

# INTEGRATED CONTACT CENTER FOR ORACLE SERVICE CLOUD

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The integration of Oracle RightNow CRM with Bright Pattern cloud call center to drive agent productivity, improve customer experience and reduce agent load. Bright Pattern's Oracle Service Cloud integration covers both client- and server-side.

## Drive Agent Productivity

- Easy to use user interface reduces agent training requirements. The interface is seamlessly integrated into RightNow CRM
- One-click dialing with click-to-call capability saves agent time. It saves administrator's time too, because it works out of the box, without the need to modify forms
- Save agent time with a screen pop of the customer data coming with a call as a result of identification using RightNow data
- The context of past conversations helps agents to resolve calls faster. Call history is saved complete with notes, disposition and call recording to a task or a custom object



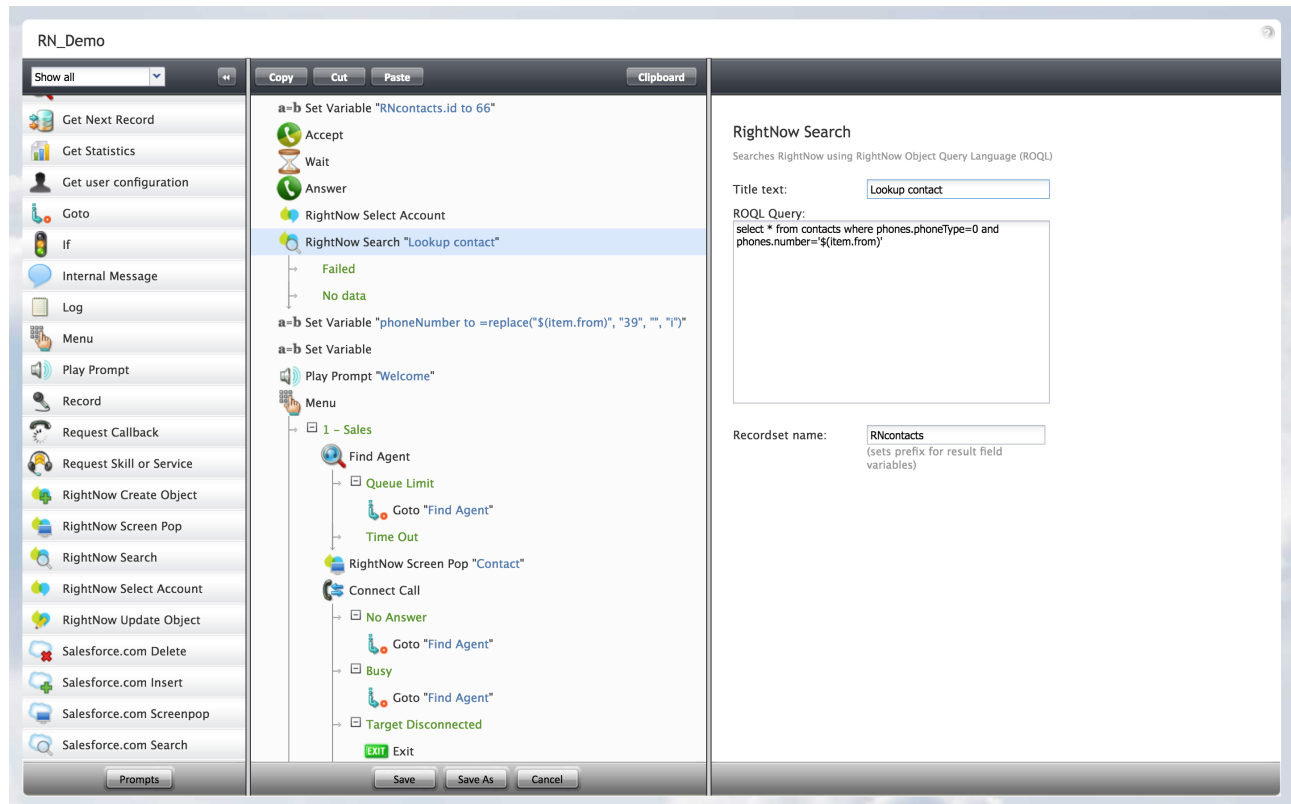
The screenshot displays the Oracle Service Cloud interface. At the top, there's a navigation bar with 'Home' and 'pts\_isv165\_bright - Oracle Service Cloud'. Below this is a toolbar with various actions like 'Undo', 'Save', 'Print', 'Copy', 'Delete', 'Spell Check', 'Guided Assistance', 'Propose', 'Best Answers', 'Offer Advisor', 'New Opportunity', 'Appointment', 'Links', and 'Info'. The main area is divided into several sections:

- Recent Items:** A search bar and a list of recent items including '170926-000001' and 'Ivan Malyskin'.
- Contact Record:** A form for contact 'Ivan Malyskin' with fields for Subject ('My printer is on fire!'), Reference # ('170926-000001'), Status ('Unresolved'), Organization Name ('Bright Pattern Inc'), Product ('[No Value]'), and Category ('[No Value]').
- Call History Table:** A table with columns: Date Created, bp\_To, bp\_From, RecordingURL, Service, and Duration. It lists 20 call records.
- Bright Pattern Agent Interface:** A sidebar on the right showing agent status ('Busy', 'Next: Ready'), a list of contacts for dialing, and a search bar for 'Enter search term'.

At the bottom, the status bar shows 'Logged in as: Fred Admin' and 'Editing 3 objects'.

Date Created	bp_To	bp_From	RecordingURL	Service	Duration
09/26/2017 05:41 PM	10034	16505294099	https://example.brightpattern.com/m	Support for ServicePattern	38
09/26/2017 06:31 PM	10034	16505294099	https://example.brightpattern.com/m	Support for ServicePattern	34
09/26/2017 06:38 PM	10034	16505294099	https://example.brightpattern.com/m	Support for ServicePattern	59
09/26/2017 06:51 PM	10034	16505294099	https://example.brightpattern.com/m	Support for ServicePattern	20
09/26/2017 06:55 PM	10034	16505294099	https://example.brightpattern.com/m	Support for ServicePattern	10
09/26/2017 06:56 PM	10034	16505294099	https://example.brightpattern.com/m	Support for ServicePattern	13
09/26/2017 06:58 PM	10034	16505294099	https://example.brightpattern.com/m	Support for ServicePattern	8
09/26/2017 07:03 PM	10034	16505294099	https://example.brightpattern.com/m	Support for ServicePattern	17
09/26/2017 07:19 PM	10034	16505294099	https://example.brightpattern.com/m	Support for ServicePattern	54
09/26/2017 07:21 PM	2089	19255482268	https://example.brightpattern.com/m	Support for ServicePattern	203
09/26/2017 07:21 PM	2089	19255482268	https://example.brightpattern.com/m	Support for ServicePattern	14
09/26/2017 07:26 PM	2089	19255482268	https://example.brightpattern.com/m	Support for ServicePattern	102
09/26/2017 07:46 PM	1925548226	2089	https://example.brightpattern.com/m	No Value	18
09/27/2017 12:25 AM	10034	19257983960	https://example.brightpattern.com/m	Support for ServicePattern	12
09/27/2017 08:00 AM	2089	19255482268	https://example.brightpattern.com/m	Support for ServicePattern	23
09/27/2017 09:05 AM	2089	19255482268	https://example.brightpattern.com/m	Support for ServicePattern	41
09/27/2017 09:07 AM	2089	19255482268	https://example.brightpattern.com/m	Support for ServicePattern	101
09/27/2017 09:14 AM	1925548226	2089	https://example.brightpattern.com/m	No Value	3

- The UI works with USB headsets via a built-in softphone, or through any PSTN phone number. Both options can be used by virtual agents working from home
- Track agent performance with real-time supervision tools and historical reports
- Inform teams about their productivity in real-time with wallboard displays



## Improve Customer Experience

- A customer is identified automatically, based on search by ticket number or any other data saved in RightNow
- Identified priority customers are served faster
- Service quality is ensured with built-in call and screen recording, monitoring and grading quality management tools
- A customer doesn't have to repeat their information on transfer, the information follows call through transfers
- Routinely assess customer satisfaction by specific area and pinpoint issues early with built-in post-transactional surveys attached to both service and agent performance reports

## Reduce Agent Load with Automation

- Automate frequent requests into self-service using IVR call scenarios: search, create and update data in RightNow in IVR scenario
- Create voicemail cases after hours or add voice messages to existing cases
- Capture abandoned calls in a preview campaign to call them back later during less busy hours
- Offer virtual queuing during peak call times to reduce abandonment

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