

BRIGHT PATTERN

Who is Bright Pattern?

Bright Pattern is the omnichannel cloud contact center *for innovative companies...*but you've probably never heard of us.



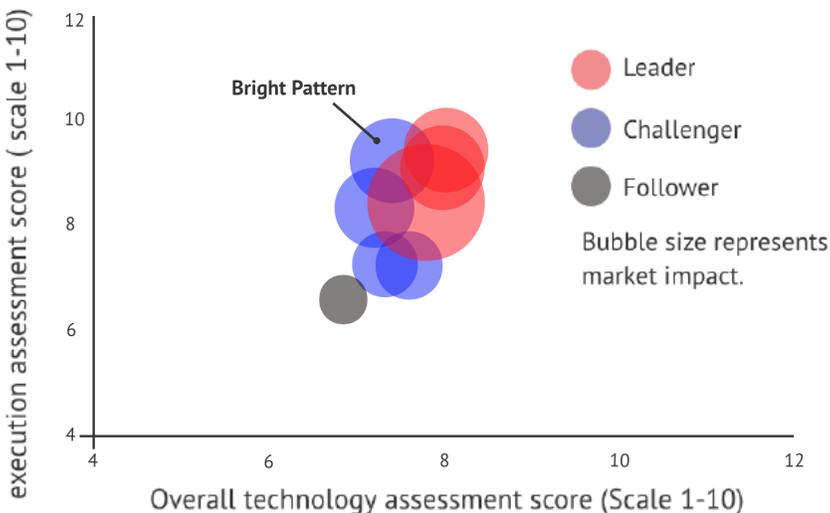
Bright Pattern was founded by a team of industry veterans who pioneered the leading on-premises solutions and today are delivering an architecture for the future with an advanced cloud-first approach. We provide the most simple and powerful contact center for midsize and enterprise companies. Bright Pattern allows companies to offer an effortless, personal, and seamless customer experience across traditional channels like voice, text, chat, email, video, messengers, and bots.

But you don't have to take our word for it, hear what others have to say about our omnichannel platform.

Industry Analysts Recognition from Ovum

“Bright Pattern was the shining star in the ratings. Bright Pattern's customers rated the company and its products at the maximum level achieved by any other vendor in the categories of product quality, hosting reliability, feature functionality, multichannel innovation, usability, professional services, and deployment time. - *Ovum*

“Based on these ratings, Ovum believes Bright Pattern is the challenger to watch as the company and its products mature and reach their peak in the marketplace.” —*Ovum*



#1 Multichannel Innovation

#1 Deployment Time

#1 Professional Services

#1 Hosting Reliability

#2 Product Quality Ahead of Genesys and Five9

Better Features and Usability than Genesys

Beat All Legacy Providers on Price



2018 FrontRunner Report

Top Placement in Both Usability and User Recommended

Gartner and Software Advice named Bright Pattern a call center leader in the 2018 FrontRunners Quadrant report.

Designed to help businesses evaluate which software products are best for them, the FrontRunners Quadrant features only the products with the highest scores. Of the more than 100 products evaluated, Bright Pattern Contact Center scored No. 2 for both “Usability” and “Customer-Recommended,” outshining top competitors like Five9 and inContact.

Gartner GetApp®

GetApp, Gartner’s leading customer review site, has named Bright Pattern as the #1 vendor for Call Center Software. For the sixth time in a row, Bright Pattern ranks higher than top vendors in the categories analyzed, including customer reviews, integration capability, mobile availability, product functionality, and security.

Vendor	Score	Reviews	Integrations	Mobile	Functionality	Security	Action
1. Bright Pattern	74	High	High	High	High	High	COMPARE
2. NICE inContact	68	Medium	Medium	Medium	Medium	Medium	COMPARE
3. Aircall	63	Low	Low	Low	Low	Low	COMPARE
4. XCALLY	59	Low	Low	Low	Low	Low	COMPARE
5. Five9	56	Low	Low	Low	Low	Low	COMPARE

Loyal Customer Base

Bright Pattern customers understand the importance of seamless omnichannel communications in the contact center. Technology plays a huge role for sales and customer experience organizations and our customers are here telling you why we outperform the other contact center vendors.

“I would rate their support as best in class.”

“We looked at several cloud-based companies that offered omnichannel services, and Bright Pattern was the only one to provide everything we need to support our Fortune 1000 clients and our at-home agents in a scalable, reliable, and super easy-to-use package.” —Rob Duncan, Omni Interactions, CEO



“Bright Pattern is a true omnichannel contact center, built for the modern contact center. I keep up my due diligence but I haven’t found anyone doing it better.”

**Roger Meador
Co-Founder
TruSource Labs**

“One of the easiest systems to use I have encountered in 25 years of call center experience. The technology is amazing, and the customer service is even better!”



“My job is to go where the customer conversation is happening. Because Bright Pattern is so dedicated to bridging the gap between customers and customer service centers, I believe their service will continue to provide channels that are cutting edge.”—Gavin Blair, Canary, Head of Customer Experience

“Bright Pattern makes us more agile, more nimble. It’s made a night and day difference in what we can now offer our clients.”—Tripp Kerr, VP of Operations, 80024Support



“Bright Pattern continues to be a reliable and innovative technology partner for ITyX Solutions. The technology is reliable, scalable and offers unparalleled functionality and transparency.”



How Bright Pattern is Different

True Omnichannel

Bright Pattern redefines omnichannel by placing all possible channels for a conversation together within a unified conversation context. Customer can have a continuous conversation across channels with the ability to hop seamlessly across voice, chat, text, email, social messengers, bot-assisted chat and more.

All-in-One Platform

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.

Single Agent Desktop

Agents can see every step in a customer's journey with context at their fingertips to act quickly. Bright Pattern builds in automatic identification and activity history, ensuring that when an interaction comes in, you already know who the customer is and why they reaching out.

Self Provision/No Need for Expensive Professional Services

Business users can self-provision, set rules, and route without costly IT. Managers have a mission-control view of operations.

Enterprise Grade Reliability and Scalability

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.

A Superior Cloud Architecture

Our state-of-the-art, next generation, 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.