:ubiquity

2025

TRANSFORMATIONAL INNOVATION LEADER

Accelerating Innovation to Zero Across the Global Ecosystem

RECOGNIZED FOR BEST PRACTICES IN THE NORTH AMERICAN CUSTOMER EXPERIENCE MANAGEMENT INDUSTRY

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Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Ubiquity excels in many of the criteria in the customer experience management space.

AWARD CRITERIA

Transformational Innovation	Customer Impact
Market Disruption	Price/Performance Value
Competitive Differentiation	Customer Purchase Experience
Market Gaps	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Passionate Persistence	Brand Equity

The Strategic Imperative 8: Factors Creating Pressure on Growth
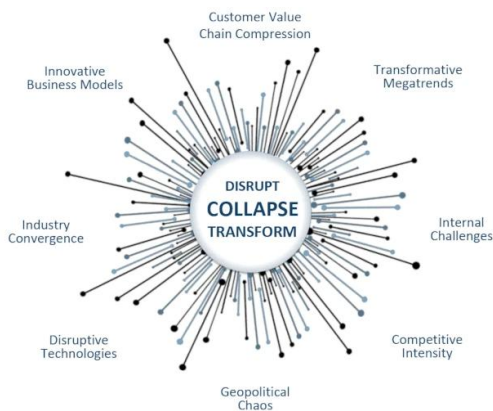
- **Innovative Business Models**: A new revenue model that defines how a company creates and capitalizes economic value, typically impacting its value proposition, product offering, operational strategies, and brand positioning

- **Customer Value Chain Compression**: Customer value chain compression as a result of advanced technologies, internet platforms, and other direct-to-consumer models that enables the reduction of friction and the number of steps in customer journeys

- **Transformative Megatrends**: Global forces that define the future world with their far-reaching impact on business, societies, economies, cultures, and personal lives

- **Disruptive Technologies:** New, disruptive technologies that are displacing the old, and significantly altering the way consumers, industries, or businesses operate

- **Internal Challenges**: The internal organizational behaviors that prevent a company from making required changes

- **Competitive Intensity**: A new wave of competition from start-ups and digital business models that challenge the standing conventions of the past, compelling established industries to re-think their competitive stance

- **Geopolitical Chaos**: Chaos and disorder arising from political discord, natural calamities, pandemics, and social unrest that impact global trade, collaboration, and business security

- **Industry Convergence**: Collaboration between previously disparate industries to deliver on whitespace cross-industry growth opportunities

The Transformation of the Customer Experience Management Industry

The North American customer experience management (CXM) market is evolving rapidly, driven by technological advancements and the growing demand for personalized, seamless interactions. Businesses across industries are striving to improve customer satisfaction, loyalty, and engagement, making CXM solutions critical to success. Emerging technologies like artificial intelligence (AI) and machine learning (ML) enable businesses to analyze vast amounts of customer data and automate key touchpoints, delivering more personalized, adaptive, and efficient service. These technologies also help businesses create responsive CXM strategies, essential as customer expectations continue rising. Frost & Sullivan's independent research shows that this market is forecast to achieve $36.02 billion by 2029, driven by a increasing level of CXM outsourcing among organizations of all sizes.[1]

> *"Ubiquity positions itself as a formidable disruptor in the North American CXM market by addressing long-standing gaps through a balanced blend of advanced technology, affordability, and a customer-first approach. The company differentiates itself from traditional providers by delivering a purpose-built, omnichannel platform that unifies customer interactions across various touchpoints, such as social media, voice, in-person, and digital channels, offering a seamless and personalized experience."*
>
> *- Sebastian Menutti*
> *Industry Director, ICT*

Despite the promise of these technologies, several challenges prevent organizations from delivering exceptional customer experiences. One of the most pressing roadblocks is data management and integration. Companies often struggle to consolidate customer data from various sources, such as websites, social media, and mobile applications, into a unified system. This fragmented data landscape leads to incomplete or inaccurate insights, making it difficult for businesses to deliver a personalized and cohesive experience. Effectively implementing customer data platforms is crucial, but many organizations face difficulties in achieving seamless integration.

Ensuring consistency across various customer interaction channels presents another significant challenge. Although businesses recognize the importance of providing a seamless omnichannel experience, many fail to execute this strategy effectively. Inconsistent messaging, delays, and fragmented service delivery frustrate customers and damage brand reputation. Additionally, businesses must address rising demands for personalized experiences, which require advanced analytics and AI-driven solutions. Outdated technologies and limited resources often prevent organizations from fully capitalizing on these opportunities. Internal silos between departments complicate CXM efforts further, as lack of collaboration

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[1] *Customer Experience Management in North America, Forecast to 2029.* (Frost & Sullivan October 2024)

leads to disjointed service delivery. To remain competitive, businesses must invest in the right technologies to foster a customer-centric culture and align efforts across the organization.

Driving Market Differentiation and Disruption through Engagement

Founded in 2012 and headquartered in New York City, New York, Ubiquity is a business process outsourcing company that delivers full, end-to-end bespoke customer experience (CX) solutions across customer-facing and back-office operations, integrating technology, strategy, and optimized service delivery. Delivering tailored, end-to-end CX solutions that encompass strategy, technology integration, omnichannel engagement, and continuous optimization to drive meaningful business outcomes.

Ubiquity positions itself as a formidable disruptor in the North American CXM market by addressing long-standing gaps through a balanced blend of advanced technology, affordability, and a customer-first approach. The company differentiates itself from traditional providers by delivering a purpose-built, omnichannel platform that unifies customer interactions across various touchpoints, such as social media, voice, in-person, and digital channels, offering a seamless and personalized experience.

By embedding AI, ML, and real-time analytics into its systems, Ubiquity enables businesses to turn customer data into actionable insights, fostering more precise engagement and stronger brand loyalty. This ability to scale personalization without sacrificing quality or compliance is critical in a market where many organizations still struggle with fragmented technology stacks and underutilized data.

Ubiquity Builds Secure Manual Processing Solutions for AU10TIX[2]

AU10TIX, a global leader in identification verification (IDV), partnered with Ubiquity to enhance its AI-driven platform with secure, real-time verification solutions for high-compliance industries. The solution integrates manual verification processes seamlessly with advanced automation, AI-driven decision-making, and rigorous compliance standards.

Since launch, Ubiquity has onboarded over 28 client programs, processed more than five million IDV documents, achieved an average call handle time under 45 seconds, and maintained about 85% of cases within service level agreements, delivering a scalable, secure, and efficient verification experience. Moreover, the technology team continues to innovate on the initial solution with new product development rollouts over subsequent months of the program's growth.

A key facet of Ubiquity's market strategy is serving a broad range of clients, from startups to large enterprises, with a particular emphasis on innovative solutions that empower underserved small- and medium-sized businesses. While many CXM platforms cater to larger enterprises with high-cost solutions, the company employs an innovative model, delivering high-quality, scalable services at competitive prices. This approach democratizes access to sophisticated CXM capabilities and forces incumbent providers to rethink their value propositions and pricing structures.

Ubiquity's consultative approach complements this cost-effective model, which emphasizes understanding end-user preferences before deploying automation. Unlike many competitors, this

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[2] Au10tix & Ubiquity Case Study. *Ubiquity.*
https://circle.ubiquity.com/collections/67ec8c4dbbc73a71bb930bfb/s/67ec8c4dbbc73a71bb930bfa/a/675766c08f3e1555698247ee Accessed 21 April 2025.

strategic consultation avoids prioritizing technology over the user experience, while ensuring that AI augments rather than alienates the customer journey.

Moreover, one of Ubiquity's most distinctive competitive advantages lies in its strategic focus on voice AI. Recognizing that customers in industries like health care and financial services often prefer voice communication, the company invests in enhancing automation within this channel. Real-time AI assists live agents during calls, improving inquiry resolution times and accuracy, while post-call analytics refine training, coaching, and operational strategies.

At the same time, Ubiquity remains vigilant about maintaining regulatory compliance, especially in highly regulated sections like healthcare. As a result, it leverages AI to enhance customer's internal processes rather than customer-facing interactions to safeguard widespread compliance. This mindful integration of automation with human expertise, coupled with robust feedback mechanisms and continuous performance optimization, allows the company to offer a comprehensive CXM solution that is adaptive and resilient. As the market continues to demand smarter, more cohesive, and cost-efficient CX, Ubiquity is uniquely positioned as a trusted partner driving transformation in the CXM landscape.

Focused Leadership for Strategic Growth

Ubiquity's leadership focus is deeply rooted in guiding clients through an increasingly complex and fragmented CXM landscape. As the marketplace becomes saturated with a variety of solutions and platforms, enterprises are often overwhelmed by the challenge of selecting technologies that align with their long-term goals. The company recognizes this gap and positions itself not just as a service provider, but as a trusted advisor and curator. Leveraging a deep understanding of client needs and evolving market dynamics, Ubiquity offers highly personalized guidance, helping clients cut through the noise and adopt solutions that are effective and future-ready. This advisory approach is central to the company's strategic growth, enabling it to build lasting relationships while reinforcing its position as a thought leader in the CXM space.

Ubiquity commits to delivering tailored value-driven solutions, emphasizing customization, innovation, and client alignment. Acknowledging that a one-size-fits-all approach is inadequate in today's fast-changing technological environment, the company adopts a deliberate and consultative strategy. Each client's unique challenges, industry requirements, and business objectives are carefully considered to ensure that proposed solutions are effective in the present and can scale with future demands. This adaptability is key to Ubiquity's competitive differentiation and continued success. In addition, the company's ability to stay ahead of market trends and technological advancements allows it to offer forward-looking advice that empowers clients to make informed, strategic decisions.

Accelerating e-Commerce CX for Accent Group[3]

Accent Group Limited, a leading footwear retailer in Australia and New Zealand, partnered with Ubiquity to enhance its live chat and email support. With over 420 stores and exclusive rights to major brands like Skechers®, Vans®, and Timberland®, Accent needed a high-performing chat team tailored to local

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[3] Accent Group & Ubiquity Case Study. *Ubiquity*. PDF.
https://circle.ubiquity.com/collections/67ec8c4dbbc73a71bb930bfb/s/67ec8c4dbbc73a71bb930bfa/a/65e227856a50cd52060e9351 Accessed 21 April 2025.

customer expectations. Ubiquity led recruitment, involving Accent in team leader selection to ensure cultural fit, and implemented its performance-management platform to enable real-time coaching, productivity tracking, and recognition.

Integrated with Accent's Zendesk customer relationship management (CRM), the solution provides full visibility across teams in Melbourne and Manila. Results include a 91.4% customer satisfaction score, chat response times 64% faster than average, and a 96% agent acceptance rate.

"Partnering with Ubiquity has helped our ecommerce business expand support hours and channels while also improving the customer experience. We appreciate Ubiquity's commitment to driving better results using data and personalized staff development."

- Tim Greenstein, General Manager, Accent Group

This successful partnership exemplifies how Ubiquity's customer-centric approach and operational expertise translate into measurable business value. Beyond individual client success stories, Ubiquity's broader strategy is underpinned by a strong leadership philosophy that drives performance across all areas of the organization.

The leadership team fosters a culture of inclusivity, compassion, and accountability, valuing the diverse strengths of its global workforce. This people-first philosophy extends to its partnerships and educational initiatives, such as collaborations with AIESEC (i.e., Association Internationale des Étudiants en Sciences Économiques et Commerciales) and outreach efforts in Asia, reflecting a broader commitment to global engagement and societal impact.

Operationally, the company maintains agile through robust regulatory compliance and process optimization, ensuring that its services remain scalable and reliable. By aligning strong leadership values with market responsiveness and strategic foresight, Ubiquity continues to elevate its influence in the CXM industry while preparing clients and employees alike for long-term success.

Integrated Value: Performance, Pricing, and Experience

Ubiquity strategically crafts a frictionless customer journey that emphasizes continuity, customization, and long-term partnership. From the initial purchase experience, clients engage with a responsive and knowledgeable sales team that aligns solutions with their business objectives. Rather than offering off-the-shelf products, the company tailors its solutions to fit the specific goals and operational frameworks of each client. The onboarding phase is particularly well-executed, with a structured process that turns conceptual strategies into actionable plans. Dedicated implementation teams ensure a seamless transition from the sales conversation to fully operational deployment, minimizing disruption and accelerating time-to-value. This focus on alignment and ownership enhances client confidence while reducing ramp-up time and operational risks.

Ubiquity Increasing Productivity and Fraud Recovery for Digital Banking[4]

A rapidly growing United States-based digital banking provider, known for offering digital-only banking services to a largely millennial caller base, partnered with Ubiquity to overhaul its banking operations infrastructure. Faced with a surge in dispute claims and chargebacks, Ubiquity's team of banking experts conducted a deep dive into a client's existing processes, identifying key areas for improvement in workflow, productivity, and reporting. Ubiquity redesigned workflows for 11 teams, implemented a tiered incentive structure that improves employee retention (now at 97%), and revamps the quality scorecard to align coaching with the neobank's priorities. These changes led to:

- 99% compliance scores
- 94% average quality scores
- and a 200% increase in productivity.

Amid the COVID-19 pandemic, Ubiquity ensured business continuity by activating Ubiquity@Home, enabling analysts to work remotely in a payment card industry-certified environment. Through a robust feedback loop and timely reporting, the neobank identified and **recovered $2.3 million in fraud losses in just four months**.

> *"Ubiquity strategically crafts a frictionless customer journey that emphasizes continuity, customization, and long-term partnership. From the initial purchase experience, clients engage with a responsive and knowledgeable sales team that aligns solutions with their business objectives. Rather than offering off-the-shelf products, the company tailors its solutions to fit the specific goals and operational frameworks of each client."*
>
> *- Samantha Fisher*
> *Best Practices Research Analyst*

Ubiquity stands out from many competitors through its deep vertical expertise. Instead of relying on generalists, the company brings in specialists who understand the nuances and regulatory landscapes of specific industries. This approach ensures that the solutions delivered are relevant, actionable, and effective. Clients benefit consistently from hands-on expertise and industry-specific insights throughout every part of the engagement, which increases the overall impact of Ubiquity's services. This vertical focus enables the company to provide support that is strategic and grounded in practical knowledge, allowing for faster problem-solving and more effective execution.

Moreover, Ubiquity's commitment to being the "last outsourcer" a client will ever need is evident in its flexible, partnership-driven model. Whether the need is a simple process life-and-shift or a full-scale CX redesign, the company adapts to meet clients where they are. This flexibility extends to its workforce, where ongoing investment in training and retention keeps institutional knowledge and industry expertise deeply embedded. This strong combination of adaptability, industry depth, and operational excellence positions Ubiquity as a high-value provider with an exceptional price/performance ratio in the CXM space.

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[4] Banking Operations, Digital Bank Case Study. *Ubiquity*.
https://circle.ubiquity.com/collections/67ec8c4dbbc73a71bb930bfb/s/67ec8c4dbbc73a71bb930bfa/a/675766c08f3e1555698247ee Accessed 21 April 2025.

Strengthening Brand Value and Loyalty

Ubiquity carves its path to success through passionate persistence and a focused effort to overcome industry challenges. The company has operated resourcefully from its inception, consistently delivering strong client outcomes despite lean infrastructure. As the company scales, it works diligently to maintain its "big little company" mindset, preserving personalized, high-touch service while growing its capabilities and reach. This balance of intentional growth, cultural integrity, and operational agility helps Ubiquity establish itself as a strong contender in the CXM landscape.

Ubiquity Boosts Satisfaction and Reduces Hand-off Rates[5]

GoDaddy, a technology company that builds smart terminals and software tools to help merchants transform their businesses, partnered with Ubiquity to enhance its customer support operations. Ubiquity leveraged real-time data from its proprietary CRM tool to identify previously unknown call drivers, allowing the team to develop targeted training for Tier 1 and Tier 2 agents. This move enables agents to quickly resolve issues related to the most frequent call types, ensuring that calls are directed to the appropriate group, leading to a 39% drop in hand-off rates and a new high score of 93% in customer satisfaction.

"The merchant experience with our terminals is critical in a crowded ecosystem. Ubiquity's payments expertise, extensive training, and employee development ensure that our merchants have a great experience…our resellers have true partners available for their needs, whether it's a general inquiry or technical assistance."

- Krisna Gollamudi, Head of Customer Success, GoDaddy

The GoDaddy Collaboration highlights how Ubiquity's tailored use of data and commitment to workforce enablement directly contribute to operational excellence and improve customer satisfaction. These results are not isolated; they reflect Ubiquity's broader market identity and the strength of its brand.

Ubiquity's brand equity is a cornerstone of its market presence, influencing customer perceptions and purchase decisions. With strong recognition in the network and CXM sectors, the company positions itself as a trusted and reliable brand. Customers associate Ubiquity with quality, which enhances its familiarity and drives preference over competitors. The reputation for high quality solutions, particularly its network and CXM tools, further strengthens this brand perception. Positive customer testimonials reinforce this status for excellence, allowing the company to stand out in a competitive industry and differentiate itself from its peers.

Additionally, customer loyalty also plays a significant role in Ubiquity's branding. The company's ongoing commitment to superior service and continuous client engagement fosters long-term relationships, encouraging repeat business. Loyal customers not only continue using Ubiquity's products but also recommend them to others, which further strengthens the company's market position. This organic, word-of-mouth promotion boosts the brand's credibility and contributes to its sustained success, ensuring

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[5] GoDaddy & Ubiquity Case Study. *Ubiquity.*
https://circle.ubiquity.com/collections/67ec8c4dbbc73a71bb930bfb/s/67ec8c4dbbc73a71bb930bfa/a/65e2278c6a50cd52060e937d *Accessed 21 April 2025.*

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that Ubiquity remains a preferred choice in the market. As Ubiquity continues to innovate and strengthen its customer relationships, its brand equity remains a crucial asset in maintaining market leadership and driving long-term growth.

Conclusion

Ubiquity establishes itself as a key player in the CX Management landscape through omnichannel integration, AI-based solutions, and data-driven platforms. Where the company truly differentiates is its engagement, which includes deep conversations to understand a client's specific needs. Moreover, Ubiquity's focus on rapidly scalable, high-quality, purpose-built solutions at accessible price points allows it to capture a wide range of customers, from large enterprises to small- and medium-sized businesses. The company rounds out its differentiation with continuous innovation and customer-centricity, offering personalized and seamless experiences that strengthen its brand. As customer expectations shift toward greater personalization, Ubiquity's ability to anticipate emerging trends and refine its technology ensures its continued relevance, positioning it as a rising star in the CX Management market.

With its strong overall performance, Ubiquity earns Frost & Sullivan's 2025 North American Transformational Innovation Leadership Award in the CXM industry.

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What You Need to Know about the Transformational Innovation Leadership Recognition

Frost & Sullivan's Transformational Innovation Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Transformational Innovation Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Transformational Innovation

Market Disruption: Innovative new solutions have a genuine potential to disrupt the market, render current solutions obsolete, and shake up competition

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Market Gaps: Solution satisfies the needs and opportunities that exist between customers' desired outcomes and their current market solutions

Leadership Focus: Companies' focuses are on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Passionate Persistence: Tenacity enables the pursuit and achievement of seemingly insurmountable industry obstacles

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT

STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous Flow of Growth Opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**