BRIGHT PATTERN + MARKETSOURCE

MarketSource Provides Recruiters and Sales Reps Additional Channels with Bright Pattern's Omnichannel Contact Center Software

Background

MarketSource, an Allegis Group company, is the proven alternative to traditional sales outsourcing. The company believes that better sales begin with better relationships. For over 40 years, MarketSource has partnered with organizations of all sizes to recruit, train, and manage sales professionals, brand ambassadors, product experts, and passionate professionals. Better sales are simply MarketSourced.

Challenges

MarketSource believes in better relationships, both internally and externally. Fostering deep connections between people and brands has been a fundamental tenet since 1975. As technology has advanced and the channels of communications for customers opened, MarketSource saw an opportunity to re-calibrate their customer experience.

Throughout the company's testing of other CX platforms, they identified a need for historical records, omnichannel contact tracking, and an advanced telephone user interface. In addition, MarketSource desired a true omnichannel solution with customizable reporting and workflows without customization needed.

Objectives

- Access to historical customer data and call tracking

- Omnichannel customer experience platform with native channels

- Customizable reporting and customer journey workflows

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

- Ability to scale quickly and service remote teams

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

> Since the implementation of Bright Pattern, MarketSource gained the ability to build custom reports for different teams, access robust call tracking, utilize historical customer data, scale usability and offer service to remote teams.

Solution

Ultimately, MarketSource decided that Bright Pattern checked all of the boxes. With the assistance of Customer Success Representative Kelly Hunt, MarketSource was able to transition to Bright Pattern Contact Center with ease. The Bright Pattern customer success team was able to demonstrate the feature-rich platform and reinforce the value proposition to everyone involved.

> ❝ This is the smoothest transition and the most uneventful implementation that I can recall within the company. ❞

Results

Since the implementation of Bright Pattern, MarketSource gained the ability to build custom reports for different teams, access robust call tracking, utilize historical customer data, scale usability and offer service to remote teams.

Rolling Bright Pattern out to segmented teams (e.g., business development, account managers, lead generation specialists) was the main priority. These teams are mostly remote and, in some areas, utilize specialized software to capture new clients. By switching everyone to Bright Pattern, MarketSource effectively streamlined its workforce and increased productivity. No matter how MarketSource decides to utilize its new CX platform in the future, Bright Pattern will always be there to assist along the way.

- Integration with existing Salesforce CRM
- Robust solution that can be adopted in other business units
- Centralized reporting across all systems and channels
- 100% cloud-based solution supporting remote workforce
- Easy drag-and-drop customer journey builder
- New digital and mobile communication channels

> ❝ Bright Pattern's ability to integrate with other platforms is very valuable. Their team suggested a custom solution...specifically to fit our needs. That was absolutely huge! I cannot say enough good things about Bright Pattern and their customer success team. ❞