BRIGHT PAT•TERN

Next Leadership Development Corporation Creates Omnichannel Communications Center to Support Black Boston Residents

Background

Next Leadership Development Corporation (NextLeads) is a non-profit organization dedicated to accelerating change and strengthening resilience in Boston's Black communities. NextLeads is dedicated to building community, and developing a network of Black people in Boston and across the country who are stepping into their social, cultural, financial, and political power to create change in their own communities before, during, and after emergencies. NextLeads needed an omnichannel contact center platform to launch a community communication center to support Black Boston Residents.

Challenges

When Dr. Martin realized how beneficial it would be to have a centralized space where Black people could call and get support, she started searching for omnichannel contact center software. "We tested out a lot of products, and only Bright Pattern could meet all the requirements that we had," said Dr. Martin. "Partnering with Bright Pattern was absolutely the right decision for our team, and we would definitely recommend Bright Pattern to any organization looking for an omnichannel communications platform."

Objectives

- Omnichannel software supporting voice, text, email, and webchat

- Easy-to-use platform

- Best in-class customer support team to help customize the platform

- Speed-of-deployment and quick return on investment

- Unified all-in-one platform

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Dr. Martin | Executive Director and Co-founder | NextLeads

Solution

NextLeads deployed Bright Pattern to go beyond making outbound calls to community members. NextLeads launched a Community Communications Center that allows residents to contact the non-profit directly in a way that is best for them, whether that be a phone call, text, email, or webchat. With Bright Pattern's omnichannel platform, NextLeads will expand their existing Resilience Checks program to accept incoming omnichannel inquiries, rather than only making outbound calls.

Since January of 2021, the organization has made nearly 7,000 calls, delivered over 200 shipments of one month-long supplies of food to residents across the city, and distributed over 300 gift cards totaling over $20,000.

> Bright Pattern has allowed us to centralize all of our work into a unified platform, so now our representatives can access everything they need in one place. This is the first time we've been able to have a streamlined, seamless process for our representatives and for community members.

Results

By partnering with Bright Pattern, NextLeads was able to expand its program to accept incoming omnichannel inquiries in a centralized and easy-to-use platform. Dr. Martin continued, "Thanks to Bright Pattern, we can move forward in our mission to strengthen resilience in Black Boston communities through having the Community Communications Center be powered by Bright Pattern's technology."

"The number one biggest benefit of working with Bright Pattern hands down is the customer service. They are responsive, they're supportive, and they're willing to help us troubleshoot and come up with new ideas," continue Dr. Martin. "We are lowering those barriers for people who need help to both address their survival needs but also address their thriving needs, because Bright Pattern has allowed us to centralize all of our work into a unified platform this is the first time.

- Launch a fully omnichannel community
- Increase outbound calls to Boston community
- Ability to accept incoming calls, text, and chats
- Improve customer satisfaction
- Quick deployment and ROI payback
- Reduction in agent training time

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