

Case Study: Univision A/B Testing Fuels Portfolio Growth



Refining the customer journey helped Spanish-language media titan Univision improve retention and profitability for their prepaid program.

Univision initially hired Ubiquity for bilingual customer service; however, Ubiquity's operations team quickly identified key areas of opportunity to support the company's broader growth initiatives.

Strategy and Solution

Ubiquity's technology and operations teams worked in tandem with Univision to devise a testing regime to determine the optimal customer journey for boosting card activations and increasing card use beyond the first load.

To identify the best approach, Ubiquity deployed tests in the enrollment IVR and after the first post-load call. First, Ubiquity developed and tested nearly a dozen IVR flows through A/B testing to determine which verbiage was most likely to lead to card activation and loading. When customers called back after their first loads, one group received a robust welcome call including information about features and benefits. A second group was diverted to the standard IVR. Through several months of testing and rigorous data analysis, Ubiquity was able to refine the IVR and customer welcome experience to drive optimal results.



With Ubiquity, we're able to deliver world-class customer service to our valued customers while achieving efficiencies that allow us to focus on further growth.

Bob Harada
Vice President, Univision

Results

20%

Jump in Card Activations



Double-digit Increase in Card Loads after Enrollment

At a Glance

Spanish-language media giant Univision pioneered their prepaid program to bring financial services to a largely underserved demographic.

Services

Bilingual email and voice, including cardholder enrollment, back office, IVR design and technology, manual identity verification

Locations

San Salvador, El Salvador and Manila, Philippines