

Transcosmos Supports a Global Network of Call Centers in 31 Countries with Bright Pattern's Omnichannel Software



Background

Transcosmos is a trusted partner to large global retailers who wish to offer localized support in every territory in which they do business. Working in the United States, Asia, Central America, and South America. Transcosmos employs thousands of agents who speak multiple languages and are trained in the cultural nuances of dozens of countries and territories.

Challenges

Transcosmos needed a solution that enabled the company to open new call centers quickly, and scale rapidly to meet seasonal and unexpected surges in call volume. The company also needed an omnichannel interface to provide customer care over voice, chat, email, and self-service IVR.

Transcosmos runs each client relationship and call center like a separate business. Combined with the fact that the call centers are scattered globally, Transcosmos faced a battle managing each operation and maintaining consistent quality and transparency for clients.

Objectives



Modern omnichannel solution that can evolve to meet new business needs



Find a solution that can scale to handle seasonal demand



Ensure speedy training for a diverse range of agents



Mature cloud technology with 100% uptime, active-active architecture



Flexible and scalable platform to contain cost and support their growth



Provide exceptional localized customer care for international clients



Using Bright Pattern Contact Center has made managing technology and training agents shockingly easy.



Solution

Not only was Transcosmos looking for an innovative solution that met its global requirements, but it was also looking for a partner with deep experience. Impressed by Bright Pattern's long history of telecom engineering experience, Transcosmos trusted Bright Pattern to deliver the most stable solution possible.

Transcosmos was able to roll out this solution quickly across its entire network so that thousands of agents across the world could use an identical system. Despite operating in multiple locations and markets, everything is uniform. Training is simplified and maintenance can be performed centrally—updates and patches work everywhere instantly. Managing one solution across multiple territories also offers significant cost savings for Transcosmos.

Results

Average agent training time on the Bright Pattern solution is now down to just three hours, offering significant cost savings, enabling them to meet demand, and allowing them to rapidly expand into new locations when needed. Growth for Transcosmos has been significant—usage of the Bright Pattern solution has increased five times since its adoption. Though currently operating in the United States and Asia, Transcosmos is in the process of opening call centers in Mexico and Brazil to handle clients all over Central America and South America.

The Bright Pattern solution enables agents to handle requests in chat, email, and voice simultaneously so an agent that doesn't have a call in the queue can switch to answering an email. Omnichannel capabilities have cut email handling time down to under 12 hours for most clients.

5X

Global growth; and growth in agents using the Bright Pattern platform

100%

100% uptime for a massive decrease in outages

12hrs

Cut email handling time down to under 12 hours for most clients

88%

88% decrease in agent training time due to ease-of-use



When you take an international account and localize the customer service, there are so many cultural issues to train into the agents. Having a unified interface is tremendously helpful.



Tom Coshov | Managing Director | Transcosmos