

# GoDaddy Boosts Merchant CX With Data-Led Support

GoDaddy partnered with Ubiquity to optimize technical support for merchants using its smart terminals. Data analytics guided new routing and training strategies, resulting in a 39% drop in hand-offs and a record-high 93% CSAT.

## Challenge

GoDaddy needed to reduce support hand-offs and improve first-call resolution for its merchant clients in a competitive payments ecosystem.

## Solution

Ubiquity applied analytics to uncover call drivers, revamp agent training, and improve routing strategies for faster resolutions.

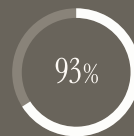
## Key Actions:

- Analyzed call data to identify hidden trends and root causes of hand-offs.
- Redesigned call routing paths to ensure merchants reached the right specialist faster.
- Refreshed agent training to focus on technical accuracy and issue ownership.
- Launched continuous coaching and feedback cycles based on analytics insights.
- Aligned success metrics to merchant experience goals, ensuring meaningful KPI improvements.

## Results

The optimized support model increased satisfaction and efficiency.

- ★ Reduced support hand-off rate by 39%, improving resolution times and agent ownership.
- ★ Achieved 93% customer satisfaction—GoDaddy's highest recorded CSAT to date.



93%

Customer satisfaction high score

39%

Reduction in support hand-off rate

*Ubiquity ensures our merchants and resellers get top-tier support.  
—Krishna Gollamudi, GoDaddy*

Ubiquity's data-driven approach modernized GoDaddy's support strategy, improving merchant satisfaction and operational agility in a tech-forward, high-growth environment.