

Major Multi-State Retail Chain Selects Everise and Bright Pattern Contact Center to Deliver an Integrated and Intelligent Member Customer Experience



Background

A major multi-state retail chain in the United States looked to Everise and Bright Pattern to deliver an integrated and intelligent experience for members and customers. The company needed to provide omnichannel customer service to 75,000 customers during a global pandemic.

Challenges

The company's current vendor had been using multiple systems for multiple channels. They were working in silos and had siloed customer data. They sought a holistic, digital-first omnichannel solution to help them efficiently manage high customer call volumes.

The company also looked to add innovative automation and AI self-service channels to triage common customer issues.

Objectives



A solution that helped them innovate their customer service offering



Customizable platform that could be adapted for unique business processes



A dedicated partner in Everise and Bright Pattern



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



True omnichannel with cutting-edge channels



Bright Pattern offers a true omnichannel platform, built for the modern contact center. I haven't found anyone providing a better omnichannel platform.



Roger Meador | SVP of Information Technology | Everise

Selecting a Partner

Everise delivered an integrated omnichannel system over voice, email, chat, social media, and more using Bright Pattern's Cloud Contact Center AI. Everise added additional intelligence by integrating their XAGE Conversational IVR and chatbot technology into the voice and chat for automated account inquiries and case management.

The company is using Bright Pattern and Everise for ACD, Inbound/Outbound, Conversational IVR, Email, Web Chat, Chatbot, Fax, Social Media, Virtual Queuing, Multimedia Interaction Skills Based Routing, Music on Hold, Voice Script Repository, Post-Call Surveys, Call Recording Quality Management (CRQM), Screen Capture, Speech Analytics; CTI Integration with Zendesk for CTI and screen pop; IVR; Self-Service Channels for end customers; and, AWS, XAGE Middleware.

Results

Within the first month, Everise's integrated XAGE platform automated five self-service menus and has serviced approximately 75,000 users with an accuracy of 70%. Amidst the pandemic, the integrated cloud solution enabled Everise to transition quickly to a work-at-home environment and manage call volumes without sacrificing the member experience. Immediately after going into production, the chatbot and IVR successfully diverted over 50% of incoming chat and call volume, greatly reducing pressure on existing teams and scaling to meet spikes in demand.



Increased self-service channels



Increased automation to triage call volumes



Flexible cloud solution for remote workforce



Advanced omnichannel



AI-powered conversational IVR



Reduction in average handle time

See the Results of AI Powered Digital CX

[Watch Video](#)

