

VIPdesk Provides Elevated Customer Experiences to Luxury and Premium Brands with Bright Pattern Cloud Contact Center



Background

VIPdesk is a leader in outsourced customer service and a pioneer in providing high-touch customer care services to brand-conscious companies. Their customers include some of the most iconic luxury brands and retailers, beauty product providers, consumer electronic companies, home services companies, video streaming and on-demand services, catering marketplaces, and membership organizations within North America. VIPdesk hand selects dedicated teams of home-based brand ambassadors and arms them with the resources to deliver authentic and elevated customer experiences.

Challenges

VIPdesk has spent a lot of resources in developing brand ambassadors, but it lacked the tools needed to align fully with its clients' expectations. VIPdesk Connect wanted a platform that was completely cloud-based since its employees are all decentralized. Additionally, the firm wanted the ability to experiment and iterate in order to always be at the forefront of the customer experience. VIPdesk Connect also wanted a partner that shared its core values of transparency and simplicity.

Objectives



Most innovative software to elevate customer experience



100% cloud platform for business continuity and ability to deploy remote agents



Customizable platform that could be adapted for unique business processes



Dedicated partner with shared values of building exceptional experiences



100% uptime with active-active architecture and instant access to newly released versions of the platform



A platform that removes friction and empowers brand ambassadors



Out-of-the-box and customizable integration to current Zendesk CRM



Because Bright Pattern offers such a variety of native channels, experimentation is easy. Implementing a new channel is simple because Bright Pattern built all the channels in house on a true omnichannel platform that creates a seamless customer experience.



Solution

VIPdesk was already using a Bright Pattern solution resold through another vendor. VIPdesk liked the product but was not pleased with the limited updates and complicated pricing. By going directly to Bright Pattern, VIPdesk hoped to get the latest, cloud-based solution with a simplified pricing model. Due to its familiarity with the platform, VIPdesk took migration into its own hands and completed the switch in one week. The few problems that VIPdesk did encounter were quickly resolved by the Bright Pattern team.



The Bright Pattern team had our contact center software up and running in weeks instead of months. Onboarding was made simple with the dedicated support and account management team.



Results

After a successful migration, VIPdesk Connect's associates now have the most up-to-date, technologically advanced software solution in the CX industry. In addition to the latest software, VIPdesk Connect has the capacity to scale at a moment's notice without the annoyance of having to deal with telcos or suffer drops in call quality. To date, VIPdesk Connect has not reported any outages.

"We don't have outages anymore...a lot of our challenges went away when we moved to Bright Pattern," said Jeff Kramp, Vice President of Technology at VIPdesk.



Dedicated partner and engineering team



Fastest deployment in the industry



Ease of use for admins and supervisors



100% uptime and access to latest technology



Decrease in agent training time



Integration to current CRM vendor



We love the ease of use of the platform and the endless omnichannel capabilities. It is an open platform which allowed us to integrate with our key software platforms such as Zendesk.



We switched over from Interactive Intelligence 4 years ago and have been really happy. We had 100% up-time and enjoy the cooperation with their software developers and management team.