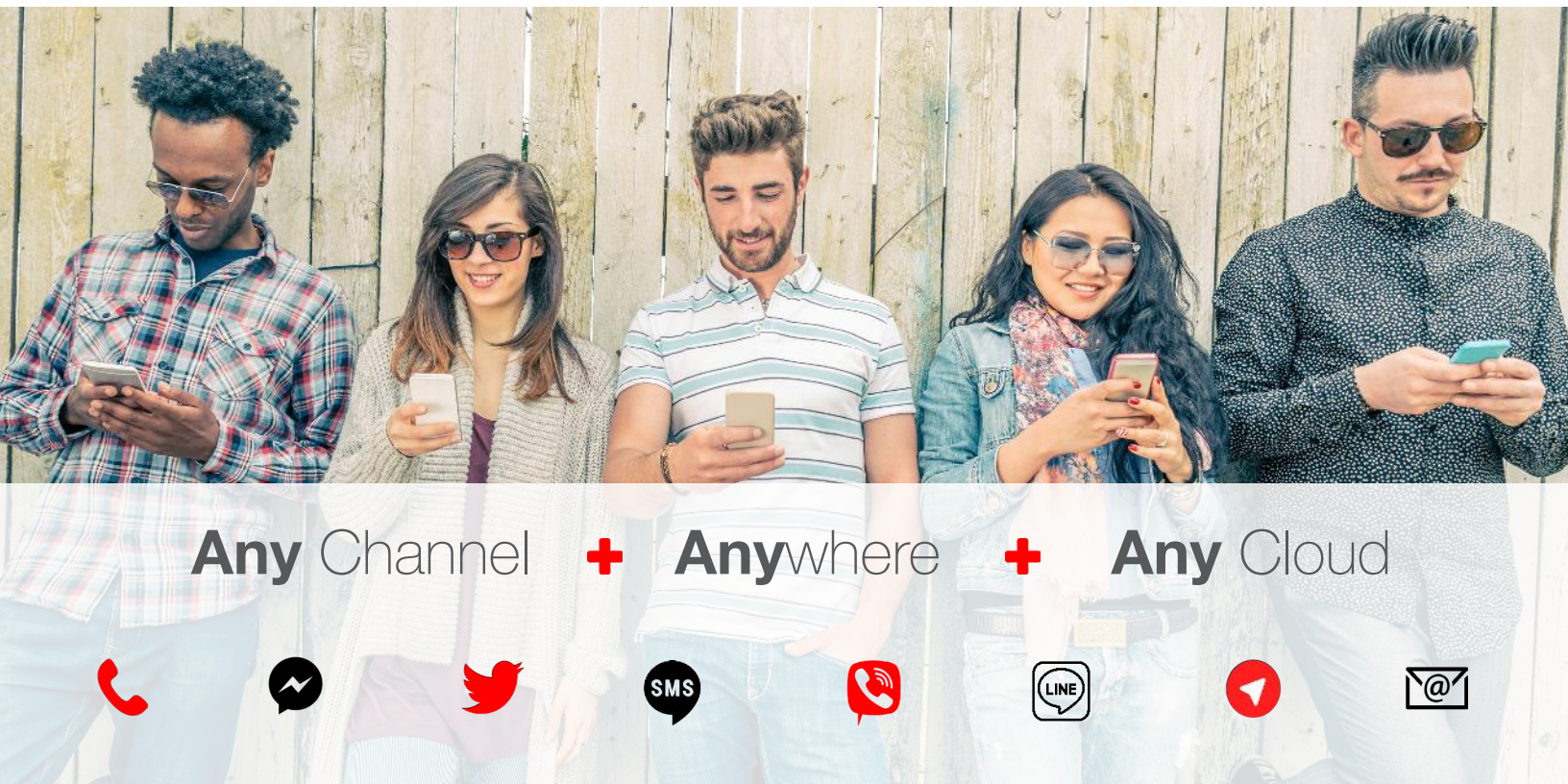


Omnichannel Contact Center Software

Deliver Outstanding Experiences | Empower Agents | Reduce Costs

B R I •
• G H T
P A T •
T E R N



Any Channel + Anywhere + Any Cloud



Omnichannel Customer Service in the Cloud

Does your organization juggle multiple applications to provide multichannel customer service? In your effort to provide a next-generation customer experience, are you simply building additional channels of communication upon a foundation of outdated technology? To meet all your customer service strategies, Bright Pattern has an all-in-one omnichannel cloud contact center solution that supports all types of interactions in one unified agent desktop. Using omnichannel routing across all popular channels, we can help your contact center achieve high agent productivity while cutting costs.

Next-Generation Omnichannel Customer Experience

Customers can use their favorite channels to communicate with your representatives. Bright Pattern supports voice, video, and all digital channels, including chat, email, messaging apps, and mobile communications. With our patented capacity model, communication that is initiated in one channel can be switched to another at the click of a button while maintaining customer context. For example, a chat session can be escalated to a voice call, or a call can be switched to a messaging session. Moreover, Bright Pattern enables rich communication by combining live conversation, message exchange, and document sharing to provide fast and efficient service resolution.

Integrate Seamlessly with your Preferred CRM Provider

Increase agent productivity by leveraging seamlessly integrated omnichannel communication into a desktop of your choosing. Bright Pattern offers out-of-the-box integrations with Zendesk, Salesforce, ServiceNow, Microsoft Dynamics, Oracle RightNow, and other CRMs.

What's Unique About Bright Pattern Technology?



Omnichannel Customer Service in the Cloud

Bright Pattern redefines omnichannel by placing all possible channels for conversation together within a unified conversation context, making it easy for agents, manageable for admins, and actionable for managers.



All-in-One

Bright Pattern's open platform delivers a complete contact center solution that includes all the building blocks required to provide and manage customer communication workflows. Our platform is backed by a partner ecosystem comprising 26 of the industry's top players, such as IBM, Oracle, Salesforce, Verint, ServiceNow, and Aspect.



A Superior Cloud Architecture

Our state-of-the-art, pure cloud, multi-tenant architecture features a fault-tolerant design for continued operations during component failures and maintenance procedures. It breaks the barrier of ongoing innovation delivery to the real-time communication environment.



Enterprise-Grade

Unbeatable, Bright Pattern boasts 100% guaranteed uptime, is scalable to up to 20,000 concurrent agents in a single account, and is available in 18 geographic regions across the globe with freedom of choice of telecom and cloud infrastructure.

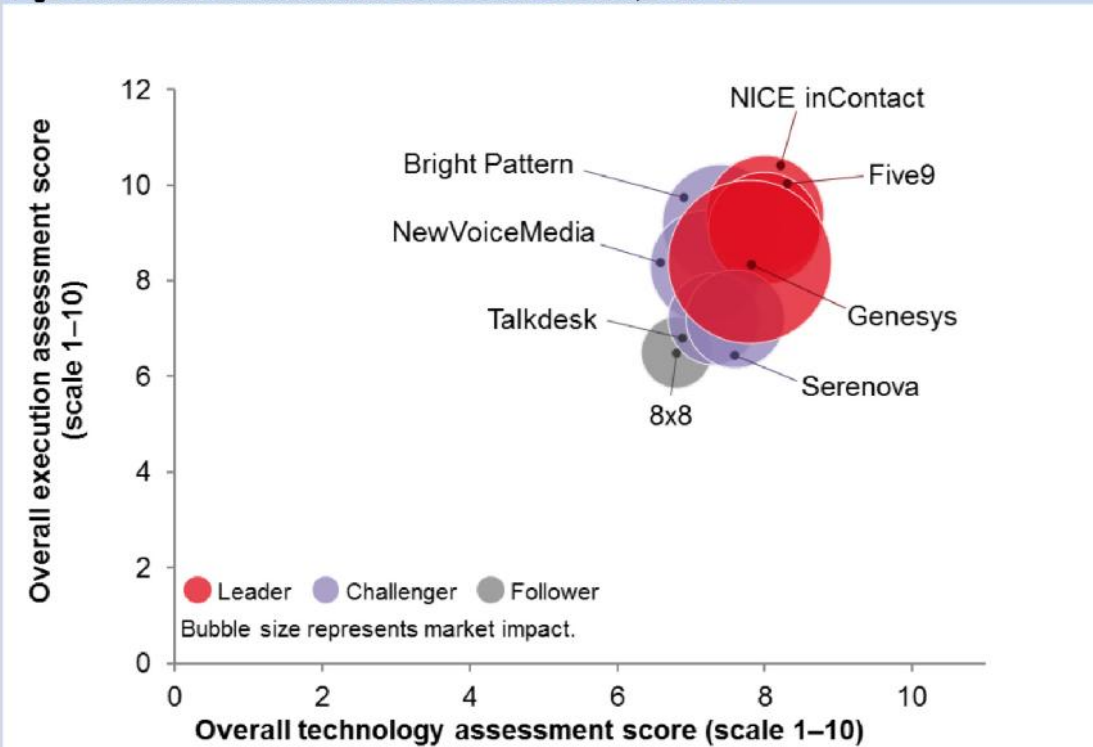


Fast On-Boarding and Ongoing Assistance

With over 100 years of combined experience, we are a team of CRM and contact center experts with a 96.7% customer approval rating. Through 24x7 global support, we can help you expedite your contact center setup and get the most out of our technology.

Analyst Recognized and Awarded Software

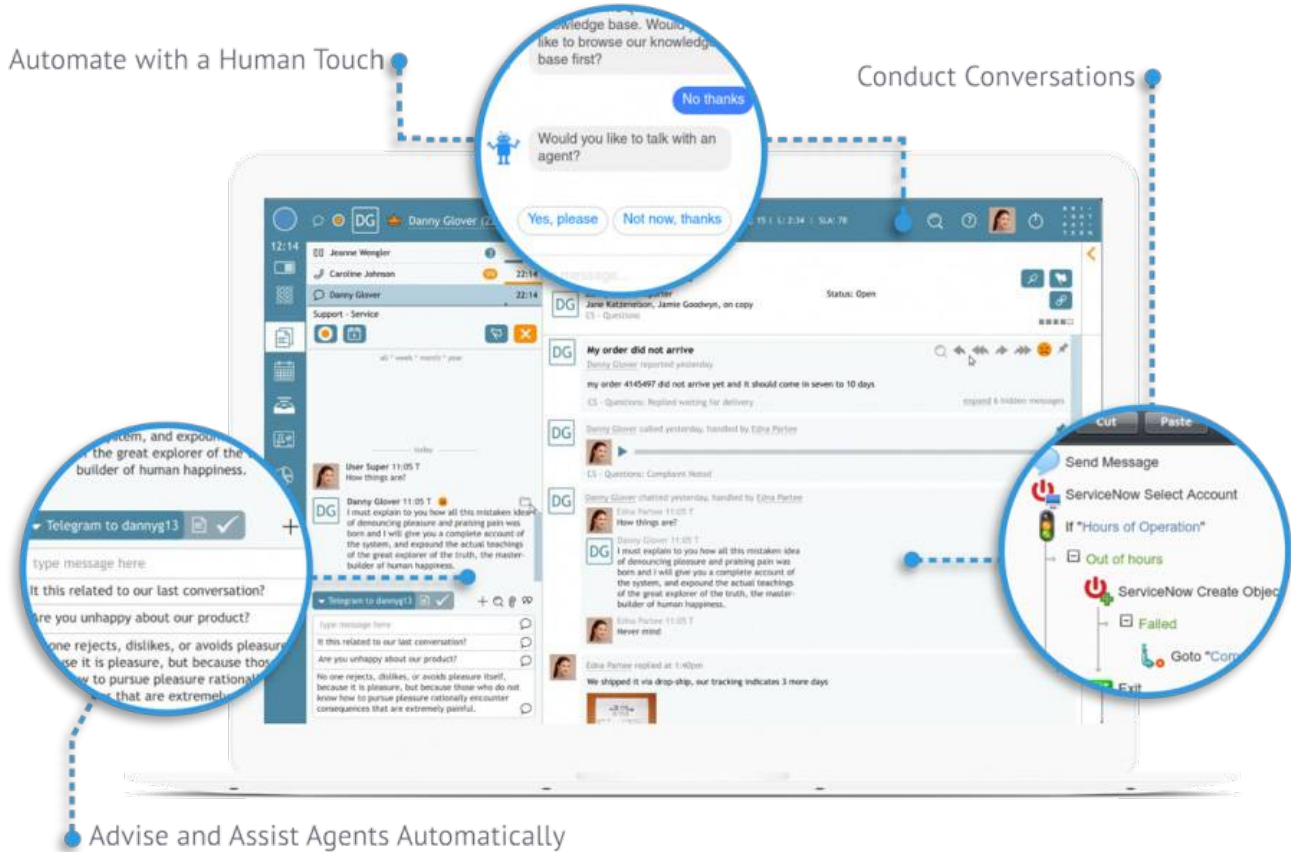
Figure 2: Ovum Decision Matrix: Cloud Contact Center, 2017-18



AI and Bot Applications for the Contact Center

Automate with a Human Touch

Offer human assistance during automated conversations if visitors decide that the bot is unhelpful (which is also detected by the bot). Cover all exceptions and help keep customer satisfaction high. Human intervention also gives the bot the opportunity to learn from live conversations.



Conduct Conversations with Customers Automatically

Artificial Intelligence-driven bots utilize IBM Watson technology for natural conversations between your apps and customers.

Easily Search Both Digital Messages and Calls

Full text, keywords and sentiment discriminator searches are enabled by IBM Watson's audio voice-to-written-text converter.

Proactively Address Changes in Customer Behavior

Detect patterns in communication content with IBM Watson's cognitive search and content analysis engine.

Advise and Assist Agents Automatically

Offer intelligent in-conversation help to agents using IBM Watson cognitive analysis technology.

Route Customer Interactions Based on Emotion and Sentiment

Recognize customer needs using natural language understanding by IBM Watson.

Improve Interaction Quality

Employ workforce optimization driven by keyword extraction and deep content analysis by IBM Watson.

SmartAction



reply.ai



CallMiner

Bright Pattern Customers Include



WHY BRIGHT PATTERN?

Bright Pattern was founded by contact center and CRM space industry veterans, who envisioned a new style of customer conversation. In today's customer-centric economy, consumers value their time the most. They expect to have short conversations with brands on their terms. Customers want to be able to pick conversations up at any time, on any channel, in the context of a continuous dialogue. Associates, experts, and partners expect to easily join and leave these conversations, in order to best serve their customers.

We merged our deep expertise of cloud technologies and enterprise-class applications to create a solution for these expectations, with usability that is second to none. Our unique team includes some of the most experienced and successful people in the industry.

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