

Frost & Sullivan Contact Center Buyer's Guide

Frost & Sullivan Profiles Bright Pattern as a Top Vendor in Latest Contact Center Software Report

Bright Pattern places as a top vendor in the latest Frost & Sullivan Contact Center Software Buyers Guide for the second consecutive year. Coming off of a record growth year for Bright Pattern with over 100% bookings growth, the company is being recognized for its omnichannel conversations capability, omnichannel quality management, ease of use, customer satisfaction, reliability, AI innovation, and its new omnichannel interaction platform for IT Service Management.

Bright Pattern Strengths as Recognized by Frost & Sullivan Include:

Breadth of Platform Capabilities

- All channels are native to the platform, enabling true omnichannel conversations and omnichannel quality management.
- Bright Pattern is one of the first providers to offer customer service messaging apps.
- Out-of-box integrations to CRMs and applications like Microsoft Teams for remote agents.

Ease of Use/Deployment and Industry-Leading Availability

- Due to the simplicity of the platform, Bright Pattern offers low license costs and professional services at a fraction of the cost of many other cloud-based vendors.
- Bright Pattern provides 100% global availability, on the fly upgrades, and active-active topology that can support up to 10,000 plus concurrent users in a single instance.
- One of the first cloud-agnostic platforms allowing the customer to utilize Amazon, Azure, or other data centers.

High Customer Rankings/Customer-Focused Development

- For two consecutive years on Capterra, G2 Crowd, and other "not for pay" customer review sites, Bright Pattern customers rank the company higher than virtually every other cloud contact center, in categories from customer support to feature content. G2 Crowd noted that Bright Pattern had the highest ROI in the industry and fastest time to deploy at half the industry average.
- A customer and partner-led organization, Bright Pattern's R&D is heavily driven by customer/partner feedback. For instance, its recently launched QM product saw 80 top feature requests from partners.



Bright Pattern provides 100% global availability and an active-active topology. All channels are native to the platform enabling true omnichannel conversations and omnichannel quality management.





COMPANY PROFILE

Bright Pattern

COMPANY BACKGROUND AND CURRENT PERFORMANCE

Bright Pattern was founded in 2010 as a provider of SaaS-based contact center solutions. The company name came from the idea of “making customer service brighter, easier, and faster than ever before,” with a focus on enterprise scalability and true omnichannel capabilities and with the goal of offering the greatest simplicity and lowest cost in the industry. Its founders came from within the contact center industry and include some of the original engineers who created enterprise contact center software at Genesys, as well as engineers who developed CRM solutions at FrontRange. The company took an early investment from Aspect to develop on a cloud-based platform, the result of which was Zipwire, Aspect’s entrée into cloud contact centers.

Based in South San Francisco, CA, the company has additional offices in California, Australia, Russia, and Japan. The company has two data centers in the United States and one each in Ireland, Australia, Japan, Singapore, and South Africa.

After a few years as primarily an engineering-driven company, Bright Pattern in 2017 began the expansion of its executive team to focus on building the business more aggressively from a sales and marketing standpoint. Bright Pattern refreshed its executive leadership by naming board member Michael McCloskey, a former president of Kana and Genesys, as CEO. In 2018, to assist in the sales and marketing build-out, another tenured Genesys executive, Ted Hunting, joined after 14 years as senior vice president of marketing.

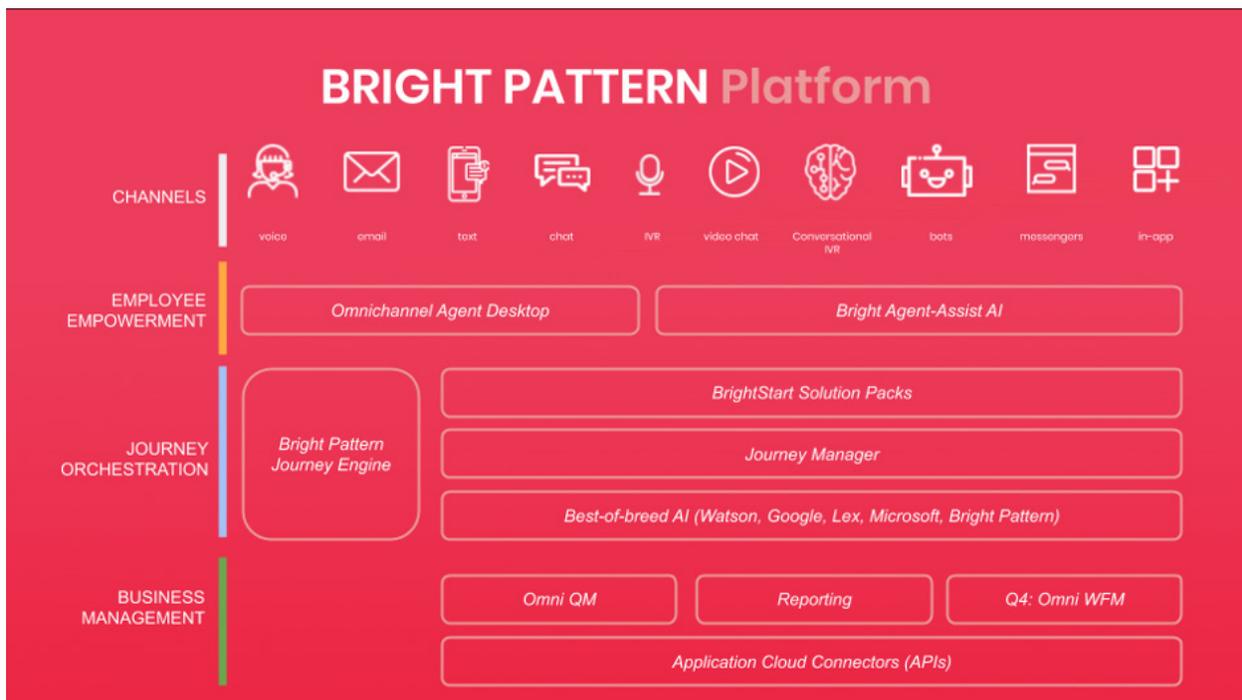
Since 2018, Bright Pattern has seen its strongest annual revenue growth to date, with the acquisition of key enterprise accounts such as Daimler Group and Kaiser Permanente; innovative unicorn companies such as Canary and Weebly/Square; many large, global BPOs; and reseller partners in North America, APAC, EMEA, and Latin America. In 2019, Bright Pattern had its highest growth yet. While the partner business continued to grow, for the first time the company acquired some very large enterprise customers through direct sales versus partners (e.g., Sun Country Airlines and Randstad). Bright Pattern has acquired more than 200 new logos in 26 countries.

PORTFOLIO DESCRIPTION AND ANALYSIS

Bright Pattern Contact Center

The Bright Pattern Contact Center is a natively built omnichannel, multitenant platform targeted at midsize to very large enterprise customers. Built on microservices architecture, it provides omnichannel customer contact across legacy and emerging interaction channels. The Bright Pattern platform, illustrated in exhibit 8, is built on a single unified architecture with all channels native to the platform.

EXHIBIT 8: Bright Pattern Platform



Source: Bright Pattern

Bright Pattern provides 100% global availability and an active-active topology with 10,000-plus concurrent users in a single instance. It runs its platform in all locations separated in different geographies, and the system chooses which connections to make, providing for solid business continuity and disaster recovery. The system also allows for a company to comply with regional data security regulations by finding a local agent in a specific area to keep data local as well.

The company claims to be the first cloud-agnostic platform allowing customers the option to utilize Amazon, Azure, Oracle, Rackspace, or their own data centers. Bright Pattern runs its own data centers in the United States and mostly uses AWS globally, with other instances being run in partner or customer data centers. The company also boasts measured uptime of

99.998% for the 12 month period ending July 31, 2020. Bright Pattern makes upgrades on the fly without any downtime to users.

The platform design combined with best practices has enabled Bright Pattern's customers to be up and running very quickly, with minimal IT support. Typical deployment windows are 1 to 2 weeks for small to medium-sized businesses and 1 to 2 months for large enterprises, including pre-integration with third-party software, such as CRM applications (e.g., Salesforce, MS Dynamics, ServiceNow, Zendesk). The administrative interface is designed to let companies change configurations on the fly, such as modifying business rules and journey workflows, without involving excessive time and cost of IT or professional services.

Bright Pattern Contact Center provides a unified omnichannel agent desktop for agents and supervisors, a contact center administrator application for admins, a system management application for service providers, and supporting web applications for building custom forms, chat widgets, automated scenarios, and wallboards. Features of note:

- **Bright Pattern Journey Engine** is the heart of the platform. It provides business workflows to orchestrate journey flows for inbound, outbound, IVR, video, email, chat, mobile in-app, SMS/text messaging, bots, and messengers. The system does capacity-based routing that works on top of skills-based routing, enabling customers to define different communication channels and how much capacity an agent can handle to be completely busy. The engine also allows for seamless channel switching and escalation, and a full range of monitoring, reporting, and quality management consistent across channels. Advanced call handling features include callback, conversation continuity for dropped calls, and in-call and stand-alone SMS messaging between agent and customer.
- **Bright AI** utilizes numerous technologies, including NLU, voice transcription, meaning extraction, and AI and ML, to drive intelligence into applications. The company also has integrations to best-of-breed AI-based products such as IBM, Google, Amazon, and Microsoft. The blending of these technologies enables bots and humans to work as one unit with bots for basic triage and agents added in as needed with context. Bright AI allows a customer to use any commercial bot or build custom bots. The same AI engine helps agents with suggested responses over text, phone, email, chat, and messengers, and supports desktop automation.
- **BrightStart Solution Packs** are preconfigured modules or workflows built in the Bright Pattern Journey Engine using a simple point-and-click workflow. They were designed as instantly deployable solution packs that solve common CX issues for particular use cases, making it easy to quickly address particular customer needs with minimal professional services involvement. BrightStart Solution Packs include conversational IVR, omnichannel digital starter (getting top two channels working as one conversation), proactive priority web chat, and human and chatbot (seamless escalation from bot to agent with full context).

- **BrightStart Solution Packs for AI** are pre-configured AI-powered modules and workflows built in the Bright Pattern Journey Engine using a simple point-and-click workflow. Modules include virtual assistant, AI Agent Assist (next best action assistance, omnichannel real-time customer sentiment), Omni QM, AI Routing for Problem Resolution and AI Routing to Supervisors for Coaching, AI Keyword Detection, AI Conversational IVR, and AI Triage for Self-Service.

Other BrightStart apps can be easily configured as part of initial customer setup based on each customer's desired business use case.

- **Conversational IVR** is a natural language, AI-powered IVR solution using best-of-breed AI technology from Google, Microsoft, Amazon, and IBM. By using AI, NLP, and speech analytics on customer calls, it continually learns to improve customer interactions.
- **Omnichannel Quality Management (Omni QM)** is a full quality monitoring solution to measure quality across all channels and every interaction. Released in Q3 2019, it provides an intuitive, easy-to-use way of monitoring and coaching agents, and includes call recording, screen recording, transcripts, supervisor coaching, and end-of-interaction surveys. Omni QM can be applied to any channel so that a supervisor can work with the agent in real time regardless of channel or after the fact by going through scorecards. Call recording is multichannel; it can do speaker separation, and automatic transcription can be turned on and off. It also provides multiscreen recording and full control over where data is going or is stored.

Omni QM is embedded into the desktop; customers can operate in a single desktop interface. Because Bright Pattern has all channels native to the platform, companies are able to have a view of quality across all channels and are able to see quality management scores such as CSAT and NPS, and sentiment by channel, by journey type (e.g., mortgages vs. credit cards vs. support), or customer segment in simple QM dashboards. Also, using the Journey Manager engine, interactions that fall below given thresholds can be immediately routed to retention specialists or supervisors for real-time follow-up. Bright Pattern claims to be the first in the industry to provide these metrics across all channels and for all interactions.

The January 2020 release of Omni QM was enhanced with the use of AI technologies. This allowed for automatic identification of key interactions for “in the moment” response, automatic detection and routing of interactions to quality managers for scoring and training, as well as automatic detection and routing of poor interactions to retention specialists to resolve customer issues as they happen. The new release also provides micro-level QM for individual interactions and macro-level QM to monitor by channel, journey type, and customer segment.

- **Omni WFM** is an omnichannel WFM solution for all channels and agent skill sets scheduled for release in late 2020.
- **Bright Connect APIs** are a set of prebuilt APIs or connectors to all leading CRMs and databases, such as MS Dynamics, Salesforce, Zendesk, and ServiceNow, as well as leading WFO and WFM solutions such as Aspect, Money, NICE/inContact, and Pipkins.

Bright Pattern for Service Management provides digital omnichannel capabilities to service management platforms such as BMC, Ivanti, and ServiceNow. Bright Pattern's AI-powered omnichannel communication interaction platform enables existing service management solutions to communicate on all voice and digital channels while providing advanced automation of incidents, problems, changes, and requests. It uses automation and AI to increase the ROI of existing solutions without requiring a "rip and replace" by extending the capabilities of these assets with new digital capabilities (e.g., digital channels, conversational IVRs). Feature highlights include automated password reset, automated incident creation and resolution, status updates and notifications, voice self-service, and automated routing of all communications.

SALES AND SERVICES

Bright Pattern sells directly and through partners. Its primary revenue channel has been through partners, though a more even direct/partner mix is expected as the sales and marketing buildout continues in 2020. Bright Pattern is expanding on the partner side, and starting in October 2018, the company signed 10 of Genesys's large partners in the United States, Canada, Europe, and Asia. As a testament to the strength of its platform, Bright Pattern also signed a deal with TTEC.

Bright Pattern's partnership program includes resellers, business process outsourcers, CRM vendors, and technology partners. Bright Pattern's partner direction is to remain open to all key technologies (e.g., CRM, WFO/WFM, AI partners) so that customers can choose their own best-of-breed solutions. Bright Pattern also is available on all cloud infrastructure partners (AWS, Azure, and Oracle).

Because of simplicity in the platform (automation in deployment, configuration), Bright Pattern can be implemented with minimal PS. Ongoing changes (e.g., operational changes such as updating or modifying journey workflows or business rules) can typically be made by business users with minimal or no PS support. Bright Pattern PS revenue is less than 8% of total revenue as an indicator of ease and speed of deployment.

STRENGTHS

All channels are native to the platform, enabling true omnichannel conversations, including QM and WFM.

The ability for customers to choose their own network provides an added layer of flexibility that many cloud providers do not offer.

Bright Pattern is one of the first providers to offer customer service messaging apps, particularly in an omnichannel environment.

Due to the simplicity of the platform, Bright Pattern offers low license costs and professional services at a fraction of the cost of many other cloud-based vendors (less than 8% of revenue comes from PS).

A customer and partner-led organization, Bright Pattern's R&D is heavily driven by customer/partner feedback. For instance, its recently launched QM product saw 80 top feature requests from partners.

CONCERNS

Bright Pattern offers capabilities through integrations with all leading WFM vendors. It recently launched its own QM offer, which is being used in several geographies, but has delayed the release of its own WFM offer to late 2020. As such, it remains relatively untested in the market.

STRENGTHS	CONCERNS
<p>For two consecutive years on Per Capterra, G2 Crowd, and other “not for pay” customer review sites, Bright Pattern customers rank the company higher than virtually every other cloud contact center, in categories from customer support to feature content. In winter 2019, G2 Crowd noted that Bright Pattern had the highest ROI in the industry per customer reviews and fastest time to deploy at half the industry average.</p>	

CUSTOMER RECOMMENDATIONS

Best Fit

- Omnichannel.** Companies that are looking to easily offer true omnichannel capabilities without significant license or PS expense are Bright Pattern target customers. Companies looking at emerging channels such as messengers, or mobile capabilities such as chat, video chat, or document sharing within their app into their customer care organizations would do well to look at Bright Pattern. The company has adopted a mobile-first strategy, and integrated mobile messaging with apps such as WhatsApp and Facebook Messenger into the platform. This provides customers with in-app messaging and “call me now” buttons that carry context with the call, as well as multimodal in-app capabilities such as chat, video chat, and document and picture sharing.
- AI in the Contact Center.** For companies that are looking to infuse AI into customer contact, Bright Pattern’s Bright AI provides a plethora of choices as to how to do so, from desktop automation (as well as integration with other RPA vendors) to intelligent bots and messaging applications. In fact, the various technologies can easily be combined (e.g., creating a messaging application that provides instant access to a chatbot for assistance).
- ITSM and Service Management Enrichment.** For companies that want to extend investments in legacy service management platforms yet enrich service management through AI and automation, Bright Pattern for Service Management would be a good fit and provide solid ROI.

Caution

- **Brand Recognition.** Bright Pattern still does not share the same level of brand recognition of many other cloud contact center providers because it was primarily focused on engineering until 2018. But with the recent buildout in sales and marketing and new marketing efforts such as significant investment in SEO, expanded trade show presence, and industry presentations, Bright Pattern saw a strong uptick in prospects and recognition in 2018 and 2019.

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