

# Roadie Cuts Abandonment by 49% With Tiered Ubiquity CX

Roadie, a same-day delivery leader, partnered with Ubiquity to launch a multi-tiered CX model tailored to service complexity. With specialized QA and agent focus groups, Ubiquity reduced abandonment by 49%, cut AHT by 16%, and achieved 95% QA scores.

## Challenge

Roadie needed scalable, tiered support to manage rising delivery volumes and improve service across multiple customer segments.

## Solution

Ubiquity implemented custom training, QA, and reporting models, tailoring workflows to Roadie's diverse support needs.

## Key Actions:

- Developed agent profiles and performance scorecards specific to service tiers like VIP squads.
- Introduced weekly agent and client focus groups to track voice-of-customer insights and escalate changes fast.
- Designed QA tools that aligned with Roadie's internal goals—later adopted in-house due to success.
- Collaborated on advanced reporting and capacity planning for broader operational efficiency.
- Launched multichannel survey project to fuel real-time improvements across customer experiences.

## Results

Ubiquity's approach delivered efficiency, accuracy, and CX uplift.

- ★ Dropped call abandonment by 49%, improving accessibility during surges.
- ★ Achieved 95% quality scores across all service tiers and contact types.
- ★ Reduced average handle time by 16% through process refinement and training.



49%

Reduction in call abandonment

95

Quality scores across channels



*Ubiquity helps us deliver better CX while improving ops across our entire organization.*

—Matt Finger, Roadie

Roadie's initial pilot with Ubiquity evolved into a full-scale partnership built on trust, insight, and measurable impact—powering logistics CX at scale with multi-tiered support and actionable strategy.