

# A Story on the Road to Hyper-Growth

The Journey of Exponentially Scaling People

CASE  
STUDY

Client and 

# Client Case Study



## The Client

Born out of the sharing economy, our client is a rapidly growing disruptor of the transportation industry, revolutionizing the way drivers and passengers connect. Launched in 2009, the startup quickly established themselves as the one to beat for fast, easy and affordable transportation.

Experiencing meteoric growth, the company expanded from a single city ride-sharing service to a worldwide phenomenon with a presence in nearly 600 cities across more than 30 countries, transporting over a million riders each day.

## The Answer Is Us

With cultural fit top-of-mind, TaskUs sourced and hired dedicated operational experts who understood the pressures of fast-growth companies, and who could implement Workforce Management best practices. TaskUs also rolled out effective, engaging learning modules through our proprietary Learning Management System to build the best teams possible.

We also engaged dedicated real-time analysts to give immediate feedback to staff members during nesting, as opposed to providing feedback one to two days after. This is something that separates us from our competitors and allows our teammates to continuously improve and learn faster, and ultimately be more

## The Challenge

Passengers around the globe enthusiastically embraced this innovative ride-sharing service. However, the hypergrowth nearly stretched the company's internal resources and customer support to a breaking point.

Hiring and training gaps led to high turnover within the client's customer support team that had a trickle-down effect of increased costs, poor customer response times and subsequent customer service issues. The company quickly realized that although they were an industry innovator, they didn't have the expertise to hire, train and scale a customer support team that could meet the demands of the rapidly expanding business.

## Why TaskUs?

In 2014, our client was a fast-growth startup specializing in an app-based service. They needed a partner that understood their culture, delivered exceptional customer experiences and had the ability to harness modern in-app support technology, including email and text. TaskUs had the agility and flexibility to adapt quickly and meet our client's fluid growth, scaling needs and transformational goals.

accurate once on the production floor. This approach increases agent performance and retention, and ultimately has a positive impact on customer satisfaction.

When we first started working with our client, they were using rudimentary tools as well as dashboards built in Google Sheets. Our team quickly got their arms around the work and implemented best-in-class solutions and technology.

TaskUs aligned teams around critical client markets to tackle the backlog of customer service issues and slow response times. We also created heat maps and call arrival pattern reports to stay ahead of rider demand.

This enabled us to effectively organize staffing, ensuring that call volume and staffing levels were in synch. To ensure sustainability and scalability, we extensively cross-trained agents in other lines of business so they could step in when needed.

Lastly, we put monitoring tools and measurement metrics in place — where none had been before — to deliver continuous productivity improvements. We invested, and continue to invest, in our people so they become the best versions of themselves and ensure alignment with both TaskUs and our client. This people-first approach is key to partnership success

## The Results - Happier Riders & Drivers

Our client understands that a company is only as good as the people driving it. By partnering with TaskUs, our client has benefited from dramatic, positive results that have improved both the rider and driver experience, including:

- Scaled the customer support department quickly and efficiently to meet rider demand, growing from 20 teammates in 2014 to over 2,100 today.
- Expansion from one locale to multi-city support, and 26 lines of business in 32 countries.
- Patterned staffing schedules to match our client's predicted rider volume levels, ensuring all riders and driver issues are addressed promptly.
- Aggressively recruited, trained and supported new teammates to minimize losses and ensure an 80% quality score.
- Increased agent efficiency and decreased errors resulting in fewer mistakes, all driven by rigorous training and coaching, using our proprietary LMS platform that we developed in a week.

## Ultimate Outcome

TaskUs has hired, trained and massively scaled a customer support team that has delivered exceptional results and rider experiences for our client. By investing in extensive training and ongoing performance development, we are able to reduce error rates and, ultimately, achieve \$10M in cost savings for the client.



## About TaskUs

At TaskUs, we promise four things: people, process, technology and transformational growth. As a progressive, modern outsourcer, we are flexible, agile and quick to respond to clients' shifting needs. People are our passion and our power.

With a unique focus on growth, we sit at the intersection of people and technology to deliver deep expertise in cloud-based digital customer services. We don't want to just support a client's business – we want to improve their customer experience, spark innovation and drive revenue through results. For more information visit [TaskUs.com](https://TaskUs.com)

To start a conversation about how we can help your organization, contact [sales@taskus.com](mailto:sales@taskus.com).