Web Chat

Offer your customers the convenience of web chat. It can lower costs, improve customer satisfaction and significantly improve online revenues. Web chat enables effective multitasking, considerably reduces per-transaction costs, and your customers will enjoy faster initial response times. An integral part of your customer service platform, online web chat is a must-have engagement channel for today's customers.

The Bright Pattern Difference

Our next generation contact center platform, ServicePattern™, unifies data across all channels, including voice and web chat, providing a full-circle view of all past customer interactions, voice or web-based. For analysis, reporting and monitoring purposes, a web chat looks no different from a voice call. So, instead of fractured data, you get true insights on all customer interactions, no matter what the channel, that support sound strategic and tactical decisions.

Comprehensive Tools for Ongoing Effectiveness

Have you ever wondered why a chat response is taking too long? We've thought through the chat experience from the customer's side, and implemented important features that let agents meet and exceed customer expectations. (Like seeing who has been waiting the longest.)

- Agents can easily transfer chats to another agent, or service, or conference them in for consultation.
- Agents can request help from supervisors or team leads by flagging a chat or via internal chat.
- Pre-written responses can save time and yet look personalized by inserting the customer's name.
- A life-saver in a crisis or newly developing situation, supervisors can quickly propagate best practices among agents by publishing pre-written responses.
- If needed, an agent can easily escalate a case by calling the customer.

Deliver a Tremendous Customer Experience

They key to a great customer experience is quickly getting the customer to the person who can actually resolve their problem. Agents can be effective only when they spend time on interactions that they are qualified to handle. ServicePattern includes the tools to make this happen.

- Based on customer responses to pre-chat scenario and contextual information from the web page, we can identify customers and categorize requests. Then, our skills-based routing connects the customers to the right agent the first time, every time.
- Queue escalation mechanisms allow you to minimize customer wait time by using overflow and the ability to distribute chat requests to larger teams.
- Priority levels allow you to reward your top customers with reduced waiting times.
- With advanced estimated waiting times functionality, ServicePattern allows you to not only tell the person on hold how long their wait will be, but to also make decisions early in the chat based on this key customer satisfaction metric.

Automate With Chat Scenarios

Our feature-rich chat scenarios allow you to identify customers and collect relevant data for precise routing, segmentation, and prioritization, as well as provide effective self-service.

- Scenarios can communicate with the customer by prompting them, collecting chat input, analyzing it, and replying back.
- The ServicePattern out-of-the-box scenarios tie directly to the routing system for accurate and reliable distribution for every chat.
- Customer requests are never lost or forgotten with scenarios, as each chat can be automatically associated with a ticket, updated, and followed up on once it is closed (before and after contact with an agent).
- Scenarios can pull customer data from your databases.
- Integrated access to salesforce.com data supports agent ability to handle customer needs quickly.
- Access SOAP and REST APIs in scenarios.
- Increase the number of self-service cases with the ability to send e-mails with attachments.

Complete Service Quality Management

ServicePattern provides all of the features you need to effectively measure and react to service quality issues, unified across all channels. All of the tools you need are there at your fingertips.

- Easily offer customer satisfaction surveys after each chat.
- Analyze survey results and access grading reports by service, team, and agent.
- Handle escalated chats and keep an ongoing eye on agents with chat monitoring, barge-in, and whisper coaching.
- Grade your agents on the fly, while you monitor the session; view recorded transcripts when you have time and grade / re-grade as needed.
- Search chats by a multitude of attributes to see a complete history and details of chat sessions.

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Next generation contact center in the cloud.

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Easy Website and CRM Integration

Embedding our click-to-chat widget is a snap—you'll be up and running in minutes. Simply select the desired look and feel and then copy and past the HTML code. You can offer multiple different services and widgets throughout your website, and manage multiple services easily with our administrator portal. Our widget will offer chat only during the hours of operation that you specify, and can take a message after hours.

Our integration with Salesforce[†] works 'out-of-the-box' and supports single sign-on, access to Salesforce objects, and agent screen-pops with scenario specific data. Access other data via industry standard methods.