:ubiquity

Pillar 5: Agile scaling from anywhere

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.

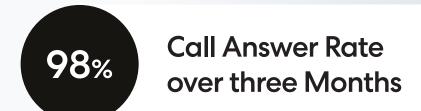## Challenge (...and core success metrics)

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

Ubiquity's ability to design a customized CX staffing plan and launch a skilled team quickly and seamlessly was a key differentiator. Ubiquity chose their Bacolod office in the Philippines as the hub for outsourced call center support, and had the first wave of agents up and running on the seventh business day, and another soon afterward.

Ubiquity scaled up to 41% of the Viking's total inbound call volume by early in the second month, which allowed Viking to focus their internal resources on eliminating substantial customer email backlogs. Once Ubiquity's agents were in full production, they were able to help Viking maintain a steady 98% call answer rate, and the team also shortened call handling time by 22%.

Results

98% — Call Answer Rate over three Months

22% — Reduction in call handling time

41% — Of total inbound volume by month 2

VIKING PEST CONTROL
AN ANTICIMEX COMPANY

"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
Viking Pest Control

Want to increase headcount without the headaches?

LET'S TALK