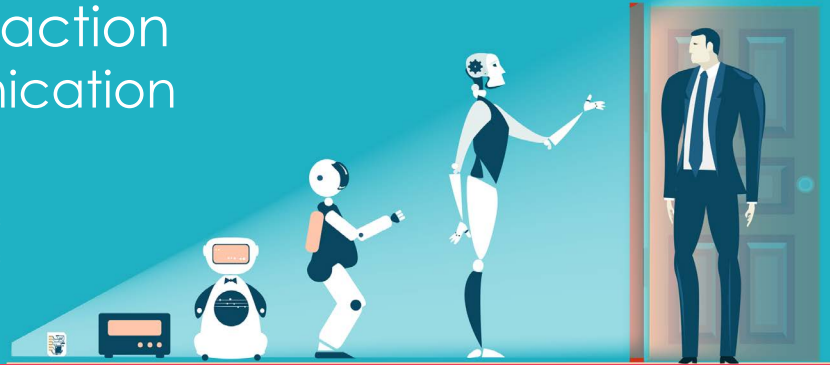# customer success series

improving customer satisfaction with omnichannel communication

BRIGHT PAT·TERN

Level and Bright Pattern: disrupting smart home technology with innovative cloud contact center software

overview

Level is a new-to-market consumer electronics firm that is looking to disrupt the smart home sector with its innovative designs. Level's first product, the patented Level Lock, began shipping in January 2020 and allows customers to simply change the core of their existing deadbolt, without replacing keys or installing an entirely new lock. The key to Level's impending success is the ability to provide a world-class customer experience. In the hectic, pre-launch world of a startup like Level, finding the right CX platform was of the utmost importance.

company profile

Level Home Inc. (Level) is a consumer electronics startup that designs smart home devices to seamlessly blend in with a customer's existing hardware. Level's first product, the Level Lock has been called "the world's first invisible smart lock."

objectives

- Set up and implementation of the Bright Pattern platform prior to launch
- Integrate with other software (CRMs)
- Ability to scale current channels (voice and chat) post-launch
- Addition of video and a seamless transition between all channels

"Bright Pattern is a very straightforward platform. It's easy to implement, it's easy to use and it has a great support team around it. I keep coming back to Bright Pattern because of the excellent support."

~Jon Ward, Head of Customer Experience at Level

contact center challenges

With any new venture, there are a lot of pieces that need to fit together prior to launch and Level was no different. They had secured capital, established partnerships with two Fortune 500 companies (a multinational retail chain and a prestigious home builder) and had designed an elegant and functional smart home lock. The next step for Level was to find a CX platform that was easy to set up and implement and could scale quickly once they launched. Additionally, Level needed a platform that could seamlessly integrate with their current CRMs and expand to offer video—a crucial channel for customers who require help when installing a smart device.

solution

Early in 2019, Level began its search for a CX platform. Coincidentally, Jon Ward, Level's Head of Customer Experience had worked with Bright Pattern at a different company. Ward knew right away what set Bright Pattern apart from other contact center software.

"It starts with a great support team," Ward stated, adding "Something will inevitably go wrong. A quick phone call to Bright Pattern and I can easily get something done. You don't always get that with other contact center software."

Bright Pattern and Level started working together in June of 2019, ahead of an October product launch. Set up and implementation was effortless and Bright Pattern easily integrated with Level's other software.

"It's great to have a product as robust as Bright Pattern that can integrate with our CRMs. It was pretty much a plug-and-play model for us," explained Ward.

results of switching to Bright Pattern

Level is on the cusp of making a big splash in the smart home device market, so it's still a bit early for any quantifiable measures of success. However, for Ward, who is a one-man support team, the amount of time saved by having Bright Pattern in place is immeasurable.

"I do not have to invest as much time in the Bright Pattern platform as I would a lot of other platforms," praised Ward.

The next big step for Level is to work with Bright Pattern to add the ability for customers to video chat with live customer support representatives. Self installing home hardware can sometimes get tricky, so by allowing an agent to actually see the problem it will save countless hours and increase customer satisfaction. This highly personalized approach to CX is what will catapult Level to the top of the smart home device market.