

AI Platform Scales CX with Natural-Sounding Support

AI startup partnered with Ubiquity to scale customer support alongside its voice assistant. Ubiquity's empathic training, custom QA, and PCI-certified setup boosted CSAT to 3.7/4, reduced cost-to-revenue by 50%, and increased order size by 18%.

Challenge

AI ordering platform needed PCI-certified, empathetic support to enhance AI-human handoffs and keep up with rapid growth across restaurants.

Solution

Ubiquity launched a nimble, Philippines-based team trained to humanize the ordering experience and boost QSR metrics.

Key Actions:

- Launched with a small team focused on personalized, unscripted support for improved troubleshooting and rapport.
- Created a training curriculum emphasizing empathy, active listening, and fluency with AI assistant 'George.'
- Implemented a custom QA scorecard blending empathy metrics with core KPIs for consistent performance.
- Scaled team to 200+ agents as the startup shifted all in-person support to Ubiquity.
- Enabled PCI-compliant operations to handle payments securely while enhancing CX across restaurant brands.

Results

Support solution helped the client hit key sales and satisfaction metrics.

- ★ Reduced cost-to-revenue ratio by 50%, improving operational efficiency.
- ★ Increased average order size by 18% through better customer engagement.
- ★ Achieved a 3.7 out of 4 CSAT rating, reflecting strong customer satisfaction.



50%

Reduction in cost to revenue

3.7

Average CSAT (out of 4)

Ubiquity trains agents to work with our AI and drive sales and CX.
—Director of Operations

With Ubiquity, the AI ordering platform bridged digital and human support, improving customer experience and sales while enabling the company to scale operations across hundreds of restaurant partners.