

SCALING WITHOUT THE CHALLENGES: HOW A DIGITAL FINANCIAL PLATFORM STRENGTHENED FRAUD PREVENTION, DISPUTES & CUSTOMER SUPPORT

Results deliver higher productivity and CSAT for fast-growing fintech

Challenge

As financial platforms grow, managing risk, compliance, and customer trust becomes increasingly complex. Without the right infrastructure, inefficiencies drive up costs, increase exposure, and weaken the user experience.

For this fast-growing fintech with millions of customers, scaling global operations required a stronger approach to customer support, identity verification, fraud prevention, and dispute resolution. As user adoption grew, the company's contact center struggled to keep pace with rising chat and email support requests. It needed support in extending service beyond existing business hours and scaling a team to manage the phased global rollout.

As an e-money issuer committed to compliance and security, it needed an outsourcing partner that could match its regulatory acumen, particularly on mission-critical work associated with KYC, sanctions, fraud, and disputes.

Strategy and Solution

Ubiquity created a cost-efficient, offshore support solution with customer support teams in Bacolod and banking operations in Manila. Team members received a bespoke training program covering financial regulations, PCI-DSS, payment troubleshooting, and compliance (GDPR, AML). Ubiquity's training and quality assurance teams collaborated with the company to ensure agents were fully prepared, using a structured training, nesting, and auditing program.

Regular calibration sessions highlighted opportunities for productivity improvements, with Ubiquity's inTouch® performance platform identifying areas to boost efficiency. Cross-training agents enabled productivity to more than double within two months.

Ubiquity's infosec and technology teams developed a solution to provide fraud investigators with easier access to essential technology tools while upholding security standards.

The customer support operations team, trainers, and QA leaders are now collaborating on in-depth CSAT and DSAT analyses to further enhance performance KPIs.

The company has found a strategic partner in Ubiquity, which has successfully boosted productivity across both in-house and outsourced teams, resulting in higher customer satisfaction levels. When unexpected surges in volume occurred, Ubiquity promptly expanded headcount by 40% to manage the backlog.

Despite a relatively new partnership, Ubiquity will be engaged for additional resources, including European language support and executive advisory services, to build a comprehensive support strategy. This initiative aims to streamline its infrastructure, reduce costs, and maintain high levels of customer satisfaction and productivity as it expands globally.

Results

2X

More productive in 2 months

85%

First contact resolution

94%

Quality scores

5%

Increase in CSAT in 4 months

Services

- Chat and email customer service
- Identity verification, fraud monitoring, dispute resolution

Location

Manila and Bacolod, Philippines



We needed a partner we could trust. Ubiquity's financial services and compliance knowledge, along with their commitment to collaboration and providing actionable business insights, have made them an invaluable partner.

A Fintech Founder & CEO