Transforming Tech Support with Data Analytics

:ubiquity

Applying data analytics to identify previously unknown call drivers, Ubiquity redesigned agent training and improved call routing, dramatically increasing first-call resolution and boosting customer satisfaction.

GoDaddy, a payments terminal and software provider, wanted to enhance the merchant and reseller experience while reducing time spent on technical support calls for their point-of-sale solution.

Challenge

GoDaddy's engineers were spending too much time on the phone for escalated technical support, reducing the time they could devote to product improvement. Ubiquity was tasked with providing initial levels of support, while crafting a program that would dramatically reduce hand-off rates to GoDaddy's engineers and improve overall customer satisfaction.

Strategy and Solution

Ubiquity analysts used real-time data from our proprietary CRM tool to identify previously unknown call drivers. Determining root cause by type enabled Ubiquity's training team to develop curricula and tools specific to Tier 1 and Tier 2 agents, enabling them to more quickly identify and resolve specific issues related to their most frequent call types. Calls were directed to the appropriate group-"right call to right agent"-and resolution rates soared.

"

The merchant experience with our terminals is critical to our success in a crowded ecosystem. Ubiquity's payments expertise, extensive training and employee development ensure that our merchants have a great experience. What's more, our resellers have true partners available for their needs, whether it's a general inquiry or technical assistance.

Krishna Gollamudi
Head of Customer Success
GoDaddy

Results

39% — Drop in Hand-Off Rate

93% — Customer Satisfaction Jumped to

At a Glance

GoDaddy is a technology company that builds smart terminals and software tools designed to help merchants transform their businesses.

Services
Tier 1 and Tier 2 technical support for terminals and applications for merchant customers and reselling partners.

Includes troubleshooting hardware, connetivity, error messages and software

Channels
Phone, email and chat

Languages
English, Spanish and Portuguese