# 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.

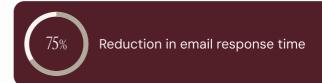
# **Key Actions:**

- 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% yearover-year through better systems and training.



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.