

CUSTOMER EXPERIENCE TRANSFORMED

Turning the vendor relationship into a strategic partnership reduces costs, boosts growth, and improves customer satisfaction



Customers today expect problems to be addressed immediately. “Brands basically need to be available around the clock, or they risk losing customers,” explains Ubiquity president and CEO Matt Nyren. Fortunately, handling customer service questions and transaction disputes efficiently and effectively is what Ubiquity does best. Working alongside clients in financial services, health care, retail and e-commerce, Ubiquity responds to live phone calls, emails, social media messages, and online chats to quickly resolve customer complaints.

Business process outsourcers typically work on a volume-based model: The more calls, the higher the company’s billings. However, Ubiquity takes a more holistic view of the customer journey. “We’re channel agnostic and work to reduce the overall number of customer inquiries,” Nyren says. Fewer contacts mean lower costs and higher profitability for clients, which allow them to invest more in growth. It’s progressive, but completely consistent with Ubiquity’s mission and operating strategy.

Ubiquity was founded in 2012 by a team of professionals who’d previously worked together in customer service and operations and wanted to do better. “We’re not your typical BPO,” Nyren says. “We take a consultative approach, immersing ourselves in our client organizations to understand the business drivers for success—beyond traditional KPIs (key performance indicators).”



PARTNERING FOR GROWTH

Finding areas in need of improvement is easier for Ubiquity than traditional competitors because of that immersion, which is why Ubiquity works hard to become an extension of each client’s company. “We’re true partners,” Nyren adds. As clients grow, Ubiquity grows with them. That growth landed the company on the Inc. 5000 list for the third straight year.

Whether for a Fortune 100 brand or a unicorn startup, Ubiquity sees its role as a catalyst for improving brand performance through a two-pronged strategy of customer experience refinement and operational efficiency—with the help of technology like interactive voice response (IVR) and artificial intelligence.

In industries with stringent regulatory requirements, organizations are sometimes hesitant to outsource key activities, but Nyren says it’s a natural fit for Ubiquity, given its depth and breadth of compliance experience.

A PEOPLE-FIRST ORGANIZATION

“At the end of the day, we think the best way to help brands grow is to remember we’re talking to their customers,” Nyren says. “That’s why we are people first. We invest in our team, and in turn, that helps us deliver a better brand experience for customers. We want all of our employees to be learning and stretching to build new skills.”

Thanks to that growth mindset, more than half of all leadership positions are filled from within. That investment in education pays off in superior capabilities and employee satisfaction. “We have delivery centers around the world, and we see employee satisfaction rates north of 80 percent,” Nyren says.

“We’re so proud of the fact that we’re making a real difference in the lives of people, from our employees to the communities in which we operate to our client partners and their customers,” Nyren says.

