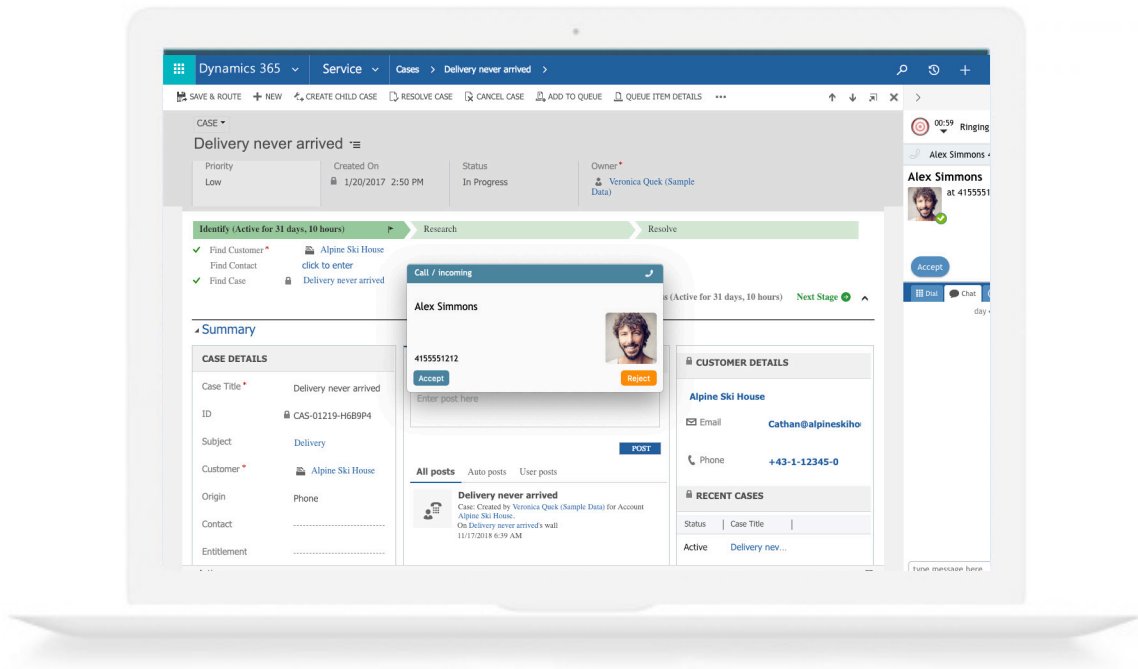


# BRIGHT PATTERN

## most powerful omnichannel cloud contact center for Microsoft

Bright Pattern is the perfect fit for Microsoft with our integration to Dynamics 365. Bright Pattern is the first cloud contact center to run in Azure with messenger and Teams integration. It is the fastest to deploy (half the time of industry average) with the highest ROI per G2 Crowd customer reviews.



## Bright Pattern and Dynamics 365

### complete integration

pop contact and cases, dial in one click, transfer with screen, post activity history and route calls by skill automatically

### omnichannel conversations

traditional channels (voice, chat and email) and digital channels (SMS, mobile app, messengers, video and bots)

### emerging digital channels

WhatsApp, WeChat, LINE, KakaoTalk, Facebook Messenger, Twitter, and more.

### Microsoft Teams integration

effortless collaboration with teams integration

### quality management

analyze 100% of interactions on all channels. Utilize AI for sentiment, transcription, and keyword analysis.



## best ROI and time to deploy of all CCaaS vendors

*"Best decision you will ever make. Much better ROI than the other cloud providers." G2 Crowd Reviewer*

## end user benefits at a glance

### productivity

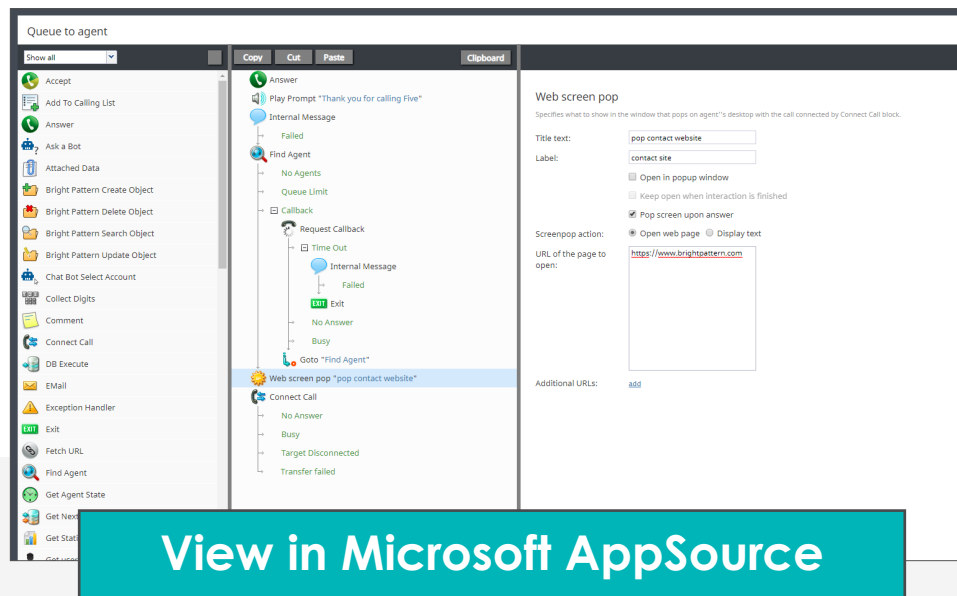
- identified account's information appears as a screen pop and alerts in Dynamics 365 upon call arrival
- agent single sign-on
- reaching your customer in one click with click-to-call

### customer satisfaction

- let customers choose their channel
- prioritize customers waiting in queue based on Dynamics 365 data
- minimize the need to repeat information on transfer with Dynamics 365 screen

### cost reduction

- single sign-on reduces the effort of maintaining multiple passwords
- no need to install and maintain integration software on agent computers
- customer self-service increases satisfaction and reduces costs



## key features

- omnichannel cloud-based contact center
- all digital channels (chat, email, SMS/MMS, messengers, video, etc.)
- WhatsApp, LINE, Facebook, and other messengers
- inbound call center
- outbound call center
- blended call center
- screen-pop functionality
- automatic call distribution (ACD)
- call recording and screen recording
- computer telephony integration (CTI)
- intelligent call and digital routing
- integrated voice response (IVR)
- click-to-call/click-to-chat
- predictive, progressive, automatic, and preview dialing
- single sign-on with Azure
- omnichannel quality management
- rich administration and supervisor tools
- built-in knowledge base
- omnichannel agent desktop
- real-time quality monitoring
- customizable optimization

Bright Pattern provides the simplest and most powerful AI-powered contact center software for innovative 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 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 with its omnichannel quality management suite with embedded AI. The company was founded by a team of industry veterans who pioneered the leading contact center solutions and today are delivering 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.