

Case Study: Customer Experience (CX)

Three-month turnaround meets high CX service level goals



Established pest control service business needed expanded customer experience support to handle high call volumes, increase responsiveness, and reduce call times.

Challenge

Viking Pest Control, an innovative pest control service for homeowners and businesses, experienced growth and was looking to fully staff the customer experience team to meet the goals and needs of their customers.

Viking had high call center service level goals that they wanted to meet—and exceed. They wanted the majority of calls to be answered in 20 seconds or less, and they wanted to decrease the number of abandoned calls. Viking was looking for fast implementation, industry knowledge, and excellent staffing processes.

Strategy and Solution

Viking was a first-time outsourcer, so Ubiquity's ability to implement a CX team quickly and seamlessly was a key differentiator. Ubiquity's Relationship-based Outsourcing™ combines Dynamic Implementation, CX Anywhere, and Resolution Acceleration with customization and flexibility, key elements that Viking was looking for to ensure a seamless transition from their existing processes.

Ubiquity began implementing Viking's new CX service plan and chose Ubiquity's Bacolod office in the Philippines as the hub for outsourced call center support. Two waves of agents were deployed in the first month, with the first wave of agents up and running on the seventh business day.

Ubiquity ramped up to 41% of the Viking's total inbound call volume by early in the second month, which allowed Viking to repurpose their internal staff and resources to specifically address their email backlogs. Once Ubiquity's agents were in full production, they were able to help Viking maintain a steady 98% call answer rate, and the team also shortened call handling time by 22% on average.



We couldn't find enough customer experience staff that would show up to work reliably. Ubiquity was able to quickly and smoothly bring up a CX team offshore. We are now meeting our services levels for the first time that I can remember. Ubiquity made it so easy for us to outsource.

Paul Bergmann
President
Viking Pest Controls

Results

98%

Call Answer Rate over three months

22%

Reduction in call handling time, on average

95%

Doubled salesforce in three months based on strong performance

At a Glance

Viking Pest Control has been providing reliable, modern pest control services for over 40 years. Through prevention, new technology, and sustainable solutions, Viking meets the new demands for healthy environments at affordable prices for both individuals and businesses of New Jersey, Delaware, Pennsylvania, and Maryland.

Services
Pest Control

Location
Bacolod, Philippines