

customer success series

improving service management
with an AI-powered omnichannel
interaction platform

BRIGHT PATTERN



Randstad improves service management ROI with Bright Pattern's AI-Powered Omnichannel Interaction Platform

overview

Randstad, a multinational employment/recruitment agency for temporary and permanent staffing, matches smart people with great jobs with the use of innovative, customer-centric technologies. Randstad operates in 39 countries managing a workforce of 100,000+ each week in the United States and Canada alone. With a strong passion for providing its customers with the best experience possible, Randstad began its journey to implement service management technology that could improve customer satisfaction while greatly improving ROI through automation and AI.

objectives

- Integrate advance automation features into existing Service Management software (Ivanti)
- Automated routing with AI voice biometrics
- Automate and deflect problem management calls
- Utilize AI and bots to triage common incidence and assist service management agents
- Centralize real-time reporting allowing their team to "act-in-the-moment"
- ROI payback achieved in months and are now extending to other business units

service management challenges

Randstad was using Ivanti Service Manager, Ivanti Voice, and PeopleSoft to manage their internal IT Infrastructure and their Human Resources for their staffing solutions. The company grows through acquisition and is constantly acquiring new call centers, requiring them to rapidly integrate businesses while reducing the impact on their talent (employees they are staffing).



"At Randstad we've started looking at how to do things smarter. With Bright Pattern we delivered advanced functionality and automation and had an ROI payback of just a few months."

~Jessica IT Support Services Operations Manager of Randstad

Top Five Service Management Challenges:

- Working smarter and optimizing existing business processes
- Leveraging AI to drive scalability and better decision making
- Reliable automation to support high call volumes and continued growth
- Transforming the quality of agent interaction and the service experience
- Begin planning and working to accommodate future use cases—get ahead of future challenges

Randstad made a business decision to move to the cloud and close all of their data centers. Ivanti Voice was not a cloud solution so replacements were considered. They looked at competitive products including solutions as diverse as British Telecom and Genesys and others. Randstad eventually selected Bright Pattern because of the cloud capability, AI, Chat, SMS and the Omnichannel experience that could be delivered to their end users.

“We started looking at how to do things smarter. How to increase the cadence of our service management, and utilize automation to streamline customer incidence,” said Jessica IT Support Services Operations Manager of Randstad.

Bright Pattern AI-Powered Interaction Platform for Service Management

Randstad was looking for a consistent call center platform that they could leverage across various business units. They were also looking to leverage the solution with new and future acquisitions including the call center of a large, recently acquired managed service provider in India. Bright Pattern was the solution that met their needs for scalability, flexibility, and stability. Bright Pattern also allowed Randstad to provide better services than they currently receive through Ivanti Voice, while maintaining integration with Ivanti Service Manager and PeopleSoft.

AI-Powered Service Management with Bright Pattern

- ROI payback in months through advanced automation and reduced workforce cost
- Call deflection allowing a reduction in workforce expenditure
- Centralized reporting across all systems and channels
- 100% cloud-based solution with no issues accessing agent desktops remotely
- Easy drag-and-drop customer journey builder allowing managers and supervisors to make changes on the fly with no additional professional service fees

“Bright Patterns support has been seamless regardless of the time of day. I have been able to connect with the Bright Pattern team via chat after hours, and even do screen sharing sessions 24/7 explaining everything in an effortless way. I have been extremely impressed with their dedication to supporting us as a customer. The support and stability at Bright Pattern is completely different from what we were used to,” said Jessica IT Support Services Operations Manager of Randstad.

With the success Jessica and the Randstad team have seen in the IT department, other teams at the company including Accounts Receivable/Collections, HR, and the Call Center are interested in using Bright Pattern as their core platform as well. Randstad is excited for the next stage of ITSM maturity as they look to implement Bright Pattern AI for chatbots, Bright Pattern's dialer for collections, Bright Pattern's Conversational IVR, and more.

“We are constantly trying to push the limits with the Bright Pattern technology and find new ways to utilize the platform in all of our departments,” said Jessica IT Support Services Operations Manager of Randstad.