

2026

UJET Business Impact Report

A Metric Sherpa Independent Analysis of Adoption, Outcomes, and Strategic Value

Most contact center transformation efforts fail for a simple reason. Leaders diagnose symptoms while ignoring structure. They chase features, bolt on tools, and launch AI pilots without addressing the architectural friction that slows execution, erodes data integrity, and exhausts teams.

This report exists to cut through that pattern.

I led this analysis to understand what actually changes when organizations replace fragmented, legacy contact center environments with a unified platform. Not what vendors promise. Not what marketing decks imply. What operators, executives, and frontline leaders experience once the technology constraint disappears.

The findings reflect direct customer interviews, in-depth conversations with UJET leadership, and a detailed review of real deployments. I evaluated each source independently, then synthesized the evidence to identify repeatable patterns across industries, scales, and operating models. The consistency across those inputs was striking.

You should read this report as a decision tool, not a success story compilation. Use it to pressure-test your current environment. Use it to clarify what matters in a CCaaS evaluation. Use it to anchor internal conversations around architecture, data integrity, operational agility, and measurable business impact.

If your contact center runs fast but feels heavy. If AI remains more aspiration than execution. If change takes longer than the business allows. The patterns documented here will feel familiar.

And if those constraints sound unacceptable, this report will help you understand why organizations like yours chose UJET, what changed after deployment, and what outcomes followed when structure finally aligned with strategy.

- Justin Robbins

A handwritten signature in black ink that reads "Justin M. Robbins". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

*Founder and Principal Analyst
Metric Sherpa*

Executive Summary: Why Organizations Replace Legacy Contact Center Platforms with UJET

The organizations in this study faced a common constraint. Their contact centers operated with speed, but the technology underneath them created friction at every turn. Fragmented systems slowed change. Data lacked integrity. AI initiatives sat on planning boards without advancing. Leaders had clear ambitions and defined strategies, but their platforms limited execution.

This report presents an independent analysis of what changed when those organizations transitioned to UJET's Contact Center as a Service (CCaaS) platform. The findings reflect customer interviews, conversations with UJET executives, and a review of case studies and deployment documentation. Each source was evaluated separately and then synthesized to identify shared patterns across industries and operating models.

Across that evidence, the narrative remained consistent.

- The pre-UJET environment carried structural constraints that restricted performance.
- UJET aligned directly with the needs that leaders prioritized during evaluation.
- The outcomes after deployment showed measurable operational and financial impact.

This report provides a decision-ready view of those findings.

Metric Sherpa's Approach

The analysis draws on three primary inputs:

01

Customer Interviews

Leaders from multiple industries described their pre-UJET realities, their evaluation criteria, and the results achieved after deployment.

02

Executive and Product Discussions

Conversations with UJET leaders clarified architectural decisions, platform capabilities, and expectations set during evaluation and implementation.

03

Case Study Review

Published and unpublished deployment narratives were examined to identify repeatable patterns across challenges, priorities, and outcomes.

These sources were aligned to ensure the conclusions reflect shared experience rather than isolated wins.

The Pre-UJET Environment: Structural Constraints That Slowed Progress

The organizations in this study carried technology portfolios built over years of incremental decisions. These systems kept operations running, but the effort required to maintain performance revealed deeper architectural limitations. Leaders described environments that consumed resources without delivering proportional value.

Fragmented Systems Became Standard Operating Reality

Most organizations relied on technology stitched together over long periods.

- A Regional U.S. Bank managed multiple on-premises systems before its broader Google Cloud migration.
- Retailers separated voice, chat, and messaging across different platforms.
- Healthcare and logistics teams maintained legacy telephony alongside modern digital channels.

These environments accumulated complexity that shaped how work happened more than intentional design ever did.

A leader summarized the issue clearly:

“Every new requirement added another tool, and none of it worked together the way we needed.”

Data Lacked Consistency and Reliability

Fragmentation produced incomplete or conflicting data. Performance metrics differed across systems. Reporting required manual reconstruction. AI initiatives stalled because customer context lived in too many places and moved through processes with inconsistent structure.

These conditions weakened operational insight and slowed strategic decisions.

Agents Carried the Burden of Disconnected Tools

Frontline staff absorbed the operational cost of system misalignment.

- Routine interactions required multiple screens.
- Context was dropped during channel transitions.
- Workarounds became part of training and daily workflows.

A customer leader described the impact:

“Our agents weren’t struggling with service. They were fighting the systems.”

The effect showed up in handle times, onboarding, and customer experience.

Change Moved Slower Than the Business Required

Routing updates, workflow adjustments, and new channels required careful coordination. Small changes introduced risk. Teams hesitated to experiment because their systems reacted unpredictably.

Leaders recognized that their platforms slowed improvement cycles at the exact moment agility became essential.

AI Remained Aspirational Instead of Operational

Organizations had defined AI strategies but lacked the conditions required to execute them.

- Customer data lacked consistency.
- Real-time visibility was limited.
- Automation struggled when workflows differed across systems.

Ambitions were clear. The architecture underneath them was not.

The Structural Limit Becomes Clear

Every organization reached a point where the platform created friction faster than teams could remove it. Once leaders recognized that pattern, modernization moved from a long-term goal to an immediate requirement.

Self-Assessment: Does Your Environment Mirror These Patterns?

Use these questions to evaluate how closely your operation aligns with the pre-UJET conditions documented in this analysis.

Technology and Architecture

- ☐ Are channels spread across multiple platforms?
- ☐ Do integrations require frequent intervention?
- ☐ Does the environment feel heavier each time you add a capability?

Data and Insight

- ☐ Do metrics contradict each other across systems?
- ☐ Does reporting require manual consolidation?
- ☐ Do AI plans stall due to inconsistent data?

Agent Experience

- ☐ Do agents use several applications for routine work?
- ☐ Does context disappear during channel transitions?
- ☐ Do new hires rely on workarounds?

Operational Agility

- ☐ Do workflow changes require specialized support?
- ☐ Do small updates carry operational risk?
- ☐ Does the platform resist experimentation?

AI Readiness

- ☐ Do AI initiatives remain in planning stages longer than expected?
- ☐ Does real-time context feel inaccessible?
- ☐ Does the architecture limit automation confidence?

A high number of “yes” responses indicates structural patterns consistent with the environments that moved to UJET.

Why Organizations Choose UJET

When leaders evaluated new platforms, they prioritized unified operations, reliable data, modern architecture, and the ability to support AI at scale. Across industries, their decision-making followed a consistent set of criteria.

A Single Platform That Replaces Redundant Systems

Organizations entered evaluations with fragmented ecosystems.

- A global retailer split voice, chat, and messaging across separate tools.
- A healthcare network managed legacy telephony alongside cloud digital channels.
- A logistics provider relied on aging infrastructure while layering modern capabilities on top.

These environments created unnecessary cost and constant friction.

UJET stood out because it replaced multiple systems with one platform for voice, digital channels, routing, reporting, and AI orchestration. Consolidation reduced both technical debt and operational risk.

Clean, Structured Data That Strengthens AI and Decision-Making

Data integrity emerged as a top selection driver.

Several case studies described customer information that moved through systems with inconsistent format or incomplete context.

One technical leader captured the requirement:

"We needed data that told the full story of the interaction, not pieces we had to stitch together."

UJET's unified data model aligned with AI initiatives and gave leaders confidence in automation performance.

Alignment with Google Cloud and Modern AI Capabilities

Organizations standardizing on Google Cloud valued UJET's native integration with Google Customer Engagement Suite (fka. Contact Center AI) and related services.

Examples included:

- A financial institution modernizing its enterprise architecture
- A digital services provider expanding its AI roadmap
- A healthcare group migrating analytics workloads

This alignment signaled long-term architectural consistency.

An Architecture Built for Agility and Stability

Leaders tested how easily platforms handled changes during evaluation cycles. They prioritized stability and speed.

UJET delivered:

- Fast iteration
- Predictable updates
- Strong workflow integrity
- Lower risk during experimentation

Modernization required a platform that supported change rather than constrained it.

A Consistent, Intuitive Agent Experience

The agent experience and usability played a decisive role.

Retailers faced seasonal variation.

Healthcare and finance required accuracy.

Digital-first businesses needed seamless channel movement.

UJET minimized navigation, preserved context, and presented essential information in one interface.

A supervisor noted:

"Our agents could work inside one system and stay focused on the customer instead of the tools."

Support for Modern Mobile and Digital Journeys

Customers start and shift interactions on mobile devices.

Organizations valued UJET's smartphone-native design because it maintained context across transitions and eliminated workflow breaks.

A Partnership Built on Expertise and Access

The human element surfaced in nearly every interview.

Leaders emphasized:

- Direct access to experts
- Strong early-stage support
- Transparency from executives
- Consistent responsiveness

A customer expressed it plainly:

"We felt like our success mattered to them."

This differentiated UJET from larger vendors where customers described layers of account management and slower decision cycles.

A Clear Line to Measurable Outcomes

Buyers demanded demonstrated results. Across industries, UJET customers reported improvements in:

- Handle time
- Data quality
- Agent productivity
- Operational stability
- Digital containment
- Time to value

Organizations selected UJET when these outcomes aligned with their strategic objectives.

A Platform Built for Their Future State

Evaluation teams looked beyond immediate gaps. They assessed alignment with the environment they wanted to build next: unified, data-driven, AI-ready, and less complex. UJET met that future more directly than alternatives.

What UJET Deployments Look Like in Practice

Once selected, deployments followed a consistent trajectory: consolidation, unification, agent enablement, data alignment, and early measurable gains. Customers described implementations that moved quickly and predictably because the architecture was built for coherence rather than retrofitting.

A Clean Starting Point That Reduces Technical Debt

Most organizations began by retiring redundant systems.

One leader recalled:

“We retired three systems in the first month. The reduction in moving parts changed everything.”

This simplification stabilized operations and prepared the environment for improvement.

Unified Channels That Preserve Context

Teams prioritized seamless transitions across channels.

After implementing UJET’s unified flows, organizations saw:

- Fewer breaks in journeys
- Reduced transfers
- More accurate routing
- More consistent handling patterns

These improvements appeared early, often before deeper optimization.

A Streamlined Agent Experience That Raises Performance

Unifying the agent experience delivered immediate results.

Managers reported:

- Faster onboarding
- Shorter interaction cycles
- Lower error rates
- Reduced cognitive load

One supervisor observed:

“Our handle times dropped during the implementation.”

The gains came from simplicity, not additional training.

Data Flow That Strengthens Reporting and AI Readiness

Once channels and workflows unified, leaders gained:

- Complete interaction histories
- Reporting that matched reality
- Clean inputs for AI
- Better visibility for planning and quality teams

This created a foundation for advanced automation.

Rapid Integration with Enterprise Systems

Organizations integrated CRM, workforce management, knowledge, and analytics systems earlier than expected. UJET's integration-friendly design and Google Cloud alignment enabled:

- Real-time context sharing
- Better forecasting
- Faster knowledge retrieval
- Clearer reporting

This interoperability reinforced the benefits of consolidation.

Early Wins That Build Momentum

Across industries, teams documented early gains in:

- Handle time
- Digital containment
- After-call work
- Service levels
- Responsiveness to operational issues

These results validated the strategic shift and accelerated adoption.

A Deployment Experience That Matches the Partnership Promised

Customers emphasized that UJET's implementation teams remained accessible, informed, and engaged. The continuity between evaluation, planning, and deployment strengthened confidence and accelerated time to value.

Tangible Business Outcomes

Executives expect customer experience investments to drive operational and financial performance. UJET customers reported improvements in the metrics that matter most at the leadership and board level.

Performance Gains That Improve Margins

Unified architecture delivered efficiency improvements with direct financial impact.

 **A Regional U.S. Bank** reduced call volume by 15 percent and cut operating costs by 10 percent.

 **Herschend Family Entertainment** lowered average handle time by 12 percent and reduced cost per contact by 6 percent.

These gains strengthened margins by reducing the cost to serve.

Digital Containment That Protects Capacity

Effective self-service reduces volume and stabilizes operations.

 A **U.S. telecommunications provider** cut call volume by 25 percent and reduced abandoned interactions by 62 percent.

 **EverWash** reduced response time by 70 percent and shortened handle time by one minute.

Containment improvements decreased staffing pressure and improved scalability.

Experience Gains That Strengthen Retention and Revenue

Lower customer and agent effort produced measurable experience improvements.

 **Zettle** raised CSAT by 10 percent and cut training time in half.

 **JSX** maintains a 4.9 (of 5) CSAT and 2-minute resolution time.

 **Capital On Tap** increased CSAT from 4.4 to 4.6 (of 5) and answers 90 percent of calls in 20 seconds.

Experience improvements tied directly to revenue protection and reduced churn risk.

AI at Scale: Automation That Moves Real Numbers

Organizations pursuing advanced AI initiatives reported strong operational and financial impact.



A **Canadian telecommunications provider** deployed virtual agents that handled 1.1 million interactions in six months and unlocked 20 million in quarterly labor savings.



An **online streaming platform** reduced AHT by 23 percent and cut queue abandons by 75 percent.

These results demonstrate the multiplier effect clean data and unified workflows have on AI performance.

The Theme That Emerged

When organizations replaced fragmented systems with a unified platform, performance improved in predictable and sustainable ways. Efficiency gains reduced cost. Experience improvements strengthened retention. Clean data elevated visibility, planning, and AI.

These outcomes influenced the metrics executives prioritize most.

Strategic Value: The UJET Difference

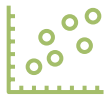
The outcomes documented in this report reflect architectural choices that distinguish UJET from platforms built through acquisition or incremental assembly. Three structural advantages emerged consistently.

1. A Unified Architecture That Eliminates Fragmentation

Most platforms rely on portfolios of acquired components. This design introduces inconsistent data, complex integrations, and unpredictable workflows.

UJET takes a different architectural approach. Its platform is engineered as a single system.

This matters for three reasons.



CLEAN DATA

Context moves across channels without reconstruction. Reporting reflects end-to-end journeys. AI receives consistent inputs.



STABLE WORKFLOWS

Routing and experience updates do not trigger cascading issues. Teams iterate quickly and confidently.



PREDICTABLE SCALE

Expansions across brands, regions, or business units require configuration, not redesign.

Consistency at this level drives both operational and financial outcomes.

2. Operational Agility That Reduces Hidden Effort

Operational complexity drains time and slows progress. UJET removes that burden.

- Agents follow consistent workflows.
- Channels stay unified.
- Reporting remains accurate.
- Configuration changes move quickly.
- Mobile journeys perform without interruption.

With friction removed, teams shift from compensating for technology to improving the business.

3. Business Impact That Aligns with Executive Priorities

The strongest CX programs connect directly to economic outcomes. UJET supports that shift.

- **Cost Efficiency** through lower handle times and reduced volume
- **Revenue Protection** through faster resolution and stronger satisfaction
- **Capacity Expansion** through virtual agents and automation
- **Risk Reduction** through clean data and reliable workflows
- **Strategic Agility** through rapid iteration and predictable scaling

These outcomes reinforced UJET's value across every organization studied.

Indicators Your Organization Is Ready for UJET

Organizations rarely modernize because of one issue. They modernize when structural constraints accumulate and begin affecting performance, cost, or customer trust. The conditions below appeared consistently before organizations in this study chose UJET.

01

Fragmentation Creates More Work Than Value

Multiple systems duplicate capabilities. Integrations require constant attention. Reporting lacks reliability.

02

AI Initiatives Stall at the Foundation Layer

Data inconsistencies limit automation. Pilots underperform. Real-time context remains out of reach.

03

Customer Effort Reaches Unacceptable Levels

Journeys break during channel transitions. Context disappears. Abandonment patterns repeat.

04

Teams Can't Move at the Speed of the Business

Incremental changes take too long. Workflow updates create instability. New channels require custom work.

05

Growth Exposes System Limits

Seasonal spikes strain performance. Expanding regions or brands requires redesign. Mobile journeys lack consistency.

06

Leadership Demands Measurable Business Impact

The cost to serve must decrease. AI must produce defensible ROI. CX must demonstrate enterprise relevance.

When these indicators converge, modernization becomes a strategic requirement. Every organization in this analysis reached that point before selecting UJET.

An Independent View on UJET's Strategic Fit

Across sources, three findings define UJET's strategic position.

1. UJET Aligns with Operations That Have Outgrown Legacy or Stitched Systems

The strongest outcomes occurred in complex environments with multiple channels, brands, regulatory requirements, or aggressive AI roadmaps. Fragmentation, slow change cycles, and inconsistent data created operational drag that UJET addressed directly.

2. Unified Architecture, Clean Data, and Agility Produced Predictable Gains

Customers benefited from one platform replacing overlapping tools, consistent reporting, reliable workflows, and alignment with Google Cloud. These structural decisions produced repeatable improvements across industries.

3. UJET Delivers Outcomes That Matter at the Executive Level

Customers improved cost efficiency, expanded digital containment, increased satisfaction, and deployed AI at scale. These gains are tied directly to enterprise metrics that influence margin, revenue, capacity, and risk.

How Decision-Makers Should Use This Report

- ☐ **Validate Fit:**
If your environment reflects the constraints documented here, UJET's impact data is directly relevant.
- ☐ **Clarify Priorities:**
Focus your evaluation on architecture, data integrity, and operational agility—not feature lists.
- ☐ **Frame Expectations:**
Use these findings to shape internal business cases and guide vendor conversations.

UJET is not positioned as a universal solution for every operation. It is positioned for organizations that expect the contact center to operate with discipline, scale confidently, and demonstrate clear business impact. Across the scenarios analyzed in this study, UJET delivered on those expectations with consistency.

In environments where technology created the constraint, UJET removed it.

About Metric Sherpa

Metric Sherpa is the independent research and advisory firm built for leaders who expect sharper thinking and stronger outcomes. The firm blends deep CX operations experience, frontline intelligence, and SaaS go-to-market expertise with clear, compelling storytelling that drives action. Metric Sherpa produces original research, strategic guidance, and executive-caliber content that helps organizations make confident decisions and execute with precision. Clients rely on Metric Sherpa for insight that cuts through noise, narratives that align teams, and recommendations shaped by decades in the field rather than theory in a slide deck. The work focuses on customer impact, operational performance, and market advantage, giving CX, product, marketing, and executive teams the intelligence and direction they need to move.

About UJET

UJET leads the way in AI-powered contact center transformation, delivering a future-proof, cloud platform that redefines the customer experience with advanced AI, true multimodality, and a mobile-first approach. We infuse AI across every aspect of the customer journey and contact center operations to drive automation and efficiency. UJET's AI solutions empower agents, optimize customer journeys, and elevate customer interactions with actionable analytics. Built on a cloud-native architecture with a unique CRM-first approach, UJET ensures unmatched security, scalability, and prioritized data analytics. Designed for effortless use, UJET partners with businesses to deliver exceptional interactions, smarter decision-making, and accelerated growth in the AI-driven world.

