BRIGHT PATTERN + NAVER

Naver, 'The Google of South Korea', Goes Remote with 100% Cloud Contact Center for Business Continuity and Employee Safety

Background

Naver is the leading search engine in South Korea, handling nearly 75% of all web searches with 42 million enrolled users. Naver is also the creator of the top messenger app in Asia-Pacific, LINE, which is used by over 600 million users, including 25 million in the U.S. Naver is the 9th most innovative company by Forbes and 6th Fortune 50 company.

Challenges

Amidst the COVID-19 pandemic, many governments put their countries under lockdown to slow the spread of the virus. Putting a high priority on following the rules and keeping its employees and community safe, Naver looked for a way to move all agents to a remote setup while maintaining the efficiency of working in the office. Supporting hundreds of millions of users daily, Naver needed a cutting-edge cloud solution that ensured business continuity as the workforce pivoted to the home office.

South Korea is arguably the most innovative country globally when it comes to mobile innovation. Naver needed a platform that could support more mobile messengers and emerging channels without any expensive overhauls and bolted-on systems.

Objectives

- Enterprise functionality that can support thousands of agents

- 100% cloud-based solution to support business continuity and remote agents

- Omnichannel capabilities to seamlessly interact across all channels

- Partner to lead them through their move to a remote workforce

- Security and compliance for 100% remote workforce

- Platform that supports popular mobile messengers like WhatsApp, WeChat, LINE, KakaoTalk, Facebook Messenger, Twitter, and more.

[Bright Pattern's cloud contact center software] is expected to keep the customer center staff free from the dangers of a COVID-19 infection.

Customer Support Leader | Naver

Solution

Naver was a Bright Pattern partner prior to the outbreak of the global COVID-19 pandemic. When the outbreak began and Naver needed to respond, they worked together with Bright Pattern to transition to a fully remote workforce. Due to the nimbleness of Bright Pattern's system, Naver was able to get their remote workforce up and running very quickly. Bright Pattern's solution was fully cloud capable, and gave Naver the flexibility it needed to transition their agents to the home office.

Naver is an innovative company at the forefront of digital transformation. Due to this, Naver is expanding its customer service through providing great customer experiences through emerging channels. Naver is seeking to expand Bright Pattern's omnichannel platform to assist in integrating messenger apps that are popular on the South Korean market into it's customer service platform. Messaging apps like LINE, WhatsApp, and WeChat are all part of Naver's plans for channels to expand into with Bright Pattern's platform. Naver is also exploring the AI capabilities of Bright Pattern and seeking to implement Bright Pattern's best-of-breed AI to help with agent and customer assistance.

Results

With Bright Pattern's cloud-based platform, Naver was able to fully transition to a remote workforce quickly and smoothly. In a matter of weeks, Naver was able to go fully remote as businesses quickly responded to the COVID-19 pandemic. As a result, Naver was able to keep all employees safe and healthy, and follow government lockdown laws. Naver was also able to deliver great customer experiences just as efficiently as before the pandemic. As a result, Naver's agents were able to perform just as efficiently as when they were in the office, allowing Naver to maintain business continuity.

In addition to responding effectively to the pandemic, Naver's customer support team was able to keep up with the latest in channels of communication with Bright Pattern's platform. Naver is at the forefront of communication innovation in South Korea, developing apps like LINE and maintaining one of the largest search engines in the world. Through Bright Pattern, Naver was able to continue supporting all emerging channels of communication. Bright Pattern supports almost all mobile messengers, including LINE, WhatsApp, WeChat, LINE, KakaoTalk, Facebook Messenger, Twitter, and more. Through Bright Pattern's platform, Naver was able to support more channels than ever before and deliver exceptional customer service on any channel.

Dedicated partner and engineering team	Fastest deployment in the industry	Remote reporting capabilities
100% uptime and access to latest technology	Decrease in remote agent training time	Access to latest social messaging apps

> Bright Pattern and Naver have a common focus on innovative mobile and digital-first cloud technology, including social messengers such as LINE. Our ability to provide a complete omnichannel cloud platform makes us a perfect strategic fit to help them realize their contact center vision.

Ted Hunting | SVP of Marketing | Bright Pattern