BRIGHT PAT•TERN

G2 Crowd Comparison for Cloud Contact Center Software

High Performer

Best Est. ROI
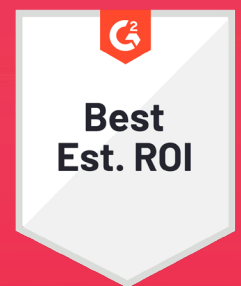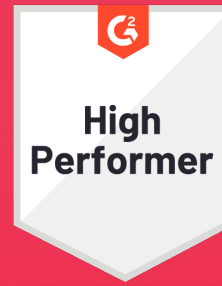
Bright Pattern recognized as leader in G2 Crowd CCaaS report

Bright Pattern announces recognition from G2 Crowd as a leader among top CCaaS providers with the best ROI in the CCaaS Report. Bright Pattern outranked top contact center infrastructure vendors for overall customer satisfaction including but not limited to NICE inContact, Five9, Aspect, and Avaya. Bright Pattern shined in overall customer satisfaction ratings, the results index, and the relationship index with the best ROI in the industry.
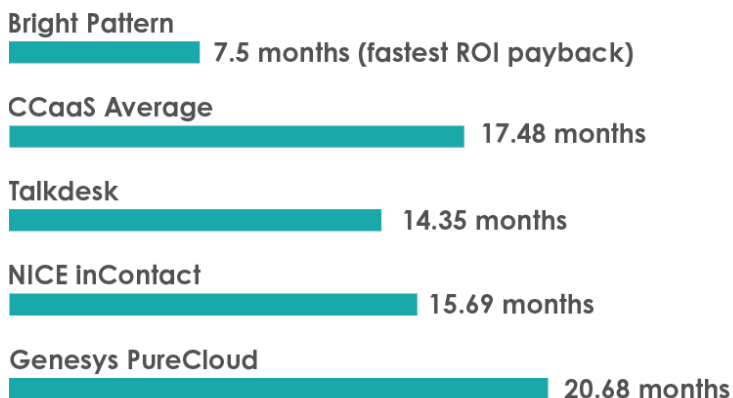
CCaaS report findings:

- Bright Pattern earned the best ROI among all CCaaS providers in the report
- With a go-live implementation of 1.6 months (on average), Bright Pattern's speed of implementation nearly cut in half the average onboarding time for the CCaaS industry
- 91% of Bright Pattern customers provided 5 stars when rating ease of doing business with Bright Pattern
- Similarly, Bright Pattern customers rated their quality of support the highest among competitors at 91%; compare that to Talkdesk at 88%, NICE inContact at 79%, and Genesys PureCloud at 75%

ROI factors from G2 Crowd

Bright Pattern earned the best ROI among all CCaaS providers in the report. With an estimated ROI payback period of only 7.50 months, Bright Pattern helps customers earn back their investment in less than half the industry average payback time of 17.48 months. Bright Pattern beat out other top vendors, including Talkdesk with 14.35 months, Genesys PureCloud with 20.68 months, and NICE inContact with 15.69 months. Bright Pattern also delivered an exemplary performance in the report thanks to its ease of use and quick time to go live.

estimated ROI (months)

Bright Pattern
7.5 months (fastest ROI payback)

CCaaS Average
17.48 months

Talkdesk
14.35 months

NICE inContact
15.69 months

Genesys PureCloud
20.68 months

time to go live (months)

Bright Pattern
1.6 months

CCaaS Average
2.77 months

Talkdesk
1.01 months

NICE inContact
2.59 months

Genesys PureCloud
3.73 months
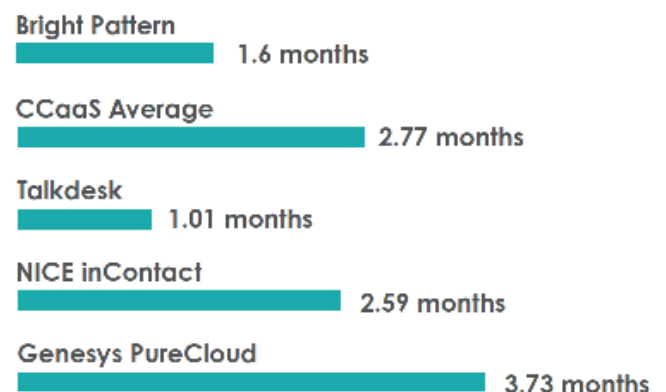
CCaaS vendor comparison

Bright Pattern outranks top competitors like Five9, NICE inContact and Genesys PureCloud accross all major categories including but not limited to; quality of support, ease of implementation/time to implement, ROI payback period (ranking #1 for all CCaaS vendors) and numerous product features.

	BRIGHT PAT·TERN	Five9	NICE inContact	PureCloud
Ease of Doing Business With	89%	83%	69%	79%
Ease of Use	84%	80%	81%	87%
Quality of Support	90%	75%	67%	71%
Meets Requirements	85%	79%	80%	80%
Ease of Admin	83%	81%	79%	85%
Ease of Setup	83%	71%	69%	81%
Is the product headed in the right direction?	88%	71%	74%	87%
Automatic Call Distribution (ACD)	96%	87%	86%	87%
Interactive Voice Response (IVR)	93%	85%	78%	88%
Call Routing	88%	83%	85%	85%
Call Queuing	90%	87%	83%	84%
Call Summary Notes	85%	82%	70%	80%
Concurrent Calling	92%	85%	82%	83%
Dialing Tools	84%	81%	80%	82%
Click-to-Call	84%	Feature Not Available	81%	83%
Call Recording & Playback	94%	Feature Not Available	81%	86%
Regulatory Compliance	94%	86%	84%	86%
Computer-Telephony Integration (CTI)	95%	80%	82%	85%
Custom Toll-Free Numbers	94%	87%	84%	84%
Contact Database Management	87%	80%	74%	81%
Administrator Access	89%	84%	83%	86%
Reporting & Dashboards	77%	80%	75%	68%