BRIGHT PAT•TERN + weebly

Weebly Finds Bright Pattern Drastically Easier to Use Than Its Legacy Call Center Technology

Background

Weebly is a complete platform that allows anyone to start and grow an online business with curated website templates, powerful ecommerce, and integrated marketing. More than 40 million entrepreneurs around the world use Weebly to grow their customer base, fuel sales, and market their ideas.

Their award-winning Success Team is on-hand to help customers with issues and to ensure Weebly customers can meet their goals. In addition, there is a thriving Weebly community with content and help provided by Weebly staff and users. The Success Team is made up of 100 customer service agents who serve over 50 million customers and handle 20,000 calls per month.

Challenges

Before engaging Bright Pattern, Weebly was using a legacy solution that had complex configuration issues, sub-standard call quality, and poor customer service and relationship management. Weebly was also looking for a solution that could scale to handle their growth and stay within their current budget.

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

- Out-of-the-box integrations for Salesforce and Zendesk

> Thanks to Bright Pattern, we can now focus on the customers who have paid for our help and give them the support they are entitled to. We can demonstrate the value of paid support and deal with their issues promptly.

Aaron EcElroy | Senior Director of Customer Success | Weebly

Challenges

Weebly operates with a start-up mentality and is focused on finding the balance between aggressive growth and exceptional customer service. The company uses an array of solutions and technology for emails, voice, chats, surveys, and analytics.

During the process of finding a call center partner, Weebly was transitioning its entire CRM to Salesforce and phasing out its Zendesk activity.

Weebly wanted a solution that was easy to configure and simple for their agents to learn and use. Its legacy system was visually clunky and the company had a hard time customizing it to suit its needs.

There was no increase in budget for a new solution. Weebly looked for a partner who could contain costs, yet be nimble and responsive. Weebly needed a partner that could deliver the kind of customer service that Weebly needed, while being able to perform the transition smoothly in a critical time in Weebly's growth.

A specific challenge was how to deal with customers who were entitled to phone support versus customers who had not paid for this service. Call times were getting longer and customer satisfaction was being impacted.

> Bright Pattern had a solution up and running in weeks!

Results

Bright Pattern developed an IVR for all callers that took them through a simple identification process. This replaced the legacy system of treating all callers the same and having people wait a long time on hold only to find out that they could not talk to an agent.

Customers who had paid for support were routed immediately to an agent to have their issue addressed. If customers were not entitled to phone support, they were routed to self-service and online help, including forums and FAQs.

This automated routing system drastically cut down on the customers' waiting time and removed a significant bottleneck in the Weebly customer care experience.

The entire solution was deployed in under eight weeks after a brief trial period.

- Dedicated partner and engineering team
- Fastest deployment in the industry
- 100% cloud-based solution supporting 100% uptime
- 100% uptime and access to latest technology
- Decrease in agent training time
- Integration to current CRM vendor