Bridging gaps between digital and human

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Delivering the best CX while driving efficiency and higher revenue for restaurants with human and digital agents working in tandem.

ConverseNow is an artificial intelligence (AI) startup automating and personalizing restaurant orders on high-volume voice channels, such as phone. Their digital agent "George" speeds up the ordering process and removes the need for in-store employees to take orders; however, "he" sometimes struggles if there's too much background noise or customers make a lot of changes mid-order.

Challenge

As ConverseNow expanded and added new restaurant partners, their inhouse team struggled to keep up—agent engagement was low and performance was suffering. They also needed a PCI-certified solution so agents could accept payments. Although new to outsourcing, the company decided to pilot a small Philippines-based Ubiquity team to help with surging volume while smoothing out the customer experience, increasing average order value and ensuring the cost-to-revenue ratio was as low as possible.

Strategy and Solution

Ubiquity started with a small, nimble team of 12 agents and an experienced operations manager. Because ConverseNow puts a premium on agents sounding natural, Ubiquity created a training curriculum that didn't rely on scripts but rather gave agents a comprehensive understanding of ConverseNow's restaurant partners as well as George's innerworkings, so they could easily troubleshoot customer problems. At the same time, customers are usually frustrated (hangry even) by the time they reach Ubiquity agents. To ensure agents were well-equipped to handle those situations, Ubiquity's Quality Assurance team devised a performance scorecard that emphasized agent empathy and active listening as well as the quantitative KPIs ConverseNow wanted to achieve.
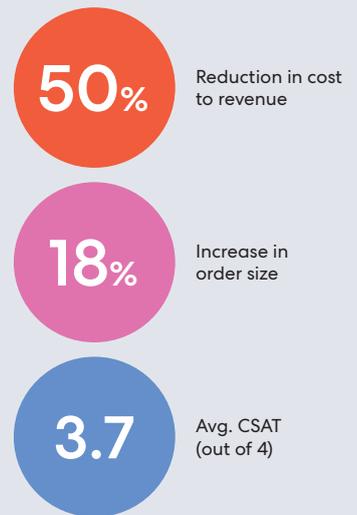
With that customized training and quality program in place, along with a supportive culture of continuous learning and development, Ubiquity was able to foster an engaged and enthusiastic team that outperformed the inhouse group by a wide margin and consistently turned frustrated customers into brand champions. Customers have been so satisfied they've made cookies for agents (thinking they were in the store), given drivers extra tips for agents and even proclaimed they are happy to help George "learn" for the benefit of the next customer. As a result, ConverseNow shifted all their in-person support to Ubiquity, so they could focus on their AI tech and expanding relationships with new restaurants. The company plans to onboard more than 500 new restaurants and locations in 2021, with Ubiquity's 200+ agents supporting their growth.

Results

50% — Reduction in cost to revenue

18% — Increase in order size

3.7 — Avg. CSAT (out of 4)

At a Glance

ConverseNow has built an artificial intelligence platform to streamline the QSR ordering process, improve upselling opportunities and free up in-store staff. The company raised $14.2 million in Series A funding in June 2021 and continues to expand with new restaurant partners. Ubiquity supports Dominos Pizza and Blake's Lotaburgers. Goodcents Subs and Fazoli's restaurants are coming soon.

Services
Live voice customer support

Locations
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> **The team at Ubiquity has been extremely diligent in ensuring that agents are trained to work alongside AI Virtual Assistants to drive key business metrics such as increasing sales, boosting average order value and enhancing end customer experience. Ubiquity will continue to be a valuable partner for us as we expand our business.**

Jason Shepard
Director of Operations
ConverseNow