

CASE STUDY – CUSTOMER EXPERIENCE (CX)

THREE-MONTH TURNAROUND MEETS HIGH CX SERVICE LEVEL GOALS

Established pest control service business needed expanded customer experience support to handle high call volumes, increase responsiveness, and reduce call times.

CHALLENGE

Viking Pest Control, an innovative pest control service for homeowners and businesses, experienced a major growth spurt and was looking to staff the customer experience team fully and quickly to handle high call volumes, increase responsiveness, and reduce call times.

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..

“WE COULDN'T FIND ENOUGH CUSTOMER EXPERIENCE STAFF THAT WOULD SHOW UP TO WORK RELIABLY. UBIQUITY WAS ABLE TO QUICKLY AND SMOOTHLY BRING UP A CX TEAM OFFSHORE. WE ARE NOW MEETING OUR SERVICES LEVELS FOR THE FIRST TIME THAT I CAN REMEMBER. UBIQUITY MADE IT SO EASY FOR US TO OUTSOURCE.”

– Paul Bergmann, President Viking Pest Controls

RESULTS

98%

Call Answer rate over three months

22%

Reduction in call handling time, on average

AT A GLANCE



Viking Pest Control has been providing reliable, modern pest control services for over 40 years. Through prevention, new technology, and sustainable solutions, Viking meets the new demands for healthy environments at affordable prices for both individuals and businesses of New Jersey, Delaware, Pennsylvania, and Maryland.

SERVICES

Pest Control

LOCATIONS

Bacolod, Philippines