Microsoft Dynamics + BRIGHT PAT•TERN

Microsoft Dynamics 365 Call Center Software

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Bright Pattern for Microsoft Dynamics

Bright Pattern and Microsoft both realize that customer expectations have dramatically changed over the years—customers expect personalization and the ability to choose their preferred form of interaction (e.g., chat, messaging, SMS, voice, etc.). Bright Pattern addresses this problem by delivering a fully integrated omnichannel contact center platform that enables access to the rich data available in Microsoft Dynamics 365. Customers are easily identified, their interactions are personalized, and all interactions are presented in context across all channels and are treated as a single conversation.

As the only cloud customer experience platform that runs on the Microsoft Azure cloud, Bright Pattern shares Microsoft's strategic vision for a mobile world of customer engagement with the strongest mobile capabilities, including in-app messaging (e.g., chat, video chat, document sharing, etc.), messenger channel support, and SMS/text messaging.

### Omnichannel for Microsoft Dynamics

The Bright Pattern solution provides the flexibility to switch between communication channels—from voice calls and messaging apps like Facebook Messenger to SMS/MMS, video, and more—while retaining context (by delivering relevant data from Dynamics 365) for a personalized customer experience.

AI and Bot Enabled for Microsoft Users
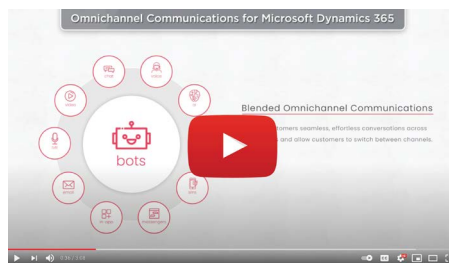
Bright Pattern also integrates with powerful artificial intelligence (AI) and bot solutions to give agents and customers enhanced automation to speed time to customer resolution and improve the overall customer experience. Bright Pattern works with AI-powered bots of third-party vendors, including Microsoft.

Bright Pattern for Microsoft Teams
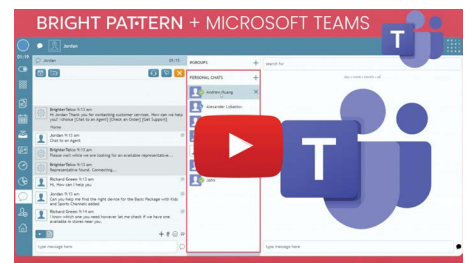
Bright Pattern's omnichannel solution can fully integrate Microsoft Teams into the platform, allowing your staff and employees to connect with one another easily and seamlessly over Microsoft Teams. Bright Pattern's Microsoft Teams integration works seamlessly with Microsoft Dynamics to help power your customer's journey.
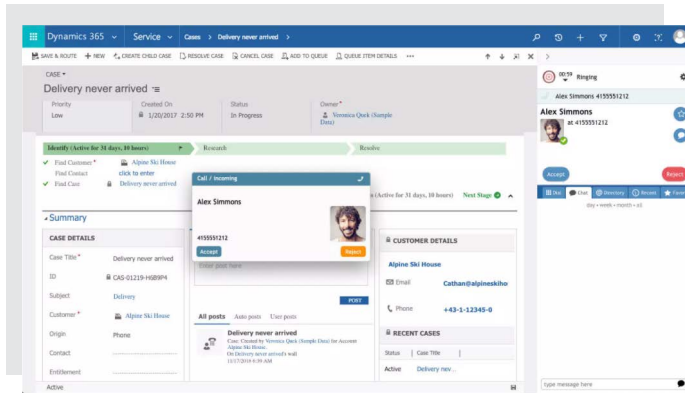
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Agent Empowerment

Bright Pattern offers a unified Agent Desktop that allows agents to access any interaction on any channel, be it a phone call, video chat, email, or a bot-enabled chat on a mobile app. This enables agents to see the entire conversation with full context, resulting in a more effective and personal customer experience. Bright Pattern offers many benefits to Dynamics 365 call center agents, including single sign-on, screen pop, click-to-call, a built-in knowledge base, and real-time statistics.
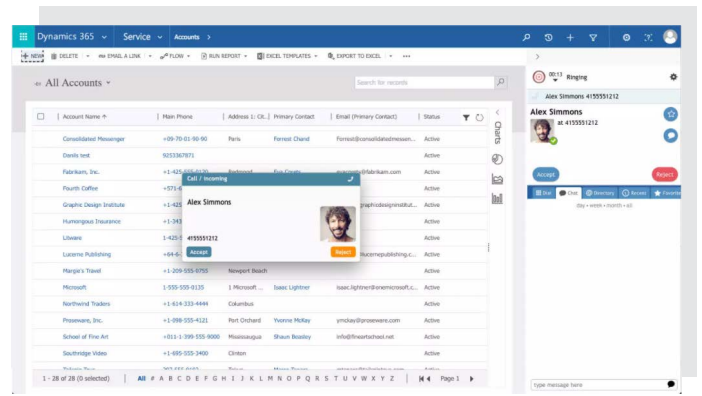

A True Omnichannel Routing Engine

Another benefit to Bright Pattern's omnichannel contact center solution is that it offers a powerful omnichannel routing engine. Bright Pattern omnichannel routing allows you to create communication workflows based on the information contained in the Dynamics 365 system. You can route based on almost any information contained in Dynamics 365, including such items as value of the customer, the last agent that serviced the client, skill levels, and more.

Customizable Journeys

Use the Bright Pattern Microsoft Dynamics 365 call center integration to develop your business and communication strategy that best fits your organization. Access Microsoft Dynamics 365 data to make outbound calls, send SMS notifications, or deliver premium customer service to your most valued customers. You decide the strategy and channel and Bright Pattern will ensure that your customers receive a personal and successful interaction experience.
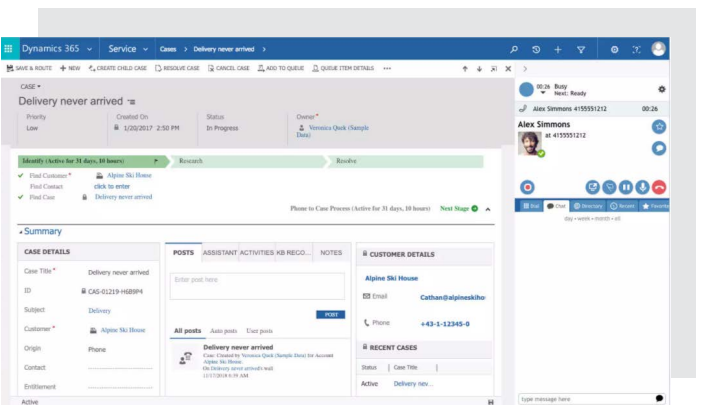
Robust Analytics

The Bright Pattern omnichannel contact center platform has powerful customer analytics, reporting, and quality management capabilities across all channels in a single view. Analyzing customer data collected in a call center will help other areas of business by providing direct insights into the elements that need to be improved or optimized. Aligning with the customer journey can increase company loyalty in many ways, such as providing better support paths to fast resolution, helping agents contact priority customers with personalized offers, and targeting those who are most likely to buy.

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