

Case Study

Pillar 3: Always-on partnership

In a nutshell

Amid the brand's EU expansion, StockX, a Detroit-based e-commerce unicorn needed a partner who understood the sneakerhead and luxury goods culture and could represent the ethos of the brand and lifestyle to their burgeoning European customer base.

Challenge (...and core success metrics)

StockX wanted multilingual customer service that could deliver high CSAT scores during their rapid growth while also increasing agent productivity.

Strategy & Solution

Ubiquity began with a full brand immersion onsite at StockX's headquarters, then designed a turbocharged nesting process with comprehensive quality sessions to help accelerate the learning curve for new, seasonal, and part-time hires in Budapest and El Salvador, and in work-from-home environments. These deep-dive workshops dug into resolution strategies and real-life scenarios to help agents problem-solve collaboratively within the quality metrics goals of StockX.

These sessions were so effective at improving quality scores and increasing productivity for new hires that StockX adopted them across their global operation. After supporting StockX's European customers for a few months, Ubiquity identified contact patterns and created geographic-specific profiles to tailor servicing to the unique preferences of each demographic. The result is a more culturally relevant experience for StockX customers delivered in a scalable way while driving customer satisfaction across the continent.

Results

18%

Increases in quarterly productivity

24%

Increase in new hire quality scores

90%

Average CSAT, even during peak volume



Comprehensive deep-dive sessions were so effective at improving quality and increasing productivity for new hires that StockX adopted them across their global operation.

Ready for a partnership built for scaling?

LET'S TALK