Success Starts Here

Bright Pattern Customer Success Series

Self-Service, Lead Enhancement Engine, thinkVoice, Uses Bright Pattern to Improve Agent Yield and Ensure Regulatory Compliance

Company Profile

ThinkVoice is leading the development of next generation contact center solutions, built in the cloud and powered by data. They are eliminating the waste and cost of traditional contact center technology and the redundancy of siloed virtual solutions by building solutions within your existing CRM, Marketing, and Support platforms.

Industry: Contact Center Tech
Website: www.thinkVoice.com

Overview

thinkVoice's self-service lead enhancement engine improves agent yield, delivers quality leads to end users, and ensures regulatory compliance, to better service the education, mortgage and insurance markets.

The engine is for marketers and advertisers that require regulatory compliant lead verification and qualification services to improve lead quality and scale operations.

Objectives

- Outbound TCPA Compliance
- Increased customer experience and retention
- Ease of use for agents with ability to work multiple campaigns

"thinkVoice has provided another perfect example of how to leverage Bright Pattern's APIs to build a remarkable application that adds tremendous value."

K. Kishinsky
CEO and Founder
Bright Pattern

Dynamic Form Capability

DC Cullinane, CEO of thinkVoice, said, "With tightened TCPA rules, marketers and advertisers looking for transparency to ensure continued compliance, while still being able to swiftly respond to consumer demand for their products or services. We are the answer."

At the heart of the system is the lead database, which is fed by multiple lead vendors, and a dynamic form capability for contact center agent screen pops, which delivers an industry standard form for every call, which unifies the data passed downstream to end-users.

The database front-end positively acknowledges or rejects every lead submitted in real-time, preventing duplicate, or incomplete, leads from entering the system at the fountainhead. This keeps bad data from entering the supply chain, and prevents lead vendors from billing for the same lead twice. The front-end also tracks rejected leads by source, and can automatically flag and shut down a lead vendor with high reject rates.

As leads come in, they are also categorized by industry and source. This is an important step for end-users to be able to select, via the self-service interface, the leads they receive downstream. They are also marked for priority.

After the leads have been accepted into the database, they are passed to the Bright Pattern dialer for qualification. The dialer pops a screen for the agent with a data-driven custom form, specific to each industry, and the agent needs only read a script to the contact and record the answers to the questions on the form. This method is fast and efficient, as the system automatically presents to the agent the correct form for each lead.

Some end-users require a mandatory disclaimer, such as, "Please be advised that an Acme Insurance Company agent will be calling you." The system knows which end-users require this, and will include that customized disclaimer in the script that the contact center agent reads to called party.

"Hot leads" are prioritized and sent to the top of the dialer list, and the form helps filter out poor quality leads before they proceed further downstream.

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>
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> CEO
> thinkVoice

Agents Work Multiple Campaigns

Agents are not restricted to individual campaigns – the system constantly works to present leads to any available agent, regardless of industry or campaign, to improve agent yield; it works because the form completion process is simple and quick for the agent. Agents are more productive, because they never sit idle waiting for the next lead in an individual campaign – they can work any lead for any campaign.

Leads that have been verified and enhanced are pushed via API directly to the end-user system, for their agent to take action. Hot transfers are accomplished with a simple push of the button on the part of the agent – no need for the agent to dial any numbers. This shorten handle times and reduces the opportunity for errors, as the agent doesn't need to manually dial or select transfer telephone numbers.

Reporting

Any data captured in the thinkVoice system, whether it be from the lead vendor or the contact center agent, can be used to populate a report.

thinkVoice provides reports back to lead vendors and to end-users, providing details on the quality of the leads as recorded by the engine. With the reporting engine, thinkVoice is able to provide complete cloud-based audits of the entire lead value chain, to document the increased value it adds at every step.

Typically, thinkingVoice provides reports on:
- Hot transfers
- Leads forwarded to end users
- Contact center and agent activities
- Lead vendor performance

Bright Pattern sends all call recordings directly to the end-user system for record keeping and compliance auditing.

Benefits of Moving to Bright Pattern

One of the many benefits of the thinkVoice model to the end-user is that it pushes the bulk of the low-level lead sourcing, qualification and value enhancement work back in the supply chain to thinkVoice and the lead vendors, allowing the end-user to focus on core competencies, such as writing insurance policies or enrolling students in education programs. Regulatory compliance is also enhanced, as the system drives contact centers and lead vendors to honor federal and state-level statutory guidelines, ensuring that end-users maintain their 'good citizen' status within their industry.