

Transforming Claims Efficiency & Customer Experience

Since 2014, Ubiquity has partnered with a leading global provider of lifestyle and housing solutions, to enhance its customer service operations across voice, chat, and back-office functions. Leveraging ZV by Ubiquity's proprietary technology, ZViQ, the collaboration has focused on optimizing claims processes, improving quality assurance, and elevating customer satisfaction.

Challenge

- **Increased Contacts per Claim:** The company faced challenges with low First Call Resolution (FCR) rates, leading to multiple customer contacts for a single claim.
- **Operational Inefficiencies:** Manual processes and system limitations resulted in delays and errors, impacting claim processing times.
- **Customer Experience Concerns:** Inconsistent service quality and communication led to customer dissatisfaction and increased escalations.

Solution

Claims Efficiency Optimization

- **Data Collection & Analysis:** Ubiquity developed automated evaluation forms to track customer interactions throughout the claim lifecycle.
- **Quarterly Insights:** Provided actionable insights into the root causes of repeated contacts, offering recommendations for improvement.
- **Self-Service Push:** Identified opportunities to shift customer interactions from agents to self-service, improving efficiency.
- **Behavioral & Process Insights:** Analyzed customer behavior and process inefficiencies, offering solutions to reduce multiple contacts.
- **Proactive Communication:** Suggested improvements in their communication strategy to reduce follow-up calls.

Quality Assurance Enhancements

- **Automated Notes Accuracy Project:** Validated the accuracy of notes captured by ASAPP to align with a successful global launch.
- **QA Guideline Updates:** Recommended and implemented updates to QA guidelines, leading to lower handle times and higher QA scores.

Customer Experience Improvements

- **Customer Experience Guidelines Updates:** Proposed updates to streamline the scoring of agent behavior and impacts of transfers, effective December 2024.
- **Chat Customer Experience Enhancements:** Focused on conversation and process resolution rather than tailoring acknowledgments, aligning with business needs and their different programs.

Results

- ★ **Reduced Contacts per Claim**
Decreased from 5.2 to 4.7, improving claim processing efficiency.
- ★ **Improved Customer Satisfaction**
- ★ **Enhanced Quality Assurance:**
Ranking #1 among all outsourced and internal sites.
- ★ **Operational Efficiency:**
Reduced Average Handle Time (AHT) to 8.25 minutes.



Adoption of EZpass

118% to target | CSAT Score

102% to target | CX Score Excellence

107% to target | QA Score Excellence

“ZViQ has become much easier to use over time, with adjustments that significantly improved its usability. I really like how we can respond to disputes directly and adjust comments in real time. Having access to calibration sessions during live reviews is great, and the ability to play calls back and jump to specific timestamps makes locating information simple. The visibility into daily tracking and seeing our real-time stats are some of the best features. I also appreciate how easy it is to search for tracking boxes, making it much faster to identify behaviors or errors.”