

BankMobile Slashes Complaints with Hyper-Responsive CX

BankMobile, one of the largest U.S. digital banking platforms, partnered with Ubiquity to elevate customer experience across digital channels. The collaboration cut email response time by 75%, halved complaints, and achieved a 4.5 TrustPilot score.

Challenge

BankMobile needed to improve responsiveness and satisfaction across digital channels while reducing complaints and support gaps.

Solution

Ubiquity implemented streamlined support systems and omnichannel responsiveness, aligning with BankMobile's zero-complaint mission.

Key Actions:

- Improved digital response times by deploying dedicated support teams and optimizing email workflows.
- Developed CX strategy focused on customer obsession and proactive engagement across channels.
- Utilized Ubiquity's tools to enhance agent visibility into cases and ensure faster resolution.
- Established quality metrics that prioritized responsiveness and resolution time across all touchpoints.
- Monitored and refined processes to continually lower complaint rates while maintaining high service levels.

Results

The program enhanced BankMobile's reputation and efficiency in digital CX.

- ★ Achieved a 4.5 out of 5 TrustPilot score, reflecting exceptional customer experience.
- ★ Reduced email response time by 75%, improving responsiveness across digital channels.
- ★ Lowered customer complaints by 56% year-over-year through better systems and training.



75%

Reduction in email response time

4.5

TrustPilot score out of 5



Providing this level of service takes a team effort—especially Ubiquity.
—Warren Taylor, EVP, BankMobile

Ubiquity enabled BankMobile to deliver faster, more reliable digital support while cultivating customer loyalty. This CX-first strategy is helping drive brand reputation and long-term client trust.