



## CASE STUDY

# DailyPay Finds a Faster Way to Better Customer Support

How TaskUs helped strengthen customer  
service and experience

# The Challenge Matching the pace of innovation

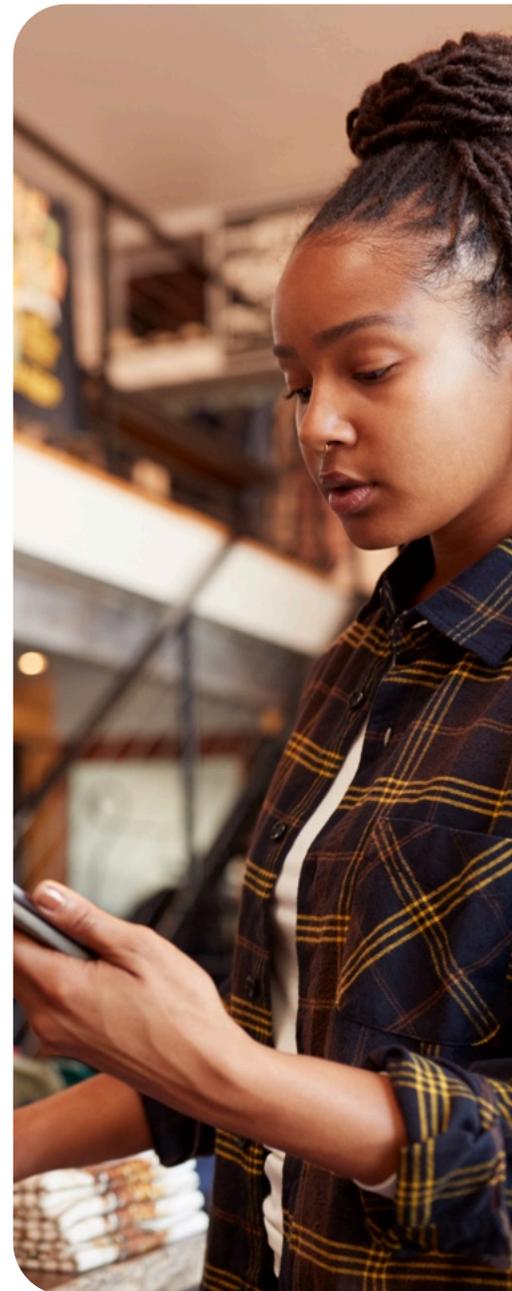
As the leading on-demand pay provider, DailyPay is changing how employees access their earnings — giving workers a new level of control and flexibility. With more than 1,000 client organizations, and an ever expanding user base depending on its platform every day, delivering consistent, high-quality support is foundational for customer retention.

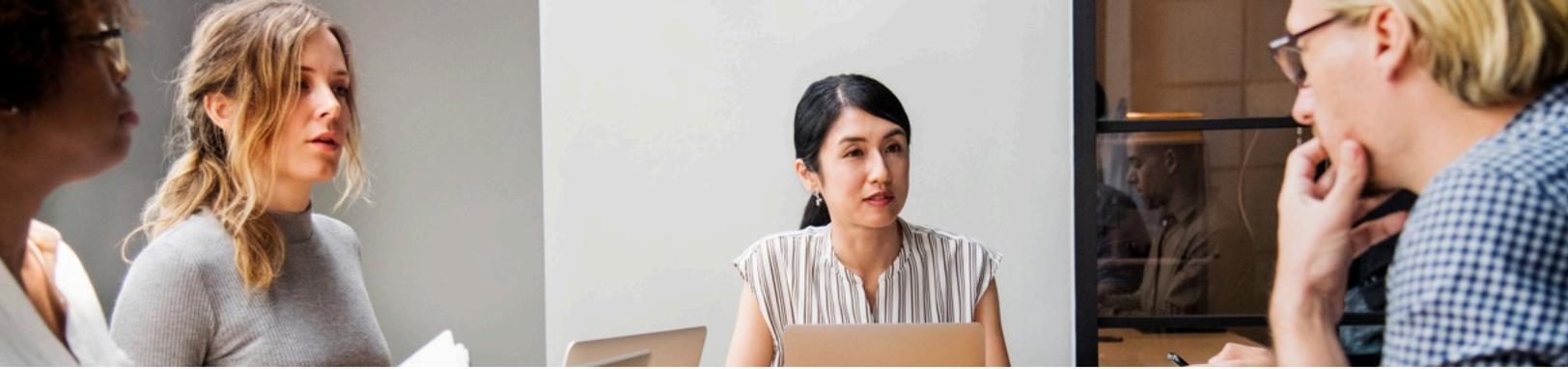
DailyPay's rapid scale presented a valuable opportunity. The company could further innovate its training and process systems to bring new customer advocates up to speed faster, while enhancing service quality even further.

**Great CX happens at the intersection of people, process, and technology. When those elements are in balance, you can truly meet customers where they are — and the way in which they want to be engaged. DailyPay's ability to do this within the contact center starts with ensuring that our agents are efficiently and effectively trained.**

— Ryan Moore, Vice President - Customer Support & Global BPO Strategy

The company wanted a partner that could move as quickly as its own business, one that understood the urgency of scaling without sacrifice.





# The Approach Partnership built on agility and trust

DailyPay turned to TaskUs, already a user of the DailyPay platform. As both a DailyPay customer and provider, we also brought deep expertise in learning experience design and proven results in accelerating team readiness for complex CX programs.

Together, we took a look at the entire training journey. TaskUs' learning experts helped design the pre-product specific training (PST) to build stronger foundations before actual product immersion began. Rather than compressing material, which could cause knowledge gaps, we expanded the fundamentals — extending the pre-training process from three to five days to strengthen teammates' understanding of on-demand pay concepts and payroll processes.

**TaskUs helped facilitate a smooth transition for all agents going onto the production floor.**

— Ryan Moore, Vice President - Customer Support & Global BPO Strategy

Ninety new hires — including Tier 1 Voice Customer Advocates and Tier 2 Enrollment Specialists — completed the program. Training emphasized both technical knowledge and essential soft skills like empathy, conflict resolution and resilience, ensuring teammates could meet customers with confidence and care from day one.

This solid foundation allowed teammates to advance to the next level of training faster and more easily.

# The Outcome Speed, skill and confidence

Teammates now enter production faster, fully equipped to deliver accurate, empathetic, and efficient support — a direct reflection of our shared commitment to excellence.

## Results



**77%**  
average CSAT

vs 70% target



**76%**  
average QA

vs 70% target

**DailyPay** is laying a foundation to create more opportunities for employees and employers to win together.

**1,000+**

clients served on the daily

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**+5M**

employees have access to DailyPay

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**+\$42M**

saved by DailyPay users



## About DailyPay

[DailyPay](#) provides an industry-leading On-Demand Pay platform that gives your employees access to their pay when they want it.

DailyPay's Platform helps employers recruit, retain, and engage employees. In turn, employees can build, earn, and grow their wealth. We are transforming how the world gets paid so every worker can meet life's moments with confidence.

**dailypay.**

## About TaskUs

TaskUs is a leading provider of outsourced digital services and next-generation customer experience to the world's most innovative companies, helping its clients represent, protect and grow their brands. Leveraging a cloud-based infrastructure, TaskUs serves clients in the fast-growing sectors, including social media, e-commerce, gaming, streaming media, food delivery and ride-sharing, technology, financial services and healthcare. As of September 30, 2025, TaskUs had a worldwide headcount of approximately 63,800 people across 30 locations in 13 countries, including the United States, the Philippines and India.



For more information, please visit:

[www.taskus.com/industries/financial-services/](http://www.taskus.com/industries/financial-services/)

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