

BRIGHT PATTERN vs. Avaya Aura



A G2 Crowd Customer Ratings Report

BRIGHT PATTERN



Ease of Doing Business With



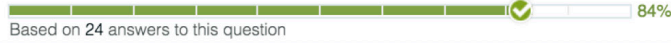
Ease of Use



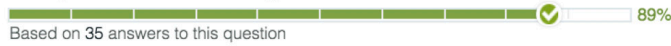
Quality of Support



Ease of Setup



Is the product headed in the right direction?



Session Routing



Session Queuing



Concurrent Calling



Administrator Access



What is your organization's estimated ROI on the product (payback period in months)?

11 Months

23 Months

How long did it take to go live?

2 Months

6 Months

BRIGHT PAT•TERN

Best ROI and Time To Go Live of All CCaaS Vendors




BRIGHT PAT•TERN

Improve your customer experience faster than ever before

1.6 months

Best Est. ROI

2.8 months
G2 Average



High Performer

G2 comparison scores in key satisfaction areas for CCaaS

Category	BRIGHT PAT•TERN	NICE inContact	Genesys PureCloud
Ease of doing business	91%	80%	83%
Quality of support	91%	79%	75%
Ease of setup	86%	78%	84%
Likely to recommend	84%	76%	82%