

## Bright Pattern Helps BPO, The Connection, Transition from Existing Legacy Technology to the Cloud



### Background

The Connection—a large-scale BPO and customer care provider—has been in the CX space for over 36 years, providing services to innovative Fortune 500 companies. The company provides a wide range of services and call center outsourcing. The Connection has deep-seeded roots along with a large footprint in the CX space. Instead of providing a list of standardized services to clients, The Connection focuses on a tailored approach with customer-specific goals at the forefront. This nimble, pragmatic approach has been a success with customers.

### Challenges

The Connection was servicing clients with a 20-year-old premise-based platform that was far from flexible. The Connection took time to evaluate nearly every CX platform on the market. From large-scale, on-premises systems to small, cloud-based start-ups, The Connection searched high and low to find the best fit for their organization. Ultimately, it came down to the people behind the technology at Bright Pattern.

### Objectives



Move from a legacy system to a cloud platform with 100% uptime



Provide a full suite of services, but allow for customization



Integrate creative solutions to maintain the entrepreneurial culture



Add digital channels and features, like SMS, AI, and voice recognition



Out-of-the-box integrations to top CRM vendors already in use



Partner with a vendor dedicated to improving customer experience



Bright Pattern has been critical to our success. After evaluating numerous vendors, other solutions didn't come close to proving the functionality provided by Bright Pattern.



## Solution

The Connection began a pilot of Bright Pattern in May of 2017 with a full rollout to be completed within two months. By July of 2017, Bright Pattern's platform was implemented at The Connection. Because The Connection had many integration and customization needs in order to break down existing data silos, Bright Pattern remained a dedicated partner—even adding new features specific to The Connection—through the end of the year.



We were extremely entrenched in the premise-based technology. We needed a solution that was more flexible and scalable. So, after 20 years, the search was on to find a new customer experience platform provider.



## Results

The Connection continues to give its clients the flexibility of adding their own voice providers or CRMs so they can meet their goals. Unlike The Connection's legacy system, Bright Pattern's flexible platform and ability to leverage open APIs allows The Connection to do what it does best—be a large-scale BPO provider, but continue to act as a boutique CX shop. "It's been a great fit...with the business relationship, operationally, and culturally," confirmed Unruh.

With the Bright Pattern in place, The Connection has flexibility to leverage tools like speech analysis, AI, and channels like SMS and webchat. The Connection has also implemented a self-service IVR resulting in an 80% call deflection rate. Additionally, with Bright Pattern's streamlined UI, the company has seen big improvements in key metrics like reduction in Average Handle Time (AHT) by 33%.

**80%**

80% call deflection using a self-service IVR

**100%**

100% uptime for a massive decrease in outages



Integration flexibility with open APIs and effortless CRM integrations

**33%**

33% decrease in average handle time (AHT)



We position ourselves as a boutique, customized BPO. We were looking for a company that would be a true partner. A partner with a innovative team and creative, out-of-the-box thinking...we found that in Bright Pattern.

