

CHARGING MADE MOBILE.



Case Study: MobileQubes

ModSquad Powers Up MobileQubes' Support for On-the-Go Customers

While MobileQubes focused on rapidly growing their business, ModSquad focused on customer support. The result? Increased customer satisfaction and decreased support calls overall.

4X

Customer distribution points increased 4X (80 to 300+ kiosks)

34%

Support call volume decreased by 34% (over three years)

26%

Call hours reduced by 26%

11%

Customer satisfaction scores increased by 11%



**"We needed quality.
That's the value we see in
ModSquad — quality and
constant improvement in
handling issues."**

—Josh Reyher
VP of Integration and Operations
MobileQubes



A FAST-PACED MARKET REQUIRES MORE THAN BASIC SUPPORT

MobileQubes keeps people connected in today's fast-paced world. Serving savvy, on-the-go customers, MobileQubes provides rentable chargers to power mobile devices. Users rent or buy a Qube at one of 300-plus kiosks to keep their phone or tablet ready to go, untethering them from wall outlets. When rental customers finish, they return the Qube to any kiosk. But as with any electronic device or transactional situation, customers sometimes need help. With urgent support requests coming in from travelers with phone-loss anxiety, the need for product expertise is mandatory.

In the company's early days, the MobileQubes team responded to customers themselves. "The solution before was basic," says Josh Reyher, MobileQubes' VP of Integration and Operations. "It was just us doing it on our own. We needed to focus our attention on growing the business while making sure customers' needs were met. So we hired a call center, but they weren't very sophisticated. They covered phone and basic email correspondence, but then we'd have to clean up the mess."

MODSQUAD ROLLS OUT CUSTOMIZED BACK-END AND CUSTOMER- FACING SUPPORT

Needing more proactive and capable support, MobileQubes found a better solution. "ModSquad ensured that we'd take care of customers in the best way possible," says Reyher. ModSquad provides managed customer support, social, community, and moderation services for clients in more than 70 countries, with the capacity to respond in 50+ languages and dialects. Bringing experienced professionals known as "Mods" together with top technology solutions, ModSquad creates a custom, on-demand approach to better engage customers and communities.

At the start of its engagement with MobileQubes, ModSquad's consultants implemented the Zendesk CRM software suite to better manage customer relationships. ModSquad is the industry's premier Zendesk consultant, having performed more Zendesk installations than any other third-party company.

Reyher was delighted with the Mods' Zendesk configuration. "It went faster than anticipated. They took our framework, firmed it up, and fleshed out the processes out in great detail. It was a huge help. We configured the metrics and tracking that aren't standard Zendesk algorithms. ModSquad helped build a process for that, and it has paid off."

Part of the custom approach is the concept of shared support. With this service offering, Mods work simultaneously across several client operations. Shared Mods jump from queue to queue to scan and respond to recent activity and look for critical concerns that need escalation. In this instance, Shared Mods are the perfect flexible, cost-effective solution for MobileQubes. Deploying fully dedicated Mods to their queues would be excessive. This scaled-back solution provides the appropriate level of 24/7 coverage at a fraction of the cost it would take to staff and manage a traditional call center or help desk.

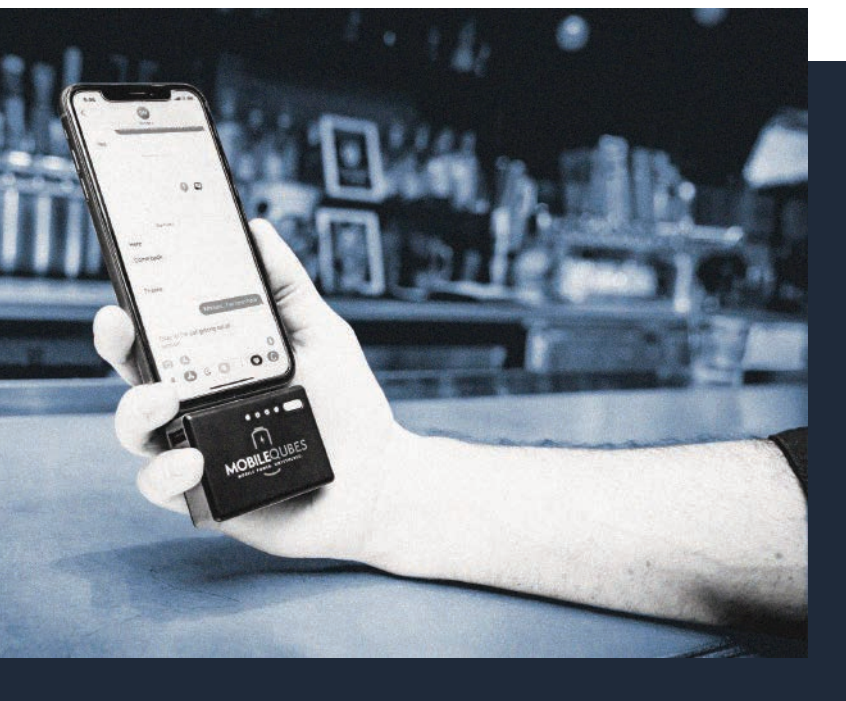
MODSQUAD'S GLOBAL TALENT POOL SUPPORTS MOBILEQUBES' EXPANSION

Beyond its flexible, shared support-team concept and its Zendesk expertise, what sets ModSquad apart in Reyher's eyes is the quality of its workers. "In customer support, it's a challenge to bring in that labor pool. The diversity of ModSquad's labor pool is helpful to us. We have people across the world handling issues. When it's midnight in the U.S., people need help, and workers are online."

As MobileQubes expands its network of kiosks into more mass-transit systems, air and rail carriers, hotels, and casinos, the demand for great customer service will continue to grow. Reyher's not concerned, noting an 11% increase in customer satisfaction scores. "Customers say they received great service and would use us again. Even as the network is growing every year, from 80 kiosks at the start of the engagement to 300+ now, the Mods turn a challenge into a good situation. They instill confidence in what they do." ModSquad's flexible pricing adds to that level of confidence. It helps MobileQubes cost-effectively scale its burgeoning business. "With ModSquad, we know we're getting our money's worth, and we're happy with it."

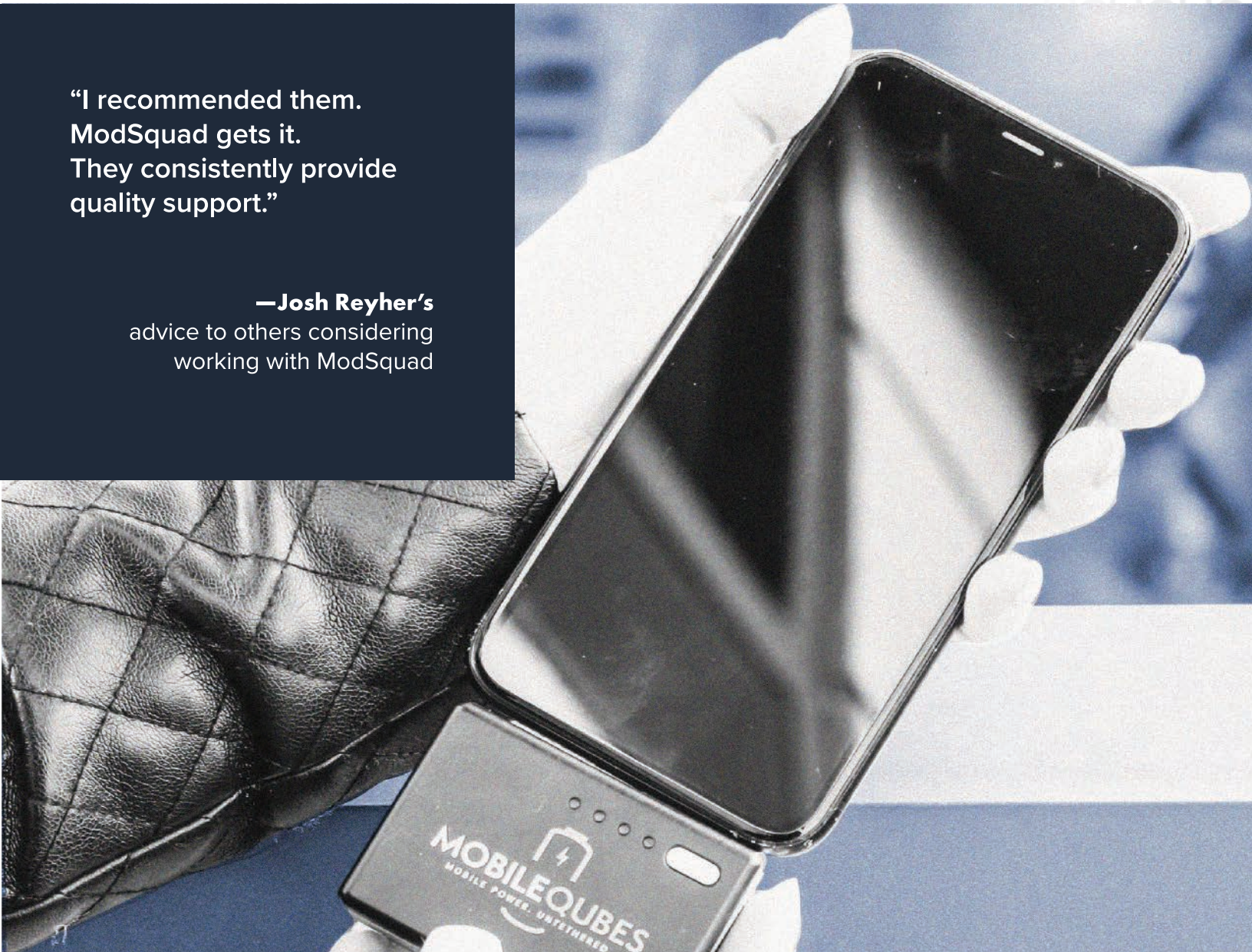
ModSquad regularly provides MobileQubes with direct feedback from customer interactions. This helps MobileQubes identify areas that may need improvement and make meaningful changes to their products and the overall customer experience. The resulting quality and process enhancements have led, even in a time of rapid growth, to a 34% decrease in the volume of support calls over three years. This represents a 26% reduction in call hours.

"The way ModSquad is helping us, it's hard to bring that in-house," says Reyher. "You can't find quality people to do it. How do you create a culture where people are open to and looking for feedback and taking on more? It's not an easy thing in today's world, yet the Mods consistently do that, and rise to the challenge."



"I recommended them.
ModSquad gets it.
They consistently provide
quality support."

—**Josh Reyher's**
advice to others considering
working with ModSquad



ABOUT MOBILEQUBES



Recently Ranked #2 on CNBC's Upstart 25 List, MobileQubes is the first-ever self-service, fully automated network of kiosks that allow customers to rent & return compact battery "Qubes" and continue charging and using their devices on-the-go. MobileQubes kiosks can be found in airports, hotels, convention centers, mass transit hubs, college campuses and casinos -- keeping smartphone users connected and on the go. For more information, visit MobileQubes.com.