

# BRIGHT PATTERN

## Contact Center Software

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### Who is Bright Pattern

Bright Pattern provides AI-powered omnichannel contact center software and service management solutions for innovative midsize and enterprise companies. Bright Pattern offers the only true omnichannel cloud platform with embedded AI that can be deployed quickly and nimbly by business users—without costly professional services. We allow companies to offer a personal customer experience across channels like voice, text, chat, email, video, messengers, and bots. Through AI embedded omnichannel quality management, Bright Pattern also allows companies to measure and act on every interaction, on every channel. The company was founded by a team of industry veterans who pioneered the leading contact center solutions and are now delivering an architecture for the future with an advanced cloud-first approach.

### Differentiators

- Most advanced technology
  - Active-active, N+1 architecture, ensuring utmost availability and reliability
  - 99.999% uptime, no downtime for upgrades/maintenance
  - Robust, out of the box integrations to ensure you have one fluid, system
- Market leading outbound suite to help you effectively reach your customers
- Native Omni QM to autonomously monitor 100% of interactions, across all channels
- ITSM/ITIL expertise, to ensure you get the most out of your service management solution
- Fastest and simplest to deploy in the industry
- Omnichannel mobile app for agents on the go
- Extremely partner friendly, with a strategic array of national teaming partners (8(a), SDVOSB, EDWOSB/WOSB, and HUB)

### Corporate Data

Headquartered in South San Francisco, CA with an annex office in Pleasanton, CA

#### NAICS Codes

- 334111
- 511210
- 517312
- 517410
- 518210
- 541511
- **561422**
- 561499

#### Unique Entity ID

- J69ZVMK8MXP5

#### CAGE Number

- 7FW16

#### GSA MAS Schedule

- #47QTCA22D00CK

### Experience



#### State of Maryland

- Brought 300 agents live in 23 hours to assist with the rollout of their COVID-19 vaccine scheduling program



#### GEPP/PepsiCo

- Large consumer product manufacturer using 1,500 outbound licenses of Bright Pattern



#### Hydro

- Valued at \$1B, Hydro takes advantage of Bright Pattern voice for inbound customer service requests



#### Detroit Water and Sewerage

- Utilize around 300 agents on the Bright Pattern platform to service complaints/issues from Detroit residents



#### Sun Country Airlines

- Consume Bright Pattern voice, SMS, and web chat to service their patrons



#### Humana

- Use Bright Pattern on multiple different projects, including outbound dialing and inbound SMS



#### TEC

- Consume thousands of seats of Bright Pattern software to service, and resell to, their existing client base



#### Hairclub

- Market to their customers via Bright Pattern outbound voice and SMS/MMS campaigns



#### Randstad

- One of the largest, global HR firms enhanced their service desk experience with Bright Pattern voice, SMS, and chat