

Case Study: BankMobile

Teaching Students to Become 'Customers for Life'



Optimizing self-service for millennial banking customers drives efficiency and loyalty while reducing costs.

BankMobile manages billions of dollars in deposits and serves a millennial customer base that relies on their student debit cards for financial aid disbursement and everyday spending. Exceptional service is critical to the bank's "Customers for Life" mission and to support the high retention of their 1,000+ colleges and university clients.

Challenge

The digital banking division of Customers Bank turned to Ubiquity to deliver a more intuitive and user-friendly customer experience that drives a measurable increase in customer satisfaction while reducing operating costs daily and during the peak start-of-semester season.

Strategy and Solution

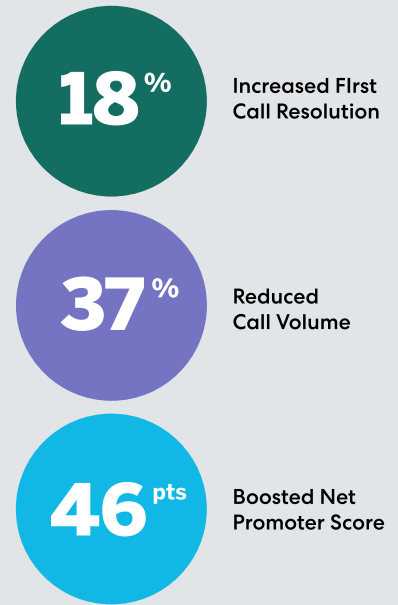
Ubiquity began with a customized analysis of existing customer flows across all BankMobile channels, identifying areas for simplification and improvement, then we developed something better. First, the Ubiquity technology team redesigned the bank's IVR system to improve call routing and added easy-to-navigate, self-service options to help customers resolve issues faster and more efficiently. Next, Ubiquity's dedicated instruction design team developed a training curriculum that focused on the top 10 call types. The revamped training modules combined with Ubiquity's real-time call monitoring and performance-tracking app, InTouch, ensured that agents were hitting performance targets that aligned with the bank's primary objectives to increase first-call resolution, Net Promoter Score and customer satisfaction. Finally, Ubiquity provided a global operational model with onshore, nearshore and offshore delivery, balancing capabilities, languages and budget to substantially reduce BankMobile's servicing costs. Since 2014, the bank has saved in excess of \$20 million by choosing Ubiquity.



Ubiquity is a valued partner and they continue to add value to our experience in many ways. In my 40 years of banking, Ubiquity is among the best partners I've had the pleasure of working with—they deliver the results we're looking for and their leadership is highly accessible.

Warren Taylor
Executive Vice President
BankMobile

Results



At a Glance

BankMobile, a payments company, backed by a \$10 billion-asset bank, offers digital-only banking services and a higher education disbursement services.

Services Provided

Live agent customer service, IVR, and dispute and chargeback management.

Service Locations

San Salvador, Manila, Bacolod, Wilkes-Barre and Omaha