

# BRIGHT PATTERN vs. PureCloud



A G2 Crowd Customer Ratings Report

## BRIGHT PATTERN



### Ease of Doing Business With



### Quality of Support



### Meets Requirements



### Ease of Setup



### Is the product headed in the right direction?



### Session Routing



### Session Queuing



### Session Summary Notes



### Concurrent Calling



### Administrator Access



### Reporting & Dashboards



### Web Chat



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

11 Months

19 Months

How long did it take to go live?

2 Months

3 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
<b>Ease of doing business</b>	<b>91%</b>	80%	83%
<b>Quality of support</b>	<b>91%</b>	79%	75%
<b>Ease of setup</b>	<b>86%</b>	78%	84%
<b>Likely to recommend</b>	<b>84%</b>	76%	82%