COLLABORATION AND CONSULTATION TURN PROOF-OF-CONCEPT INTO MULTITIERED SUPPORT POWERHOUSE

Ubiquity helps 'Uber' of package delivery meet surging demand with tiered service delivery from multiple geographies.

CHALLENGE

For some businesses, the pandemic was devastating. For transportation and logistics startup Roadie, it meant exponential growth. The crowdsourced package delivery company was struggling to ramp up adequate headcount for their inhouse customer support team, but they were unfamiliar and uncertain about outsourcing.

After Ubiquity's VP of business development signed up to become a driver to learn more about the driver experience, Ubiquity proposed an email support team as a proof of concept. Quality and productivity scores were stellar at the outset, so Roadie entrusted Ubiquity with additional workstreams including voice and SMS support for drivers and customers, as well as a white-glove support team to coordinate deliveries for B2B partners like Walmart, Best Buy, and Home Depot.

STRATEGY AND SOLUTION

Roadie supplied the training curriculum, but Ubiquity's Business Transformation and Learning & Development teams created custom agent profiles, quality scorecards and development pathways to drive success for each servicing tier. For example, Ubiquity designed a specialized audit form and frequency for the Ubiquity Select team that weighted performance metrics to match Roadie's goals—FCR is 15% of the score for the VIP squad. Weekly agent focus groups with the client gave agents an opportunity to report the main conversation drivers for the week while internal focus groups drive agent engagement and promote program ownership, so agents are empowered to make recommendations for any process tweaks.

The results were so strong, Roadie adopted Ubiquity's Quality Assurance tools for their inhouse teams as well. Through regular calibration sessions, Ubiquity also advised Roadie on further refinements including more robust reporting and capacity planning to improve operational efficiency and productivity across the entire Roadie enterprise. The partners are currently collaborating on a multichannel customer service survey that will provide ongoing actionable insights to enhance the customer experience. What began as a proof-of-concept has turned into a vital extension of the business.

RESULTS

95%
Quality scores across channels

49%
Reduction in call abandonment

16%
Faster AHT

AT A GLANCE

ROADIE
A UPS Company

Founded in 2014, Roadie is an Atlanta-based crowdsourced package delivery startup that works with consumers, small businesses and big global brands to enable same-day and urgent delivery nationwide. With 200,000 verified drivers, Roadie has delivered to more than 20,000 ZIP codes—the largest local same-day delivery footprint in the country.

SERVICES

Inbound and outbound voice, text, and email for customers and drivers; white-glove, Ubiquity select voice support for B2B partners

LOCATIONS

Bacolod, Philippines, and San Salvador
15 ▸ 106 Agents

> "WE WEREN'T SURE WHAT TO EXPECT FROM OUTSOURCING, BUT UBIQUITY HAS PROVEN TO BE A VALUABLE STRATEGIC PARTNER—HELPING US DELIVER BETTER CUSTOMER EXPERIENCES ACROSS THREE DISTINCT GROUPS WHILE ALSO PROVIDING ONGOING INSIGHTS TO IMPROVE REPORTING, QUALITY AND CAPACITY PLANNING ACROSS OUR OPERATIONS."

– Matt Finger, Head of Customer Experience, Roadie - A UPS Company

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Outsource **Fearlessly**