BRIGHT PATTERN + EVERISE

Everise Trusts Bright Pattern's Agile, Reliable Solution to Deliver Modern Customer Support Services at a Fast Pace

Background

Everise PX offers innovative technical product support for IoT and smart home device brands that is completely re-engineered around deep user-product integration and based on a foundation of pervasive customer loyalty. Everise aims to continuously improve customer experience by using innovative contact center methodology that combines cutting-edge technology with tech-savvy, customer-oriented contact center representatives. With Bright Pattern's omnichannel contact center technology, Everise can rapidly and reliably bring new technical support centers online and give agents a full suite of integrated tools.

Challenges

Everise needed a reliabile solution with rich functionality. Their initial list of requirements was several hundred items long. Beyond evaluating feature sets, reliability, and security, they also looked at vendors' support models, integration with popular CRMs, and ease-of-use. Above all, Everise looked for a partner who placed a high value on taking customer experience to the next level.

Objectives

- Modern omnichannel solution that can evolve to meet new business needs

- Partner with a vendor dedicated to improving customer experience

- Empower and equip agents with the right tools and technologies

- Mature cloud technology with 100% uptime, active-active architecture

- Flexible and scalable platform to support their growth

- Out-of-the-box integrations with the CRM vendors already in use

> Bright Pattern offers a true omnichannel platform, built for the modern contact center. I haven't found anyone providing a better omnichannel platform.

Roger Meador | SVP of Information Technology | Everise

Solution

When Everise is tasked with building a contact center for a new IoT or Apple Help Desk client, they prefer to use the Bright Pattern solution because of its rich feature set and stable technology. Bright Pattern's platform also integrates seamlessly with popular CRMs, enabling Everise to easily customize a new contact center for every client. Meador notes, "we can do things with Bright Pattern, like detailed skills based routing, that would be very difficult with other contact center solutions."

> Our contact center infrastructure is mission-critical because it provides our primary value proposition.
>
> Bright Pattern can do detailed skills based routing, impossible with other contact center solutions.

Results

The Bright Pattern Agent Desktop gives each agent the right information and tools to quickly respond to voice, chat, and SMS requests, resolve issues, and capture customer feedback for the client. "Our agents just come in, sit down, log into Bright Pattern, and get to work." says Meador. And because Bright Pattern is cloud-based, Everise can continuously improve its contact center services over time.

Everise is delivering a new model for outsourced technical support services, and the Bright Pattern cloud contact center solution is integral to its success. "Our contact center infrastructure is mission-critical because it provides our primary value proposition," says Meador. "Bright Pattern delivers everything we need and more."

30X
BPO growth; and growth in agents using the Bright Pattern platform

100%
100% uptime for a massive decrease in outages

Fastest growing company in central Texas; awarded to Trusource Labs which has rebranded to Everise PX

50%
50% decrease in agent training time due to ease-of-use

> Bright Pattern did better at meeting our initial requirements than anyone else. And they've continued to listen and collaborate with us on new features.
>
> As our business matures and our customers' needs evolve, we need a contact center infrastructure that we can rely on to evolve with us.

Roger Meador | SVP of Information Technology| Everise