

Accent Group Boosts CX With Faster Response Times

Accent Group partnered with Ubiquity to elevate its e-commerce customer experience, expanding support channels and availability. This collaboration delivered measurable outcomes including improved satisfaction, faster response times, and a 96% acceptance rate.

Challenge

Accent Group needed to expand support hours and channels to handle growing e-commerce volume without compromising customer experience.

Solution

Ubiquity expanded Accent Group's customer support coverage while enhancing team performance with data-driven coaching.

Key Actions:

- Extended customer support hours to better serve online shoppers across time zones and boost accessibility.
- Introduced omnichannel support, adding live chat to existing channels to meet customers where they are.
- Accelerated chat response times—achieving replies 64% faster than the industry average.
- Focused on training and personalized staff development to drive performance and engagement.
- Leveraged analytics to track performance and continuously refine service delivery.



We appreciate Ubiquity's commitment to better results through data and team development.
—Tim Greenstein, GM, Supply Chain & Tech

Results

Accent Group saw clear improvements in CX and support efficiency.

- ★ Achieved a 91.4% customer satisfaction rate, reflecting significant service quality gains.
- ★ Reduced chat response times by 64% compared to the industry average of 2m 40s.
- ★ Maintained a 96% acceptance rate, showing high alignment between agents and brand expectations.



91%

Customer satisfaction rate

64

Faster than average response time

“ Ubiquity empowered Accent Group to expand its digital support footprint with faster, more effective service. The partnership proved that with the right people and insights, outstanding customer experience can scale alongside business growth.