

80024Support Focuses on Growth by Moving from Legacy Technology to an Omnichannel Cloud Based Operations with Bright Pattern



Background

80024Support provides professional technical help desk services and customer care strategies for many leading technology brands. With a highly skilled agent workforce and nearly three decades of call center operations experience, 80024Support delivers award-winning customer care across the USA, Canada, Mexico, as well as other regions around the world.

Challenges

Over the course of 30 years, 80024Support had made significant investments in its physical contact center: a large, expensive facility with banks of telephony equipment and the people to maintain it. Adapting the contact center to accommodate new client volumes, new tools, and new market demands was a Herculean task.

To maintain its leadership position, the company needed to evolve. Its clients expected more communications channels, including SMS and web self-service. Its agents needed easier ways to search customer data, manage queues, and access product information. 80024Support also needed to streamline its operational overhead, freeing resources to focus on serving clients instead of maintaining systems.

Objectives



Enterprise scalability to improve its capacity to serve new clients



Provide an unrivaled customer experience



Transition to the cloud without disrupting current operations



Reduce operational cost while expanding call center functionality



Partner with an innovative vendor with similar corporate vision



100% uptime with reliable active-active cloud platform



Ensure speedy training and adoption of the solution



Today, the traditional premise based contact center is a liability, not an asset. We were hindered by our technology, which made it harder to do what we needed to do and caused us to move slower than we wanted to move.



Solution

Engineered specifically for modern, cloud-based contact centers, the Bright Pattern platform offered 80024Support everything needed to safely transform their business: an easily scalable and reliable architecture, omnichannel communications, extensive integration with other enterprise apps, and best-in-class agent tools, all in a single, consolidated environment.

The company began by focusing on transitioning its voice-only communications, data repositories, and workflow management. Bright Pattern's broad set of APIs for enterprise CRMs and support for other cloud-based tools like Zendesk made it easy for the company to jettison its limited self-built software and create a more flexible system for call center operations. After a smooth and fast transition supported by Bright Pattern's expert integration team, the company downsized its physical operations center, freeing resources for business expansion.

Results

With Bright Pattern's omnichannel capabilities, 80024Support can offer more than just voice support to its help desk services. The company can now custom design the communications experience based on its clients' particular needs. The ability to offer clients any combination of voice, chat, email, SMS, and web self-service, and still retain a personalized, agent-driven customer experience is paramount to 80024Support's business strategy.

The company also reimagined its agent model and harnessed Bright Pattern's comprehensive agent tools to improve the work experience for its employees. Bright Pattern provides an easy-to-use agent interface that consolidates customer data and call history in a single environment. Presenting the "customer in context" helps agents deliver a more personalized experience and resolve interactions more efficiently, leading to a better customer experience.

The Bright Pattern platform also gives 80024Support more robust performance monitoring and analytics tools, so 80024Support can provide more transparency for its clients and design better customer experience strategies. The company uses these insights to improve its own business processes, such as training, call handling, and workflows, further increasing the return on its investment in cloud-based operations.

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|  Omnichannel platform with new channels |  High ROI from improved features and low cost |  Seamless migration from premise to the cloud |
|  100% uptime and access to latest technology |  Decrease in remote agent training time |  Seamless integration to existing software |



Bright Pattern makes us more agile, more nimble. It's made a night and day difference in what we can now offer our clients. With all the capabilities of Bright Pattern, we have almost unlimited options for realizing our vision. All we have to do now is execute.

