BRIGHT PAT•TERN
vs. PureConnect

G² CROWD

A G2 Crowd Customer Ratings Report

BRIGHT PAT•TERN

PureConnect

Category	Bright Pattern	PureConnect
Ease of Doing Business With	91% (Based on 24 answers to this question)	76% (Based on 137 answers to this question)
Quality of Support	90% (Based on 32 answers to this question)	77% (Based on 157 answers to this question)
Meets Requirements	87% (Based on 36 answers to this question)	84% (Based on 160 answers to this question)
Ease of Admin	85% (Based on 24 answers to this question)	78% (Based on 134 answers to this question)
Ease of Setup	84% (Based on 24 answers to this question)	72% (Based on 131 answers to this question)
Is the product headed in the right direction?	89% (Based on 35 answers to this question)	83% (Based on 150 answers to this question)
Session Summary Notes	82% (Based on 13 answers to this question)	79% (Based on 84 answers to this question)
Concurrent Calling	95% (Based on 16 answers to this question)	85% (Based on 78 answers to this question)
Administrator Access	89% (Based on 15 answers to this question)	85% (Based on 99 answers to this question)
Reporting & Dashboards	74% (Based on 20 answers to this question)	71% (Based on 103 answers to this question)
Web Chat	90% (Based on 7 answers to this question)	74% (Based on 7 answers to this question)

What is your organization's estimated ROI on the product (payback period in months)?		
	11 Months	34 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

Ease of doing business

BRIGHT PAT•TERN	91%
NICE inContact	80%
Genesys PureCloud	83%

Quality of support

BRIGHT PAT•TERN	91%
NICE inContact	79%
Genesys PureCloud	75%

Ease of setup

BRIGHT PAT•TERN	86%
NICE inContact	78%
Genesys PureCloud	84%

Likely to recommend

BRIGHT PAT•TERN	84%
NICE inContact	76%
Genesys PureCloud	82%