

# A Fast-Growing UK Financial Super App Doubles Productivity with Ubiquity

The ultimate digital wallet from UK partnered with Ubiquity to expand its CX coverage and prep for U.S. market entry. Within 2 months, productivity doubled, CSAT rose 5%, and quality scores hit 94%. Ubiquity's fintech know-how helped drive trusted, scalable service for global growth.

## Challenge

They needed a fintech-savvy CX partner to deliver 24/7 support and uphold quality as it expanded operations into the U.S.

## Solution

Ubiquity provided round-the-clock multilingual support, leveraging its fintech expertise to boost FCR and scalability.

## Key Actions:

- Launched 24/7 multilingual customer service operations to meet global demand and maintain high accessibility.
- Focused on fintech and compliance training to align with their regulatory and customer service needs.
- Introduced tailored performance reporting to deliver actionable insights for CX optimization.
- Implemented QA and coaching systems to maintain 94% quality scores and support CSAT gains.
- Delivered continuous feedback loops to ensure productivity and satisfaction improved in real time.

## Results

Support model powered this financial app's CX evolution for global scaling.

- ☆ Doubled team productivity within the first 2 months of engagement.
- ☆ Achieved 85% first contact resolution, enhancing issue efficiency.
- ☆ Maintained 94% quality scores through expert training and QA focus.
- ☆ Improved CSAT by 5% in four months thanks to stronger CX delivery.



First contact resolution

2

X productivity in 2 months

*Ubiquity's expertise and insights make them an invaluable partner.  
— Revolutionary Fintech Leadership*

Ubiquity enabled this financial super app to scale with confidence, delivering top-tier fintech CX, enhanced productivity, and real-time insights—setting the stage for success in the competitive U.S. market.