

BRIGHT PATTERN

Powerful Cloud Contact Center Software with Embedded AI



Bright Pattern provides the simplest and most powerful AI-powered omnichannel contact center software for innovative midsize and enterprise companies. With the purpose of making customer service brighter, easier, and faster than ever before, Bright Pattern offers the only true omnichannel cloud platform with embedded AI that can be deployed quickly and nimbly by business users—without costly professional services. Bright Pattern allows companies to offer an effortless and personal customer experience across channels like voice, text, chat, email, video, messengers, and bots. Bright Pattern also allows companies to measure and act on every interaction on every channel via embedded AI omnichannel quality management. The company was founded by a team of industry veterans who pioneered the leading contact center solutions and today are delivering an architecture for the future with an advanced cloud-first approach. Bright Pattern's cloud contact center solution is used globally in over 26 countries and 12 languages.

BRIGHT PATTERN Platform

CHANNELS



voice



email



text



chat



IVR



video chat



Conversational
IVR



bots



messengers



in-app

EMPLOYEE
EMPOWERMENT

Omnichannel Agent Desktop

Bright Agent-Assist AI

JOURNEY
ORCHESTRATION

Bright Pattern
Journey Engine

BrightStart Solution Packs

Journey Manager

Best-of-breed AI (Watson, Google, Lex, Microsoft, Bright Pattern)

BUSINESS
MANAGEMENT
AND REPORTING

Omnichannel Communications

Omni QM

Q4: Omni WFM

Application Cloud Connectors (APIs)

All-in-One Contact Center Solution



#1 Quality Assurance

Ensure consistency and quality on ALL interactions through built-in, AI-supported, omnichannel quality assurance capabilities.



#2 Omnichannel Conversations

Provide customers seamless, effortless conversations across all channels and allow customers to switch between channels.



#3 Powerful Personalization

Personalize customer experiences across all channels using customer CRM data and empower agents with key customer info.

Inbound Voice Calls and SMS



full call control from browser

Regardless of the agent call delivery option used—be it a built-in softphone, SIP phone, WebRTC, DID, or dial-out with the line open—calls are fully controlled from the Agent Desktop web application



call transcription

Call transcripts in a customer's activity history help agents understand the meaning of phone calls quickly, in their context. In addition, transcripts assist managers in leveraging cognitive technologies to easily search interactions across voice, messaging, and email conversation.



dropped calls conversation continuity

When a customer redials within minutes of dropping a call, the call is delivered to the same agent that helped the customer, bypassing IVR and queues and resuming the interrupted conversation



in-call and standalone SMS messaging

At any time during a call, a customer or an agent may send SMS messages to each other



virtual queue with callback

During peak call volumes, callers have the option to hang up and receive a callback when an agent becomes available, in the same order that the original call was received



pre-recorded message playback

Agents can pre-record frequently used messages in their own voice and play them during calls to improve efficiency and consistency

Routing



automatic call distributor

Calls and other interactions are automatically distributed to the right agents based on a combination of interaction and agent properties



skills-based routing

Skills-based routing lets administrators precisely and fairly distribute interactions to agents, targeting the available agents who are best fit to handle the interaction at hand



omnichannel capacity and overrides

A unique agent capacity model used in our BPCC routing engine allows agents to handle multiple interactions of various types with overrides (e.g., calls can override emails)



priority routing

Contacts who have been identified as high-priority can enjoy shorter wait times—or even no waiting at all—when using our priority-routing feature



same region (follow-the-sun) routing

Same-region routing helps to keep calls closer to agent teams, with global overflow when no one closer is available or when wait times are too long



personal routing

Interactions with an identified contact (i.e., a contact identified using data from a CRM) can be routed to the same agent and/or an agent from the same team who previously helped that contact

Omnichannel Scenarios, IVR and Workflow



interactive voice response (IVR)

IVR scenarios are easily defined using our drag-and-drop visual editor



multiple built-in integrations for data access

A number of data access integrations are available as user-friendly scenario blocks, with point-and-click configuration



RESTful API and direct database access

Web service access via scenario blocks and blocks for direct DB access offer flexibility beyond integrations offered out-of-the box



SMS and email capabilities

Scenarios can send emails and SMS messages for notifications, transcripts, and survey requests, as well as provide confirmation numbers and other written information



workflow automation

After all interactions are finished, many triggers, including call dispositions, can start a workflow scenario that automates processes using scenario-based communication and integration/data access blocks



omnichannel scenarios

Voice calls, chats, and workflows are driven by the same scenario mechanism, with shared communication and integration/data access blocks

AI, Bots and Cognitive Technologies



automated conversations using bots

A number of bot integrations are available, from simple to complex. Bots can connect agents at any time to keep customer satisfaction high



automation with a human touch

Bots can connect an agent and an agent can add a bot to a chat conversation to handle simple tasks and frequent requests at any time



intelligent assistance for agents

AI systems can be used to track conversations and provide possible replies to agents



sentiment analysis, tracking and routing

Sentiment analysis across channels allows agents and supervisors to focus quickly on problematic conversations



quality management automation

Our automated QM features help quality management coaches to select conversations requiring attention



insight on changes in customer behavior

See what customers are talking about, and track changes of subjects over time

Email Handling



push and pull distribution modes

Using the email service queue, messages can be either pushed to "ready" agents or placed into a shared queue for assigned agents to pull



service level management

The time remaining before a service level commitment is breached is used to prioritize messages in the queue



keyword and sentiment routing

Keywords and sentiment values extracted by Natural Language Understanding could be used to route and prioritize messages



automatic case creation and tracking

Each message is kept in a case—a virtual folder that is automatically created and updated—with the history of all communications with all related parties, irrespective of channel



follow-up queue

Agents can mark replied-to cases for follow-up, and return to them at a later date to notify unresponsive parties or update customers of new developments



built-in knowledge base

A built-in Knowledge Base helps maintain training levels and consistency of replies. Knowledge Base supports full text search, use frequency, and content import and export

Web Chat



point and click widget configuration

All aspects of chat widgets, chat forms, and proactive chat can be edited and customized in our intuitive editor UIs without having to code or re-upload HTML chat snippets



proactive chat

Using point-and-click configuration, different offers can be popped based on a web page, various other conditions, or in combination



response timer

A handy visual timer shows agents which customer they are chatting with and how long the customer has been waiting for their reply



web notifications

Web notifications remind customers about their chat sessions, which helps to reduce customer-abandoned chats



co-browsing

Customers can share their screens with agents during a chat on a company's website, allowing agents to follow the customer's screen movements and clicks



voice and video escalation

When enabled, customers and agents can upgrade their chat conversation to a phone call or audio-video call over the Internet at any time

Messaging Apps



leveraging existing app for rich chat

Customers can chat with agents using their favorite messaging app, with the ability to send stickers, files, emojis, and more



receive clients location

Agents can receive a customer's geographic location, directly in a messaging app



messenger hopping

Switch between messenger apps and SMS texts on the fly for seamless conversation continuation



accurate identification

Customers with known messaging app accounts are automatically identified with 100% accuracy



bots and AI

Messaging apps and web chat can start with a bot and be handed off to a live agent. AI-based natural language understanding is used to analyse chat content for sentiment and subject



point and click channel enablement

Messaging app accounts are easily configured by copying and pasting authorization strings into call center configuration

Contact and Case Management



all channels – one conversation

Agents can talk to a person irrespective of the channel or combination of channels used. Conversations that start on any channel can be transferred to any channel



conversation continuity

When a call is dropped, a redial will bring a customer back to the same agent who handled the call. When a customer calls the next day, the customer can start by referring to the email they sent earlier



activity history on contacts

At-a-glance communication history gives agents detailed information about customers, such as the time of the last interaction, transcripts, and notes from agents who handled them



automatic contact population

If a contact is present in a linked CRM, the local contact is created automatically and linked to the source



customer communications history at a glance

A customer's complete communication history is organized into cases, which are either open or closed. Open cases show agents the customer's latest activity in its context



contact data augmentation

Supported data append and augmentation providers can help pre-populate new contact data and augment existing contact data with information in the cloud

Reporting and Analytics



supervisor real-time actionable dashboards

Supervisors can quickly view metrics about their assigned service queues, campaigns, teams, and agents with associated statistics, alerts, and actions -- all in real time



wallboard with point-and-click customization

Customizable global and personal wallboards display real-time stats, metrics, and other data for agents, teams, and supervisors



omnichannel reports

Detailed reports include data for all interactions and associated statistics, irrespective of channel



drag-and-drop report builder

With point-and-click ease, create custom reports by selecting columns to display in each table, saving and scheduling resulting data sets, and more



scheduled and ad-hoc reports

Run reports by setting parameters on the fly, or schedule periodic deliveries with preset values



3rd party analytics data access

Work with data from Tableau, Amazon Quicksight, Zoho Reports, Google Data Studio, Zoomdata, and more

Outbound Voice



all dialing modes

Predictive, preview, progressive, and manual preview modes let campaign operators tailor dialer for any list quality and/or desired agent engagement



extensive list sorting and filtering

Fine-tune lists by sorting and filtering to maximize output, work with multiple call center operations, move records from campaign to campaign, and prioritize hot leads



optimal calling hours

Maximize answer probability and compliance with safe calling hours windows linked to recorded area and postal codes



right party contact

With predictive permission based dialing, agents reach the correct party every time, thus increasing agent utilization and decreasing call abandonment



dynamic caller ID assignment

Improve the likelihood of a call being answered when dialing from phone numbers close to the target. The caller ID is specified automatically or defined per list record



accurate call progress analysis and answering machine detection

Automatically detect when an answering machine or a live person has accepted a call, and know when to leave messages and when to connect live callers to agents—all while staying in compliance and maintaining a high predictive connection rate



predictive dialer

Our cloud-based predictive dialer automatically dials a list of numbers and connects only answered live calls to agents, saving time and improving call efficiency.



automatic call distributor (ACD)

Automate omnichannel routing with our advanced automatic call distributor (ACD), which delivers interactions to the highest skilled agents, not just the first available.

Best ROI and Time to Implement

Bright Pattern beat all other CCaaS vendors in the enterprise contact center market for the best ROI and the fastest time to implement by G2 Crowd and customer reviews! Bright Pattern's low and fixed implementation price, minimal to no professional service fees, and quick onboarding allow our customers to realize ROI in half the time of other CCaaS providers.

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