

# Anticimex Achieves 98% Answer Rate in First CX Outsourcing Win

Anticimex Pest Control partnered with Ubiquity to outsource CX for the first time. In just three months, Ubiquity helped Viking achieve a 98% call answer rate and reduce average handle time by 22%, freeing up internal teams to focus on backlogs and strategic work.

## Challenge

Anticimex needed a reliable CX partner to handle high call volumes after struggling with internal staffing reliability, risking service level degradation.

## Solution

Ubiquity deployed a CX team in the Philippines within one week, delivering fast ramp-up, strong coverage, and measurable service improvements.

## Key Actions:

- Launched CX support from Ubiquity's Bacolod office and trained agents within seven business days.
- Deployed agents in two waves, quickly scaling to handle 41% of Anticimex's inbound call volume by the second month.
- Enabled Anticimex to repurpose internal staff to address email backlogs while maintaining high phone service levels.
- Sustained a 98% call answer rate for three months post-launch, dramatically improving responsiveness.
- Reduced average call handling time by 22% through better training and streamlined support flows.

## Results

Outsourcing led to major gains in service levels and operational flexibility.

- ★ Achieved 98% call answer rate over three months, a new service benchmark.
- ★ Reduced average handle time by 22%, increasing efficiency and throughput.
- ★ Quickly scaled to 41% of call volume, allowing Anticimex to redeploy internal resources.



Call answer rate achieved

22

Reduction in average handle time



*We're meeting service levels for the first time I can remember. Ubiquity made it easy.*  
—Paul Bergmann, Anticimex

Ubiquity's fast, flexible outsourcing model helped Anticimex Pest Control meet service levels for the first time in memory—proving that the right CX partner can turn around performance in record time.