

# ALWAYS-ON GLOBAL REACH

## IN A NUTSHELL

Viking Pest Control, a modern pest control service, experienced a major growth spurt and wanted to fully staff the customer experience team quickly to handle high call volumes, increase responsiveness, and reduce call times.

## CHALLENGE (...AND CORE SUCCESS METRICS)

Viking was scrambling to scale up their CX team, struggling to find reliable staff and nervous about outsourcing – something they'd never tried in their 40-year-history. They also aspired to exceed their KPIs with the vast majority of calls answered in 20 seconds or less and to decrease the number of abandoned calls dramatically.

## STRATEGY AND SOLUTION

Viking was looking for fast implementation, industry knowledge, and excellent staffing processes, so Ubiquity's ability to implement a CX team quickly and seamlessly was a key differentiator.

Implementations recommended Ubiquity's rapidly growing Bacolod CyberCentre (Philippines) site because of the quality of the talent pool. Two waves of agents were deployed in the first month, with the first wave of agents up and running on the seventh business day.

Ubiquity ramped up to 41% of Viking's total inbound call volume by early in the second month, which allowed Viking to repurpose their internal staff and resources to specifically address their email backlogs. Once Ubiquity's agents were in full production, they were able to help Viking shorten call handling time by 22% on average.

## RESULTS

**98%**

Call Answer Rate  
over three Months

**22%**

Reduction in  
call handling time

**41%**

Of total inbound  
volume by month 2

“**UBIQUITY WAS ABLE TO QUICKLY AND SMOOTHLY BRING UP A CX TEAM OFFSHORE. WE ARE NOW MEETING OUR SERVICE LEVELS FOR THE FIRST TIME THAT I CAN REMEMBER. UBIQUITY MADE IT SO EASY FOR US TO OUTSOURCE.**”

– Paul Bergmann, President



**LET'S TALK**

Want to increase headcount  
without the headaches?

**:ubiquity**  
Outsource **Fearlessly**