Call rate	2.03-6.11 calls per 100 employees (varies by company size)	1.3 calls per 100 median	Ethico's unique intake process creates a more trusted process so callers are more willing to create reports and give better info.
 Call Answering	9 seconds	25 seconds	Ethico's operational excellence prioritizes caller experience with fast, live answer, vs. the Industry Leader's cost-cutting at the expense of employee engagement and information gathering.
 Call Answering: approach	Live answer, custom greeting	Call queue (elevator music), masked hold time, robotic greeting	

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 Delivery time	133 minutes to send, including assurance review	Up to 6 hours	Slower delivery with the Industry Leader. Ethico is faster with higher quality and more informative reports.
 Abandonment rate	Industry-leading 0.8%	[unpublished: industry average is 12-20%]	With a priority on not missing a critical report, Ethico is dedicated to fielding each report as it comes in vs. adding frustration to callers on hold.
 Interview Style	Dynamic, customized call approach with adaptive interview and detailed directives; Use investigative techniques instead of a call script	Intake staff compensation tied to minimizing call handle time; stiff scripted caller experience, low quality web reports	Since a rigid script can only cover so much of the severity and complexity range, adaptive interviews from Ethico are key to fast triage and substantiation.

Customer Experience

 Service: Support	3.6 hr avg. first response; 5.6 hr avg. time to resolution	[unpublished, widely known deficiency]	Customers report a frustrating sense of being ignored by the Industry Leader but delight in responsive attention with Ethico.
 Service: Account Management	Dedicated, responsive, proactive Account Manager with monthly/quarterly check-ins	Unresponsive, other than during invoicing, contract renewal and up-sell attempts	We believe vendors should empower and enable Compliance professionals. Ethico commits to your success with an intentional, distinctive focus on Account Success, so you beat your ROI.
 Service: Configuration responsiveness	Configurable, client-centric philosophy with scalable processes at several levels; integration options	Disjointed M&A-driven 'platform' restricts configuration and integration	Ethico's flexible, modular software philosophy allows significant configuration without added cost

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 Service: Custom development, responsiveness	Internally developed and controlled end-to-end systems with available full-scope, client-customized instances, and full API integration	Profit-centric software philosophy and restrictive scale drives resistance to customization (expensive, slow, out of scope); Costs for every configuration	With Ethico's internally developed software (vs. the Industry Leader's externally purchased) you'll get nimble, responsive, and precise customization. Your requirements are a reality, not an impossibility.
 Reporting	One-click, flexible, and custom board-ready reports, as well as dashboard and scheduled reports available	Siloed reports for each product, and frustration with custom report delays	Critical for any high performing Ethics Expert, Ethico offers a range of built-in and custom reports so clients can decide faster.
 Contracts	Common sense contracting	Weird contracts; Restrictive terms; Cancellation penalties; Data transfer fees	Ethico is focused on what's best for YOU, not what's best for US. You always have control and access to your data with Ethico.

What's most important to your choice in a partner, and your ultimate success as an Ethics Expert?

Ethico is dedicated to delightful service, expert configuration, efficient technology, and action-enabling clarity of information. From your consideration and selection of a vendor partner to fast, easy implementation and ongoing needs over the coming years, Ethico is proud to make the most caring and professional compliance leaders more effective, trusted, and confident every day. Let's continue the conversation.

The Ethico Promise

