



Randstad Improves Service Management ROI with Bright Pattern's AI-Powered Omnichannel Interaction Platform







Background

Randstad, a multinational employment/recruitment agency for temporary and permanent staffing, matches smart people with great jobs with the use of innovative, customer-centric technologies. Randstad operates in 39 countries managing a workforce of 100,000+ each week in the United States and Canada alone. With a strong passion for providing its customers with the best experience possible, Randstad began its journey to implement service management technology that could improve customer satisfaction while greatly improving ROI through automation and AI.

Challenges

Randstad was using Ivanti Service Manager, Ivanti Voice, and PeopleSoft to manage their internal IT Infrastructure and Human Resources for their staffing solutions. The company grows through acquisition and is constantly acquiring new call centers, requiring them to rapidly integrate businesses while reducing the impact on their talent (employees they are staffing).

Objectives

-  Integrate advanced automation features into existing service management software (Ivanti)
-  Automated routing with AI voice biometrics
-  Automate and deflect problem management calls
-  Utilize AI and bots to triage common incidence and assist service management agents
-  Centralize real-time reporting allowing their team to "act-in-the-moment"
-  ROI payback achieved in months and are now extending to other business units



At Randstad we've started looking at how to do things smarter. With Bright Pattern we delivered advanced functionality and automation and had an ROI payback of just a few months.



Challenges

- Working smarter and optimizing existing business processes
- Leveraging AI to drive scalability and better decision making
- Reliable automation to support high call volumes and continued growth
- Transforming the quality of agent interaction and the service experience
- Begin planning and working to accommodate future use cases—get ahead of future challenges



We started looking at how to do things smarter. How to increase the cadence of our service management, and utilize automation to streamline customer incidence.



Randstad made a business decision to move to the cloud and close all of their data centers. Ivanti Voice was not a cloud solution so replacements were considered. They looked at competitive products including solutions as diverse as British Telecom, Genesys, and others. Randstad eventually selected Bright Pattern because of the cloud capability, AI, Chat, SMS, and omnichannel experience that could be delivered to their end users.

Results

Randstad was looking for a consistent call center platform that they could leverage across various business units. They were also looking to leverage the solution with new and future acquisitions including the call center of a large, recently-acquired managed service provider in India. Bright Pattern was the solution that met their needs for scalability, flexibility, and stability. Bright Pattern also allowed Randstad to provide better services than they currently receive through Ivanti Voice, while maintaining integration with Ivanti Service Manager and PeopleSoft.

With the success Jessica and the Randstad team have seen in the IT department, other teams at the company including Accounts Receivable/Collections, HR, and the Call Center became interested in using Bright Pattern as their core platform as well. Randstad is excited for the next stage of ITSM maturity as they look to implement Bright Pattern AI for chatbots, Bright Pattern's dialer for collections, Bright Pattern's Conversational IVR, and more.



Call deflection allowing a reduction in workforce



ROI payback in months from automation and reduced workforce cost



Centralized reporting across all systems and channels



100% cloud-based solution supporting remote workforce



Easy drag-and-drop customer journey builder



Integration with existing Ivanti solution



Bright Pattern's support is seamless. Their team has been available after hours via chat, and even do screen sharing sessions 24/7.



We are constantly trying to push the limits with the Bright Pattern technology and find new ways to utilize the platform in all of our departments.

Jessica Osborn | IT Support Services Operations Manager | Randstad