OMNICHANNEL COMMUNICATIONS
FOR SERVICE**NOW**

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Get the most out of your ServiceNow platform investment by adding omnichannel communications.

Great service comes with great communications. Bright Pattern's Omnichannel Communications enable seamless customer conversations using voice, video and digital channels, all out of the box. Prebuilt applications give access to communication context and experts and knowledge workers who can assist with problem resolution or service request fulfillment.

Bright Pattern's Omnichannel Communications for ServiceNow comprises two applications:

- **Omnichannel Customer Contact** - respond in context to any customer inquiry that comes unsolicited or as a reply to notification; recognize the customers, record and distribute the interactions to analysts; capture customer satisfaction with post-transactional surveys, and assess analyst performance through an extensive set of reports

- **Expert Assistance** - bring experts or knowledge workers into customer conversations, in context, to resolve service inquiries faster

The **applications can be tailored** by ServiceNow administrators to accommodate their organization's business processes using provided omnichannel scenario builder.

All communication channels are supported, including voice, messaging, email, and video; Messaging applications include Facebook Messenger, LINE, Telegram, Viber and WeChat as well as web chat and SMS
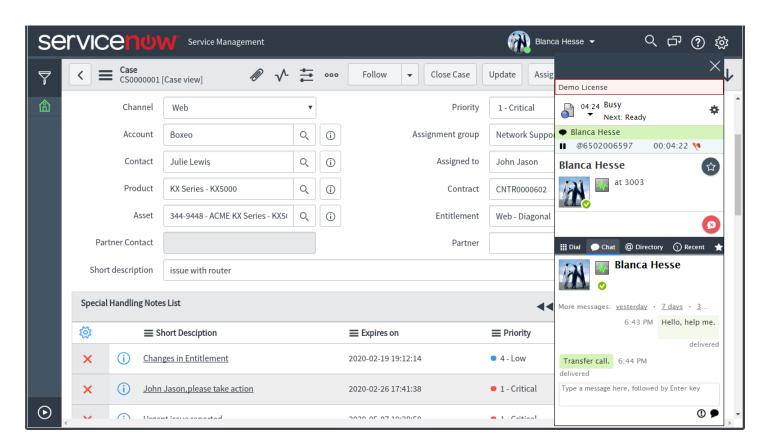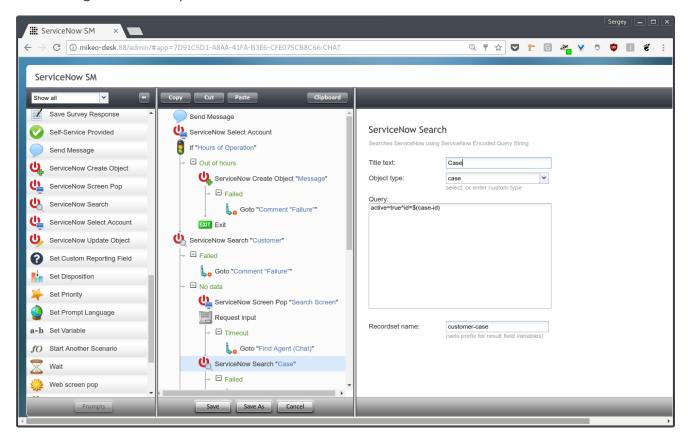
Omnichannel Application Platform

Bright Pattern's Omnichannel Communications are built on a platform that lets ServiceNow administrators to customize them for their organization's unique workflows.

Server-side Omnichannel Scenarios and Interactive Voice Response (IVR)

- Search (identification, personalization, segmentation)
- Create object
- Screen pop
- Update object
- Working with multiple Servicenow accounts
- Any web service access
- Any database access
- Any web application pop on user side, driven by URL query string parameters
- Skills-based omnichannel routing of chat and voice with priority and media precedence; multiple interactions on an analyst; priority overrides
- Chatbot API and off-the shelf bot integrations
- Omnichannel recording, transcripts and quality management
- Accurate tracking of analysts' time
- Saving interactions to activity log
- Analyst performance reports

Desktop Integration

- Dynamic user interface that morphs to the task at hand
- Built-in softphone and a number of ways to take phone calls using external devices
- Click to dial
- Chat (Facebook Messenger, LINE, Telegram, SMS, Viber, WeChat and webchat)
- Built-in knowledge base
- Email case management
- Multi-session chat on analyst
- Canned responses
- Directory access
- Call control (hold, transfer, conference)
- Multiple calls to analyst
- Send screen on transfer
- Disposition and notes
- Supervisor UI built into ServiceNow (real-time dashboards, multichannel monitoring and grading)

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