BRIGHT PATTERN + level

Level Disrupting Smart Home Technology Market with innovative Product and Customer Experience with Bright Pattern

Background

Level is a new-to-market consumer electronics firm that is looking to disrupt the smart home sector with its innovative designs. Level's first product, the patented Level Lock (aka "the world's first invisible smart lock"), allows customers to simply change the core of their existing deadbolt without replacing keys or installing an entirely new lock. The key to Level's impending success is the ability to provide a world-class customer experience. In the hectic, pre-launch world of a startup like Level, finding the right CX platform was of the utmost importance.

Challenges

Level had secured capital, established partnerships with two Fortune 500 companies (a multinational retail chain and a prestigious home builder), and had designed an elegant and functional smart home lock. The next step for Level was to find a CX platform that was easy to set up and implement, and could scale quickly once they launched. Additionally, Level needed a platform that could seamlessly integrate with their current CRMs and expand to offer video—a crucial channel for customers who require help when installing a smart device.

Objectives

- Out-of-the-box integration with their current CRM

- Set up and implement prior to product launch

- Customizable platform that could be adapted for unique business processes

- Ability to scale voice and chat channels post-launch

- 100% cloud platform for business continuity and ability to deploy remote agents

- Addition of video and a seamless transition between all channels

> Bright Pattern is a very straightforward platform. It's easy to implement, it's easy to use and it has a great support team around it. I keep coming back to Bright Pattern because of the excellent support.

John Ward | Head of Customer Experience | Level

Solution

Early in 2019, Level began its search for a CX platform. Coincidentally, Jon Ward, Level's Head of Customer Experience, had worked with Bright Pattern at a different company. Ward knew right away what set Bright Pattern apart from other contact center software.

> It's great to have a product as robust as Bright Pattern that can integrate with our CRMs. It was pretty much a plug-and-play model for us.

"It starts with a great support team," Ward stated, adding "Something will inevitably go wrong. A quick phone call to Bright Pattern and I can easily get something done. You don't always get that with other contact center software."

Bright Pattern and Level started working together in June of 2019, ahead of an October product launch. Set up and implementation was effortless, and Bright Pattern easily integrated with Level's other software.

Results

Level is on the cusp of making a big splash in the smart home device market, so it's still a bit early for any quantifiable measures of success. However, for Ward, who is a one-man support team, the amount of time saved by having Bright Pattern in place is immeasurable.

The next big step for Level is to work with Bright Pattern to add the ability for customers to video chat with live customer support representatives. Self-installing home hardware can sometimes get tricky, so by allowing an agent to actually see the problem, it will save countless hours and increase customer satisfaction. This highly personalized approach to CX is what will catapult Level to the top of the smart home device market.

- Omnichannel functionality
- Fastest deployment in the industry
- Ease of use for admins and supervisors
- Advanced video capabilities
- Decrease in agent training time
- Integration to current CRM vendor

> The platform is easy to use. I do not have to invest as much time in the Bright Pattern platform as I would a lot of other platforms.

John Ward | Head of Customer Experience | Level