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# Success Starts Here

## Bright Pattern Customer Success Series



Sysnet Relies on Bright Pattern's Agile, Reliable Solution to Deliver Modern Customer Support Services at a Fast Pace

### Company Profile

Sysnet is a global market leader for compliance and cybersecurity in the payment card industry. Sysnet helps businesses improve security and helps payment processing organizations to reduce risk through market-leading software, end-to-end services, and best-in-class support.

**Industry:** Compliance and Cybersecurity in the Financial Sector

**Website:** <https://sysnetgs.com/>

### Overview

Sysnet's customers are large financial institutions that enable small- to medium-sized businesses to process credit and debit card transactions. The institutions do this on a global scale and obviously need to deal with an enormous amount of compliance and security challenges. Sysnet provides these financial institutions with software that simplifies this task and enables them to offer customer support to their merchants.

In 2017, Sysnet partnered with Bright Pattern to help create an end-to-end customer support service that financial institutions could brand as their own to help merchants with technical issues. This entailed supporting three call centers in Europe and the United States and ensuring seamless service for merchants 24/7.

### Objectives

- Provide exceptional localized care for international merchants
- Contain costs and maintain the reliability of the call center
- Ensure speedy training and adoption of the solution for a diverse range of agents

“ Bright Pattern promised and delivered a seamless integration. ”

—David Williamson, Strategy & Operations Manager, Sysnet

## Sysnet Contact Center Challenges

Sysnet operates in the financial services sector with many compliance and regulatory restrictions under PCI DSS. The company is extremely risk-averse and was looking for a partner who could ensure a trouble-free migration that could meet its aggressive timeline.

Sysnet was also looking for a solution that would improve its uptime percentage and could cut training and onboarding costs. The company wanted a simplified user experience for agents that enabled them to offer the best customer support with minimum complexity.

## Sysnet and Bright Pattern: Seamless Migration

Sysnet was already using a Bright Pattern solution resold through another vendor. Sysnet was extremely happy with the product. By going directly to Bright Pattern, Sysnet hoped to get the product it already loved, plus vastly improved support.

The relationship started in June 2017 when both teams got together to plan the migration. The timeline was aggressive, but both sides committed generous project resources to ensure a seamless migration process. On the actual migration day, a call bridge was set up and the teams worked diligently together to overcome each challenge as it happened in real time. Sysnet was impressed by the Bright Pattern team's external relationships with carriers and other third-party entities that ensured the migration happened with minimal fuss.

"Sysnet is very risk-averse. Bright Pattern promised and delivered a seamless integration. The Bright Pattern team was extremely responsive, keeping us constantly updated on everything they were doing," said Edward Corr, WFM and Operations Manager, at Sysnet.

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## Results of Switching to Bright Pattern

With a successful migration in the books, the Sysnet team started to look at uptime. Business continuity remains a primary focus for Sysnet.

Training and onboarding times have also been reduced and Sysnet is eagerly awaiting the next Bright Pattern version, where usability will be improved even further. In addition, Sysnet is looking to roll out the Bright Pattern solution to cover a complete omnichannel experience for its customers, starting with web chat. Soon, Sysnet will have a consolidated Bright Pattern contact management solution for all its channels.