

# BankMobile Optimizes IVR, Cuts Calls and Boosts NPS

To better serve students and reduce operating costs, BankMobile partnered with Ubiquity to quickly redesign its IVR system. Within a week, the new solution delivered an 18% increase in FCR, 37% drop in call volume, 46-point NPS lift, and \$20M in savings.

## Challenge

BankMobile needed a rapid IVR redesign to improve self-service, reduce volume, and elevate customer satisfaction during peak periods.

## Solution

Ubiquity revamped BankMobile's IVR in one week, enhancing routing and enabling efficient issue resolution with minimal agent intervention.

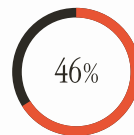
## Key Actions:

- Identified key pain points and service gaps in existing IVR through rapid analysis.
- Redesigned call flows to streamline self-service and improve user experience.
- Deployed new IVR in just one week—covering design, QA, and rollout.
- Optimized routing logic to increase first-call resolution and lower transfers.
- Monitored post-launch performance to ensure sustained improvements and scale.

## Results

A fast-tracked IVR overhaul delivered lasting CX and cost gains.

- ★ Boosted first-call resolution by 18% through smarter routing and IVR clarity.
- ★ Reduced call volume by 37%, easing pressure on live support teams.
- ★ Lifted Net Promoter Score by 46 points, enhancing brand perception.
- ★ Saved \$20 million in operating costs via automation and efficiency.



46%

Point jump in NPS

20

Million in cost savings



*In 40 years of banking, Ubiquity is one of the best partners I've had.*  
—Warren Taylor, EVP, BankMobile

Ubiquity's rapid IVR optimization proved transformational for BMTx, helping the digital bank deliver a better customer experience while significantly reducing operational costs.