

Case Study

Pillar 1: A strategy that's yours

In a nutshell

Ubiquity helped 'Uber' of package delivery meet surging pandemic demand with tiered service delivery from multiple geographies.

Challenge (...and core success metrics)

For some businesses, the pandemic was devastating. For transportation and logistics startup Roadie, it meant exponential growth. The crowdsourced package delivery company was struggling to ramp up adequate headcount for their inhouse customer support team, but they were uncertain about outsourcing.

Strategy and Solution

After Ubiquity's VP of business development signed up to become a Roadie driver to discover the pain points of the driver experience, Ubiquity proposed an email support team as a proof of concept. Roadie supplied the training curriculum, but Ubiquity's Business Transformation and Learning Services teams created custom agent profiles, quality scorecards, and development pathways to drive success. Quality and productivity scores were stellar at the outset, so Roadie entrusted Ubiquity with additional workstreams, including voice and SMS support for drivers and customers, as well as a white-glove support team to coordinate deliveries for B2B partners like Walmart, Best Buy, and Home Depot.

For example, Ubiquity designed a specialized audit form and frequency for the Ubiquity Select team that weighted performance metrics to match Roadie's goals –first call resolution is 15% of the score for the VIP squad. Weekly agent focus groups with the client gave agents an opportunity to report the main conversation drivers for the week while internal focus groups drive agent engagement and promote program ownership, so agents are empowered to make recommendations for any process tweaks.

The results were so strong, Roadie adopted Ubiquity's Quality Assurance tools for their in-house teams as well. Through regular calibration sessions, Ubiquity also advised Roadie on further refinements including more robust reporting and capacity planning to improve operational efficiency and productivity across the entire Roadie enterprise. What began as a proof-of-concept has turned into a vital extension of the business.

Results

49%

Reduction in call abandonment

16%

Faster AHT

95%

Quality scores across channels



ROADIE

"We weren't sure what to expect from outsourcing, but Ubiquity has proven to be a valuable strategic partner—helping us deliver better customer experiences across three distinct groups while also providing ongoing insights to improve reporting, quality, and capacity planning across our operations."

Matt Finger

Executive Director for Sales
Roadie

Need a customized approach for your CX?

LET'S TALK