

Leading BPO in Peru, Vivax, Provides Innovative Services with Bright Pattern Omnichannel Contact Center



Background

Vivax is a contact center specializing in Customer Relationship Management (CRM) and the use omnichannel contact center technology. The company believes that innovative technology is a key element to achieving the objectives of their customers. Vivax is made up of a team of contact center and customer support professionals in Peru and abroad.

Thanks to their continuous training and cutting-edge programs, they carry out massive communication through all channels, with efficient actions and follow-ups in all communications channels. Vivax focuses on the satisfaction of their clients, through innovative services which provide tangible results.

Challenges

The great challenge for Vivax was to offer to their customers innovative and fast customer support services. The company wanted to offer a true omnichannel solutions to their customers, but the technology Vivax had was far from that.

Objectives



Advanced integrations to top CRM providers



A solution that helped them innovate their customer service offering



Customizable platform that could be adapted for unique business processes



A dedicated partner in NewGO and Bright Pattern



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



True omnichannel with cutting-edge channels



Bright Pattern and NewGO's advice is an added value, as many platforms can operate in the cloud, but obtaining expert guidance and tailoring it to our needs was critical for us.



Selecting a Partner

Always looking to improve the service they provide to their customers, Vivax Contact Center began to evaluate different platform alternatives to bring a real omnichannel solutions to their customers. Vivax trusted NewGO and their experience in the contact center industry and Bright Pattern for their Cloud Contact Center solutions. With NewGo and Bright Pattern, Vivax brought the omnichannel experience to their customers to solve current challenges that existed with their existing solution.



In NewGO we found the strategic partner we needed. Implementation was a transparent and orderly process. In a couple of weeks, we were already operating with Bright Pattern.



Vivax stated that the Bright Pattern's omnichannel platform was very easy to use, very complete in reporting, flexible and strategic for their business success and growth.

Results

Implementation was a transparent and orderly process. Bright Pattern partnered with NewGO to implement the omnichannel platform for Vivax. The onboarding was completed in just a few short weeks. To meet Vivax's requirement for a fast implementation, the company's phone provider also had to act quickly, and NewGO was involved and supported Vivax from start to finish.

Vivax highlights that the Bright Pattern platform allows them to easily switch from one channel to another, and interact with more than one channel at the same time. The omnichannel platform also allows the Vivax team to manage interactions on all channels and track and report on the entire customer journey across all channels.



Increased contactability



Increased close rate for new business



Increased customer satisfaction



Advanced omnichannel



Decrease in agent training time



Advance integration capabilities



We never received a NO from Bright Pattern and NewGO. They always looked for solutions. NewGO is really a 24/7 partner, proactive and results-oriented. Our work with NewGO on the implementation of Bright Pattern's omnichannel platform can be summarized by satisfaction and profitability.

