BRIGHT PAT•TERN + zerorez

Zerorez Cleans up Their Customer Experience, While Drastically Cutting Frustration of Remote Agents

Background

Zerorez is a fast growing carpet cleaning company that services over 60 cities across the United States. Through a franchising system and a network of dedicated local business owners, Zerorez Atlanta is able to provide their carpet cleaning services to a wide audience through a large team of cleaning specialists and customer service specialists. Zerorez Atlanta has built a strong customer base over the years through great customer service. Their customer review program boasts over 60,000 5-star reviews, which highlights the determination of Zerorez Atlanta to provide the best service possible. Zerorez Atlanta supports multiple digital channels to communicate with their customers, like inbound and outbound voice, web chat, and SMS.

Challenges

When Zerorez Atlanta moved agents remote at the beginning of the pandemic, they experienced uptime issues from their previous contact center platform, including outages lasting as long as five hours every couple of months. Their previous contact center platform also showed poor virtual capabilities, with agents experiencing issues connecting to their home office platform. Zerorez Atlanta also experienced problems with integrations and compatibility. They were very limited in integrating their proprietary CRM with their previous contact center software, and Zerorez Atlanta also experienced issues with Macintosh compatibility and support from the platform.

Objectives

- Find a solution they could recommend across all franchises
- Little-to-no downtime with high reliability
- Lower agent frustration with reliable platform
- Seamless integration with third-party SMS platforms like Podium
- Easy, seamless integration with proprietary CRM
- Lowered costs of maintenance and operation
- Fast and significant return-on-investment

I was amazed by how smooth and seamless the integration with Bright Pattern's platform was. Rebecca and Kelly, the onboarding specialists at Bright Pattern, were incredible to work with and all issues we've faced were immediately fixed within an hour or two.

Brandon Colton | Customer Care Operations Manager | Zerorez Atlanta

Solution

Zerorez Atlanta searched for a reliable cloud platform provider that can support their 100% remote workforce, and be integrated easily with their current software and proprietary CRM. After evaluating multiple vendors, including legacy vendors like Genesys, Zerorez Atlanta chose to partner with Bright Pattern. A combination of high amounts of flexibility and integrations, ease-of-use, modern technology and features, and lower maintenance and setup costs convinced Zerorez Atlanta to partner with Bright Pattern. Bright Pattern was set-up and deployed quickly and seamlessly for Zerorez Atlanta. Bright Pattern's platform was able to smoothly integrate with Zerorez Atlanta's existing CRM and technology. With seamless integration and no heavy investment, Zerorez Atlanta was able to immediately begin using Bright Pattern's platform.

> When we implemented Bright Pattern's platform, agent frustration dropped dramatically. Rather than spending all day fighting the software, agents are now helping customers. Bright Pattern has made being a 100% remote workforce easy and reliable.

Results

After implementing Bright Pattern's solution, Zerorez Atlanta was able to achieve all of the business objectives they set out to achieve. Zerorez Atlanta was able to support their fully remote workforce with no hassle, and they have not experienced any major issues since implementing Bright Pattern. With Bright Pattern's platform, Zerorez Atlanta saw a massive decrease in customer service agent frustration, complaints from agents dropping by 75%. Bright Pattern has had almost no downtime since implementation, allowing Zerorez Atlanta to provide great customer service with no downtime. Zerorez Atlanta also experienced cost savings and fast ROI due to a combination of lower maintenance and no downtime. Zerorez Atlanta saved on average $30 to $40 dollars per agent while also saving at least 30 seconds per call. Furthermore, Bright Pattern's software was able to diagnose connectivity issues and notify Zerorez Atlanta agents about whether the connectivity issues were caused by the agent's internet connection or not.

In the future, Zerorez Atlanta would like to integrate more technology with Bright Pattern's platform to make the customer and agent experience even better and more tailored for their use cases. In the upcoming months, Zerorez Atlanta would like to implement more AI into their CX operations through chat bots and webchat on their website. They would also like to integrate third-party SMS platforms into the Bright Pattern platform in the future.

- 75% reduction in agent frustration
- $30-$40 cost savings per agent license
- 30 second decrease in average handle time (AHT)
- 100% remote workforce with strong connectivity
- Self-diagnosis of connectivity issues
- 100% uptime with Active-Active architecture

> From the moment we partnered with Bright Pattern, the process couldn't have been smoother. After an easy implementation, we haven't experienced any major issues with Bright Pattern's contact center platform.

Brandon Colton | Customer Care Operations Manager | Zerorez Atlanta