

customer success series

improving customer satisfaction
with omnichannel communication

BRIGHT PATTERN



MarketSource hits the target with help from Bright Pattern's omnichannel contact center software

overview

MarketSource is a sales solutions company focusing on both B2B and retail. For over 40 years, the company has been partnering with organizations of all sizes to recruit, hire, and manage sales teams. A unique value to clients, MarketSource can hire highly qualified personnel at a much faster rate, allowing the client to reduce overhead costs all while optimizing sales channels and increasing revenue. It's a win-win.

company profile

The proven alternative to traditional sales outsourcing, MarketSource's proprietary process, empowered people, and proven performance enable the delivery of innovative B2B and retail sales solutions for many of the world's most respected brands and a diverse mix of forward-thinking small- and medium-size businesses.

objectives

- Access to historical customer data and call tracking
- True omnichannel CX
- Customizable reporting and workflows
- Ability to scale quickly and service remote teams
- Reduce service interruptions and improve vendor relations



"Bright Pattern's ability to integrate with other platforms is very valuable. I cannot say enough good things about Bright Pattern and their customer success team."

~Desi Hristova, Business Process Engineer at MarketSource

Contact Center Challenges

One of MarketSource's core values is the strength of its relationships with partners, clients, and vendors. Fostering deeper connections between people and brands has been a fundamental tenet since 1975, but as technology morphed the customer experience into an omnichannel realm, MarketSource's CX platform, inContact, was disjointed and less than ideal. "We had a lot of system interruptions that definitely affected our ability to provide quality services to our clients," explained Desi Hristova, Business Process Engineer for MarketSource. Additionally, whenever MarketSource would request customized reports or had other issues with inContact, its concerns were never fully addressed. In late 2018, it was time to finally seek out the right solution that could meet all of MarketSource's needs.

Once MarketSource decided to test the waters of various CX platforms, the company quickly realized its software lacked sought-after features like historical records, omnichannel contact tracking, and an advanced telephony user interface. Additionally, MarketSource wanted a true omnichannel solution with customizable reporting and workflows out-of-the-box.

"Bright Pattern suggested a custom solution...specifically to fit our needs. That was absolutely huge!" exclaimed Hristova.

Solution

Switching to Bright Pattern seemed like a no-brainer, but the initial reaction amongst both the end users and upper management was skepticism and a bit of push back. "They are a pretty tough crowd, so if you win them over, know they really believe in your service" said Rachel Gilbert, Social Media & Digital Content Development Specialist for MarketSource. Thankfully, Kelly Hunt, Customer Success Representative from Bright Pattern stepped in and demonstrated the feature-rich platform and drove home the value proposition to both the users and decision-makers alike. Once the transition to Bright Pattern was made, implementation was swift and painless. Charles Leibel, Executive Director, Retail Recruiting, summed it up best:

"This is the smoothest transition and the most uneventful implementation that I can recall within the company."

Results of Switching to Bright Pattern

MarketSource can now easily build custom reports for different teams, have robust call tracking, access to historical customer data, the ability to scale easily and they can now offer service to remote teams. "That was a game-changer for us," said Hristova. Gilbert added, "We always preach that our teams can do whatever work is needed, whenever they want and now with Bright Pattern we are actually able to deliver on that."

Getting Bright Pattern rolled out to segmented teams (e.g. business development, account managers, lead generation specialists, etc) is definitely a priority. These teams are remote and in some cases, still use specialized software to capture new clients. By switching everyone to Bright Pattern, MarketSource will streamline the entire workforce and increase productivity. Additionally, MarketSource plans to integrate Bright Pattern into their Salesforce CRM software and utilize powerful tools like AI chatbots to speed up the recruitment process. No matter how MarketSource decides to utilize their new CX platform in the future, Bright Pattern will always be there to help.

"I cannot say enough good things about Bright Pattern's and their customer success team," Hristova exclaimed.