

contact center
best practices guide

top ten keys

creating, measuring & improving

omnichannel journeys



BRIGHT PATTERN

introduction

Research from IQPC, Gartner, Dimension Data, and others show that customers want effortless omnichannel journeys across channels, yet less than 15% of companies today offer seamless conversations. Most companies are also failing to measure key interactions across most channels for improvement. This e-book is intended to provide simple, straightforward guidance on how to create, measure, and improve great customer journeys.

The ideas and keys presented are not only my own but are based on best practices from Fortune 1000 CXOs, contact center VPs, managers, and specialists in innovative contact centers. I also have been fortunate to learn from many customer experience (CX) industry analysts and luminaries who are recognized experts in the CX industry. A few of my favorite luminaries have graciously provided introductory commentary throughout this e-book.

“How do I get started with effortless, personal, omnichannel customer service?”

This question is one that I frequently get from companies large, small, and everything in between. As much as the term “omnichannel” has been used—and overused—so few companies are actually offering it. People want easy, effortless omnichannel customer service but companies are failing to deliver. But innovative companies are doing it today and we will share some secrets for making it happen in your business.

So grab a cup of coffee and read on.... The journey ahead won't be a long road. It will be a fast drive where you will quickly learn how you can lead your company's CX efforts to create, measure, and improve a great omnichannel customer experience.

— Ted Hunting, SVP of Marketing, Bright Pattern



keys to great omnichannel journeys:

- Start omnichannel with your top two channels
- Let agents see the entire omnichannel journey
- Empower your agents with AI
- Reduce effort and increase personalization
- Communicate on digital channels
- Measure VoC with low-effort surveys
- Monitor every interaction and channel with AI
- Use AI to fix poor CSAT “in the moment”
- Use scorecards and coaching to help agents
- Measure quality by channel, journey type, and customer segment

why omnichannel is the key to survival: *be the disruptor, not the disrupted*

It was at the Gartner Symposium, where Gartner unveils key technology business trends for the coming year, that I had the opportunity to watch Gene Hall, CEO of Gartner, deliver his opening keynote. He stood in front of a big blue screen that displayed the words “Digital Business is Upon Us.” Those words hit home, but it was his opening statements that directly hit at the importance of customer service in surviving and winning in today’s world of digital disruption.

Paraphrasing what Hall said, he mentioned that if you think you are not a digital business, you will be out of business. “The companies that will win in the next five years—the companies that will be the disruptors versus the disrupted—will be the companies that make the most of the business moment.”

You, as a customer service leader or even a customer service agent at your company, live right at that business moment. Whenever a customer starts a web chat, calls you, visits your mobile app, uses your IVR, or texts or messages you, you are engaging them at that business moment. In many ways, we in our industry are front and center at the nexus of how our companies will be the disruptors—or the disrupted—depending on our ability to engage customers in the business moment. You may find that scary or you may be excited by the opportunity.

Omnichannel customer service sits at the crossroads of whether you’re the disruptor or the disrupted. What we do in that business moment to make customer service/customer experience effortless is the key to making the most of the moment and having a winning company.

“ ***The companies that will win in the next five years
will be the companies that make the most
of the business moment.*** ”

– Gene Hall, CEO of Gartner

what is true “omnichannel”?

We have talked about the importance of business moments and omnichannel, but there is a lot of confusion about what omnichannel really is. Much of that confusion, unfortunately, has been caused by vendors trying to latch on to the latest and greatest buzzword.

So what is true omnichannel? Plain and simple, true omnichannel is when customers can enter the conversation on the channel of their choice and move between channels seamlessly with a single unified conversation. True omnichannel is the delivery of easy, effortless conversations, where the context is carried across all channels. It's low effort and it's personal.

Examples:

- After chatting on a website to compare two TVs that you are considering, you call the company's phone number to get more information, and you instantly enter the IVR. Instead of the IVR asking you what language you want to speak, it greets you personally: “Jim, I noticed you were recently comparing TVs. Would you like to be priority routed to a TV specialist to help you out with your choice?” It's like being in the real storefront, but it's digital!
- When you start chatting on a website, the person helping you knows your purchase history, preferences, and what your last issues have been. This person has all your info and is ready to help you on the next step of your journey.
- As you talk to a company, you can have a single, continuous conversation across channels—chat, voice, IVR, email, mobile app, and SMS /text— without having to repeat information.
- On a web chat, you book a hotel stay. Then, on your way to the hotel, you experience travel delays and the hotel texts you to ask if you need anything when you arrive. When you arrive at the hotel later than expected, an iBeacon is triggered by your smartphone and hotel staff greet you personally, letting you know your room is ready. Even better, they greet you with the glass of wine or water you requested during your hectic day of travel.



are you truly omnichannel?

To gauge where you are at on the road to omnichannel, ask yourself these key questions: Can you see each step in a given customer's journey? Can you see the whole journey, when customers hit your website, when they chat with you, when they call back, or when they text or email you later?

If you can honestly say that every agent can see each step in a customer's journey, then you are truly omnichannel, which leads into our keys for success....

Can you see each step in a given customer's journey?

Can you see the whole journey, when customers hit your website, or when they chat with you?

Can you see previous parts of the customer journey when a customer calls or texts back later?

But if you are not yet omnichannel, don't worry—yet. Gartner, IQPC, and Dimension Data note that less than 20% of companies today are omnichannel. Additionally, Bright Pattern's omnichannel Fall 2019 survey found that 22% of companies are omnichannel. Companies are aggressively working to put omnichannel in place, making now the time to get started. Gartner believes it will be the key to surviving in today's digital world.



20%
of companies offer
omnichannel

why easy, omnichannel conversations matter

>> Shep's perspective

Why omnichannel? The answer is simple. You want to make it as convenient as possible for your customers to connect with you. When they need you, they will reach for whatever method of communication is closest and easiest. It can be texting, an app, email, messaging, social media, and more. Some of these are AI-fueled, while others are traditional human-to-human modes of communication. Smart companies know who their customers are and how they want to connect. And, yes, the phone is still a viable channel. Even though there are multiple channels, you can't eliminate the phone. If nothing else, the phone becomes the fallback for when the other channels don't work. If the customer doesn't get an answer, they will go to the phone. And by the way, be sure to make the phone number easy to find.

The point of all of this.... When a customer wants to connect, don't make them experience any friction or hassle. Be easy to do business with.



Shep Hyken

CX Expert, New York Times Best-Selling Author and Keynote Speaker

Shep Hyken is a customer service and experience expert and the Chief Amazement Officer of Shepard Presentations. He is a *New York Times* and *Wall Street Journal* best-selling author and has been inducted into the National Speakers Association Hall of Fame for lifetime achievement in the speaking profession.



omnichannel customer journey best practices

key 1: start omnichannel with your top two channels

This key is about getting your top two channels working as a single conversation. It's the best way to get started down the omnichannel road. Today over 90% of customer service interactions start on websites, so it is critical to get your website working with your next top channel. If you can get your top channel working with your website in a single conversation, then you are well on your way to omnichannel and you will get your fastest payback.

Essentially, the 80/20 rule is about getting your web chat working with your next top channel, so that your top two channels are working together as one continuous conversation. That second channel is typically voice but for some innovative, all-digital businesses, that second channel may be SMS/text or in-app messaging. Once you get your top two channels operating as a unit, then you can add other channels later, like email, messengers, mobile apps, and so forth.

This key is one I have seen many successful enterprises implement as they became true omnichannel companies. Following the 80/20 rule is also recommended by the highly regarded Forrester journey analyst Joana van den Brink-Quintanilha, who I have heard speak on the subject.

80/20

as recommended by

Forrester journey analyst

Joana van den Brink-Quintanilha





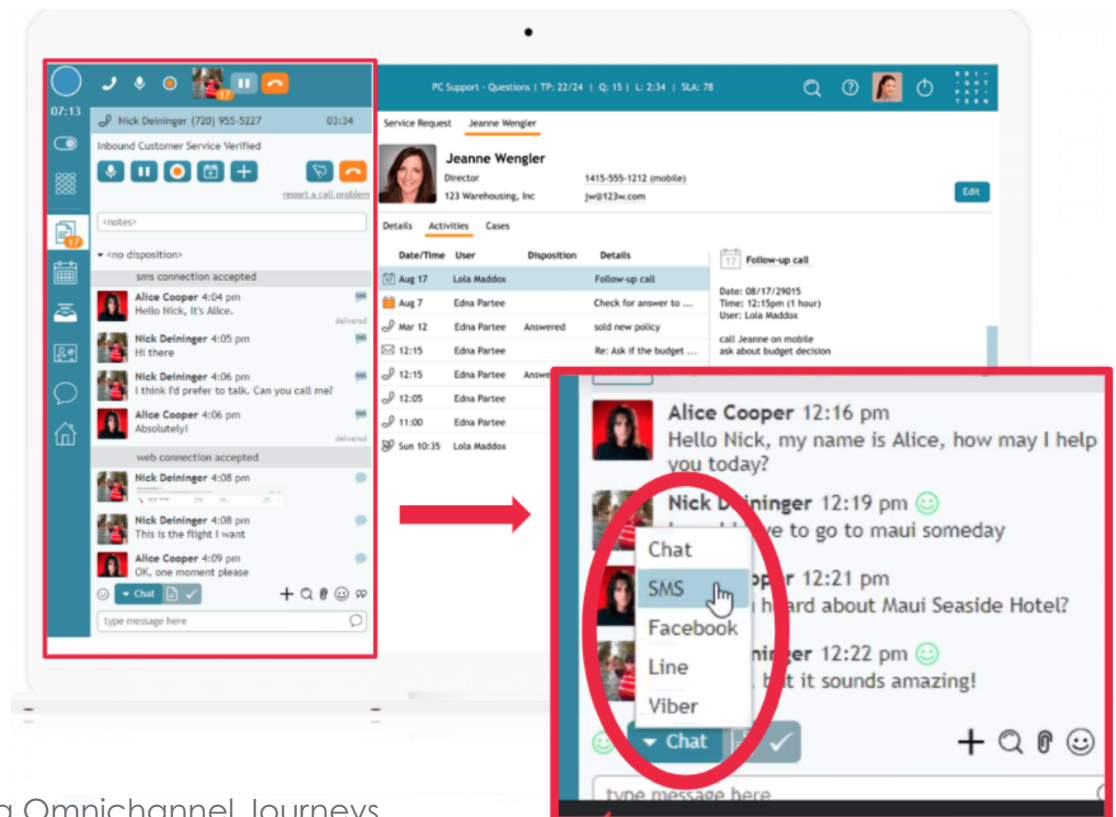
omnichannel customer journey best practices

key 2: let your agents see the entire omnichannel customer journey

Creating effortless, personal, omnichannel customer journeys requires that you first see the journey. This requires an agent who can see each step in a customer's journey in real-time and then act in the moment. The agent needs to see the current journey for any given customer, including the channels used and what happened in each channel. Not just that, the agent needs to see this in a single, unified omnichannel desktop so the agent can view data in context and act immediately. At a recent journey mapping session we led at Customer Contact Week (CCW) Vegas, one major hotel commented that their agents have 11 separate desktops as a result of separate systems for each channel, making it impossible to easily see the entire omnichannel journey.

Looking at it from the customer side, customers can move from siloed conversations in each channel to a continuous, unified conversation across channels that is easy and personal. Such an experience is enabled when agents can see them in real-time and service them with full context and awareness. The graphic shown illustrates this concept.

Agents with a unified omnichannel desktop can see all previous interactions on all channels as indicated by the channel icons for the current conversation on the left (chat and text) and previous journeys in the middle of the graphic involving voice, email, and other channels. Additionally, if agents need to change channels during the interaction, they can easily move between channels, as shown on the right of the graphic.





omnichannel customer journey best practices

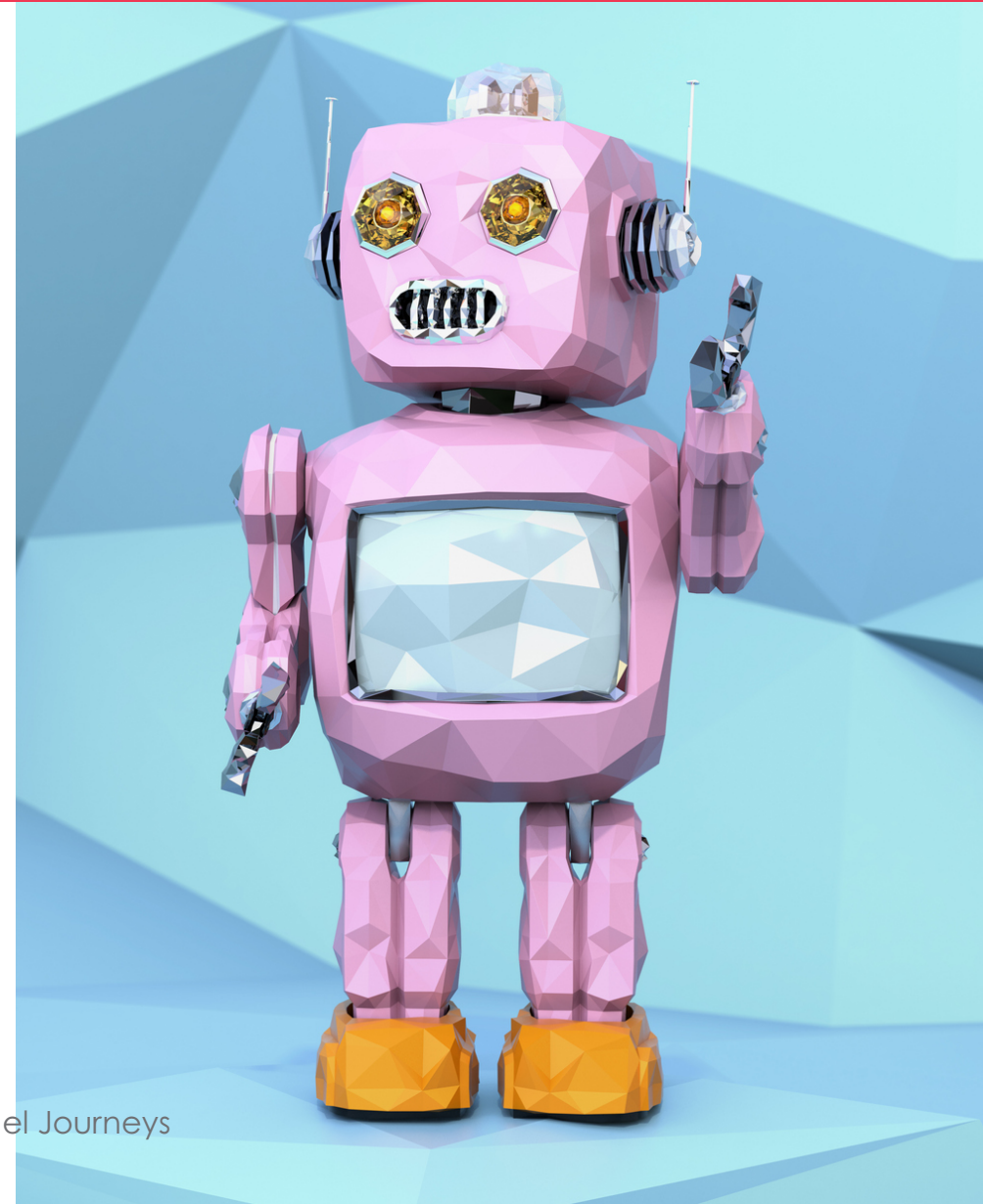
key 3: empower your agents with AI and information to “act in the moment”

We just discussed how giving agents visibility into the entire customer journey across channels can help them be heroes, but how can you help these agents become superheroes? It starts with AI and information.

Let's look at AI first. Imagine a customer is chatting with an agent and types, “I want to go to Maui.” Now imagine that AI can suggest to the agent possible responses. AI can provide suggestions not only for web chat interactions, but for other types of interactions, such as text message, social messenger interactions, or voice calls using Natural Language Processing and Text-to-Speech functionalities.

Information is also key to creating superhero agents. This could be information identifying the status of a customer (e.g., if a customer is gold status). Customer information is at agents' fingertips from previous interactions and journeys. Information can be seamlessly pulled from CRM systems, such as Microsoft Dynamics 365 or Salesforce, and be provided to the agent in the moment.

Agents can be empowered by other types of technology and integrations as well. If the contact center is seamlessly connected to an application like Slack, agents can bring in other more knowledgeable agents when they need help. This is particularly helpful for remote or at-home agents, where they need increased communications.



why getting personal matters



Jeanne's perspective

The most admired companies remove practices that might curb the extension of care, or limit employees to act in good conscience. They work to remove boundaries and pressures that prohibit customer-driven decision making. And they challenge themselves to walk away from practices that aren't congruent with their values.

- Companies that grow from admiration for improving lives tackle the processes that get in the way of people delivering good experiences.
- These admired companies prove with their actions, that they have their customer's best interest in mind.
- Admired companies take the road less traveled to earn honor-bound relationships with customers, partners, and employees.

They honor the human at the end of their decisions, establish a balanced relationship with customers and partners, and put employees in a position to act at work, like they'd act at home, like they were raised. **We need to take how we are treating customers personally.** This is what prompts actions that elevate a company and its people.

Reprinted with permission from Jeanne Bliss from her book, [Would You Do that To Your Mother.](https://www.customerbliss.com)



Jeanne Bliss

5-Time Chief Customer Officer, CX Pioneer, Speaker, and Author

Jeanne Bliss pioneered the role of the CCO and is an architect of the CX movement. Since 1983, she's been a 5-time CCO, has coached 15,000 global executives on how to earn admirable growth by improving lives, delivered 1,500 keynotes, written 4 international best-selling books on CX, and cofounded the Customer Experience Professionals Association.



omnichannel customer journey best practices

key 4: reduce effort and increase personalization

First, why is it important to reduce effort? I think for each of us, as consumers, the answer is obvious. From an ROI perspective, there's a lot to consider when approaching effortless CX. There are some great stats in one of my favorite customer service books: *The Effortless Experience: Conquering the New Battleground for Customer Loyalty*, by Matthew Dixon, Nick Toman, and Rick Delisi of the Corporate Executive Board (CEB), a subsidiary of Gartner.

In *The Effortless Experience*, the authors note that with low effort, 94% of customers will repurchase from your business, but if your business is high effort, then only 4% will. Similarly, with low effort, 88% of customers will purchase more from your business, but with high effort, only 4% will. Finally, if your effort is low, then only 1% of customers will spread bad "word of mouth" reviews, versus 81% if effort is high. In today's social media-driven world, word-of-mouth feedback that can be spread virally to tens of thousands of people is especially critical.

There are many ways to create personalized experiences. Here are some tips:

- Ensure that agents have real-time visibility for each customer's complete journey and interactions across all channels.
- Use skills-based routing to connect customers from any channel with a preferred agent (e.g., their travel concierge, nurse, personal shopping assistant, financial advice team, etc.)
- Use journey orchestration with your preferred business rules for customers, and treat them according to your business strategy

Consider designing journeys from the "outside in" rather than the "inside out." Instead, start with the customers and how they would want to be treated. For instance, when a gold customer calls in, let them bypass the dreaded IVR and route them to their personal agent or concierge. If that same customer hits your website, offer them a personalized proactive chat.

Start with your customer and what they want using an outside-in approach to create great customer journeys, and then implement customer-centric business rules. Doing so will give you omnichannel that's as seamless and effortless as it is personal and natural for customers.

By coupling omnichannel technology with your customer-oriented business and customer service goals, service will become more personal, faster, efficient, and even predictive, with lower effort. What's more, you will beat your competitors.



omnichannel customer journey best practices

key 5: communicate on digital channels of today and tomorrow, including mobile

There is a new emerging channel that industry analysts predict will quickly surpass web chat and eventually become the most used, and most effortless channel: asynchronous messaging. Though its name is daunting, asynchronous messaging is basically the communication that happens via messaging apps or text messages, that allows customers to stop and pick up the conversation again easily and on their own schedule.

For instance, you may get a text or message back after scheduling a hotel stay via a call or web chat. The message might thank you and ask if you need help with a restaurant recommendation or reservation. You respond when you have time and then the response you get back is instantaneous and according to your schedule. The conversation is persistent, you don't have to wait on hold, and you can do it when you have time to respond. Messaging is much easier in today's world of nonstop interruptions.

If you haven't heard of asynchronous messaging, one channel you have surely heard of is bot-enabled messaging. Bot adoption has quadrupled in the last year with over half of all companies implementing or considering implementing a bot, but most companies are deploying bots as a new silo. It is important that bots are integrated with other channels for a single continuous conversation.





omnichannel customer journey best practices

key 5: communicate on digital channels of today and tomorrow, including mobile



Ten years ago, when Gartner predicted the “rise of the robots” as a technology trend, I thought, “Here is one they got wrong.” Then recently at a Gartner event, I gave a talk, ironically enough, on bots and humans. Gartner was clearly right (as always). And now that robots (like Microsoft’s Cortana and Amazon’s Alexa) are here, we have robots of another sort—chatbots. Although some have positioned this emerging technology as a threat, as in “bots versus humans,” chatbots and humans can actually work together as one in an effortless, omnichannel manner.

Consider these examples:

- A hospitality customer schedules a hotel reservation via a website bot and then asks the bot for a recommendation for a great Italian restaurant for that evening after check-in. The bot should seamlessly escalate to a human with the right skill set—in this case, the concierge, not the hotel front desk. Having the bot seamlessly connected to humans with skills-based routing provides an omnichannel conversation with both bots and humans.
- A telco customer is frustrated chatting with a bot and this frustration can be seen in words (e.g., “cancel service”) or via sentiment. In this case, the sentiment or words are detected via AI and the customer is then routed to the person who can best prevent the customer from churning—in this case, a customer retention specialist.
- Bots are often positioned as threatening to agents but by having bots handle boring and routine use cases, agents are free to handle more interesting customer service inquiries. Gartner also has predicted that many agents will be training bots in the next few years.

Customers want to be able to use their channel of choice where they happen to be. In today’s world of people on the go, that means mobile. Customers can communicate via their mobile devices and agents can glean mobile information to offer a better customer experience. Consider, for example, a customer who calls in for a claim and is able to share picture of an accident via the mobile app with the agent as well as share their location for a tow-truck. This is a great mobile customer experience!



omnichannel customer journey best practices

key 6: measure VoC with low-effort surveys

This key involves understanding a customer's CSAT or NPS for key interactions. This could involve each and every interaction or just select interactions that are part of the larger journey. Overall, this helps you to be able to detect CSAT by channel or interaction type in order to see the “bumps in the road” along the journey, so that these points of friction can be identified and smoothed out.

A key item here is that these customer surveys must be super-simple or what I would refer to as “bread crumb” surveys. Think of a Lyft app where they simply have you rate one to five stars. That's it. We have all encountered surveys that are sometimes longer to complete than the interaction itself. This should be avoided, as it is what one participant termed “survey fatigue” in a journey brainstorming session Bright Pattern conducted at CCW Vegas. To get the Voice of the Customer (VoC), surveys must be fast and low effort.

At the end of key journeys, however (like a TV purchase that started with chat but ended with a purchase after multiple steps), it is fine to have a slightly longer survey. And for most interactions that are part of that journey, just ask one simple question, like, “Were you happy with today's resolution?” or “Rate us on 1–5 stars.” Make it easy for customers and put yourself in their shoes when creating a survey.

These simple surveys will allow you to measure CSAT by channel, journey type, customer segment, agent pool, and more. The surveys will also help you to identify failing interactions in real-time so that they can be resolved appropriately. Managers can also use this real-time data to retrain agents to better address these situations.





omnichannel customer journey best practices

key 7: monitor every interaction, every channel with AI

In addition to **actively** measuring VoC via surveys, as mentioned in the previous key, companies can also **passively** measure satisfaction via AI and sentiment. Companies talk about the importance of offering great CX, yet the reality is that most companies don't measure the quality of most interactions. Nearly 75% of companies measure the quality of voice interactions but most other channels, especially newer ones like messengers, are not measured at all. And most companies that do measure voice only sample a very small percentage of interactions. The norm in this increasingly digital world is that most digital interactions are not monitored for quality and only a small percentage of voice interactions are measured. The bottom line is that the vast majority of all interactions are not measured for quality!

A recent Bright Pattern survey from September 2019 found some interesting stats. Only 13% of companies review every interaction and most just sample a small percentage of interactions.

But with AI embedded in your contact center operations, things like sentiment can be automatically and easily noted for every interaction on every single channel for comprehensive passive monitoring of quality assurance. AI with NLP can measure every voice or IVR interaction and detect sentiment. AI can also measure sentiment on channels such as web chat, email, text message, or bot interactions. Yet most companies are not yet doing so.



Negative



Neutral



Positive



13%

of companies review every interaction and most just sample a small percentage of interactions



omnichannel customer journey best practices

key 7: monitor every interaction, every channel with AI

>> continued

AI has been the latest buzzword of the last few years and in the contact center industry, companies have been looking for a way to bring AI down to earth and find specific use cases where AI has a demonstrable ROI. Using AI to monitor all interactions on all channels is a great use case where ROI with AI can be quickly achieved.

The good news is that our survey found that most companies are planning to move toward using AI for quality assurance purposes, with nearly two-thirds of companies looking to make the move:

19% use AI

22% will have AI in the next year

28% plan to have AI in 1-3 years

31% have no plans to implement AI in near future

Nearly 70% of companies have AI or have plans to implement AI in the near future



omnichannel customer journey best practices

key 8: use AI and automation to fix poor CSAT “in the moment”

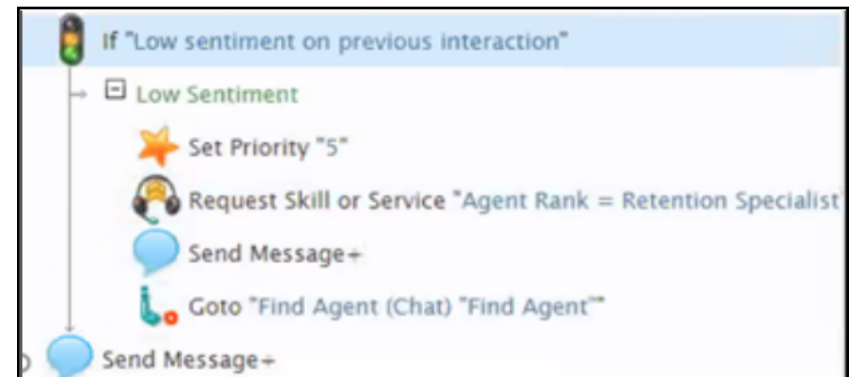
This key uses AI to monitor every interaction on every channel using sentiment to passively measure quality, and then act. When an interaction on any channel—voice, text, chat, email, social messengers—has sentiment that is low, the interaction can be identified “in the moment” and routed to a retention specialist (or someone specialized with the skill set to handle the situation). The specialist can then immediately review the interaction and proactively reach out to the customer to see if everything in their last interaction was handled properly.

This proactive approach is used by one of the most innovative healthcare providers and one of the disruptive “unicorn” ride-sharing services—two very different industries and businesses that both use this key. They follow up proactively with customers who rate via surveys that CSAT was poor within 24 hours. Today they do it with surveys but AI is on their radar screens as a next step.

With Bright Pattern AI integrations every single interaction on every channel can be monitored—not just ones where a survey indicates a problem. AI coupled with automated routing to the best resource with the right skills can ensure that every single interaction below target SLAs can be acted on in the moment before a customer is lost.

This is illustrated in the journey workflow shown, which automatically identifies low sentiment, finds an agent with the skill set to fix the issue, and then routes the interaction to the person with the skills best able to handle the issue. AI can easily and cost effectively be used to monitor every interaction and allow interactions that have “gone South” to be fixed.

It's important to track journeys but if it doesn't happen in real-time, customers can and will be lost. Gartner notes that today nearly 70% of companies track journeys in some way, but most do so manually, and after the fact when it's too late to act in the moment. AI coupled with real-time routing is a key that can put your company at the top when it comes to measuring and improving customer journeys.



67%

of large companies track journeys in some way, but most do so manually, and many do so after the fact when it's too late to act in the moment – **Gartner**



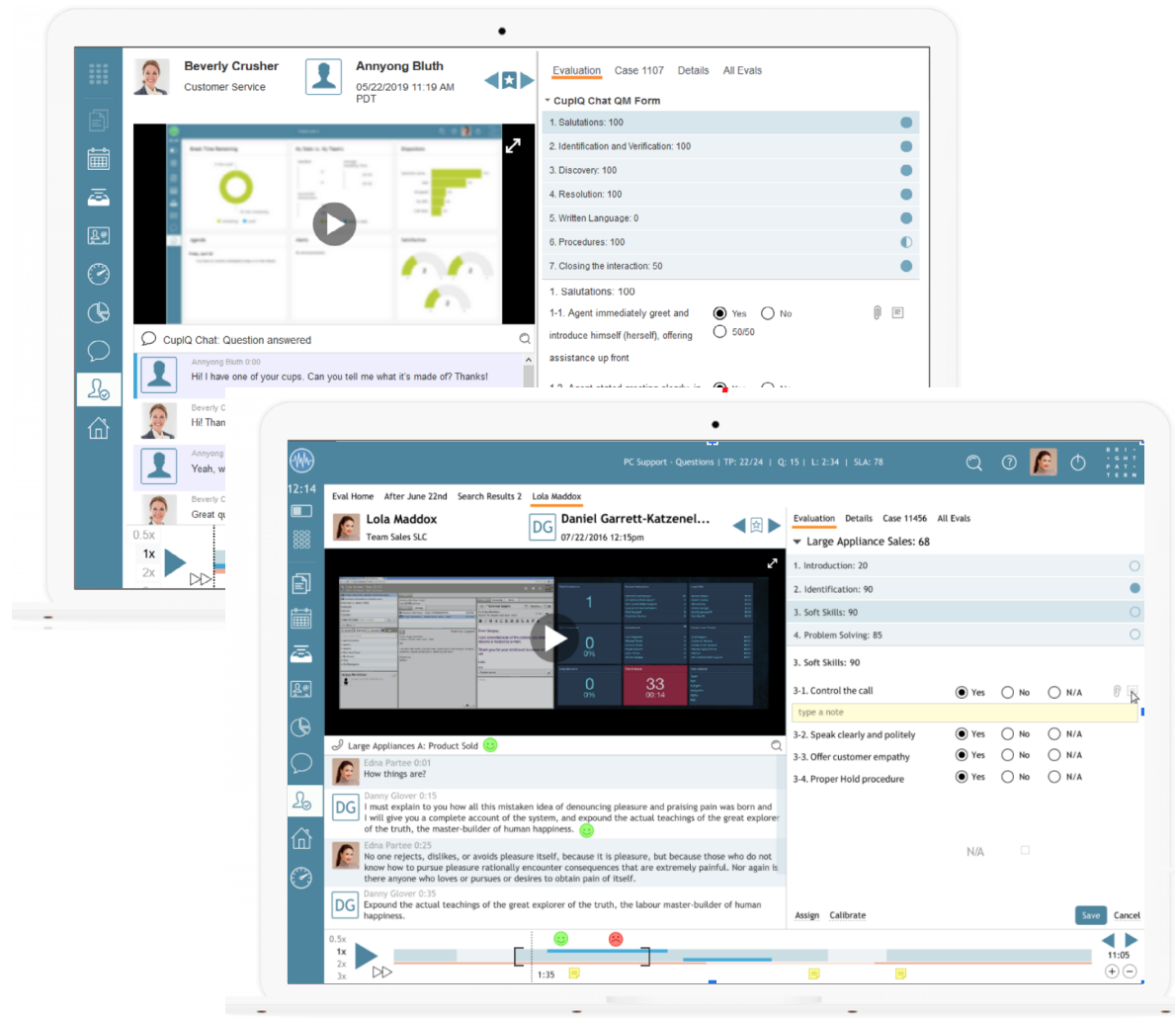
omnichannel customer journey best practices

key 9: use omnichannel scorecards and coaching to help agents

This key involves making it easy for supervisors to review, score, and coach agents on key interactions on any channel. Having an omnichannel quality management solution embedded in the agent and supervisor desktop makes it easy to copy and replicate QM scorecards for every channel—voice, chat, text message, email, and more. Scorecards can be easily cloned for all channels and then changed to address specific scoring nuances of specific channels.

As part of the scorecards, a particular interaction can be reviewed easily as part of the scoring process with the ability to review recorded interactions on any channel.

Supervisors can also have a dashboard view of all upcoming or scored interactions to make handoff of scorecards to agents easy and efficient. This comprehensive omnichannel approach to quality management and coaching is particularly key for today's digital world, especially given that most companies do not review non-voice interactions from a QM standpoint. The comprehensive approach is also much easier to implement and significantly lower in cost than separate “bolt-on” quality management solutions for each channel.





omnichannel customer journey best practices

key 10: measure quality by channel, journey type, and customer segment

So we looked at why it is important to see the journey at the individual's level—the micro level—by agents or employees. But it is also important to see the journey at the business level—the macro level. By understanding how journeys look from this vantage point, you can modify your business rules to be nimble and agile in order to offer great customer service.

Imagine, at the end of each customer's journey, adding a simple CSAT or NPS-type survey rating on a scale of 1–5. Now imagine you can filter by journeys ranking a 1 or by positive sentiment and see what channels were traversed, what agents were involved, and what types of issues were involved. By filtering journeys at the macro level, you can see the CSAT, NPS, or Sentiment by Journey Type (e.g., a purchasing journey or service journey), Channel, Customer Segment, or even Agent Pool (e.g., the Omaha Center team versus the Dublin Center team).

Some examples of this are shown. The first quality management wallboard shows interaction quantity and percentage mix by channel. CSAT or NPS via simple surveys is shown by the colored gauge and sentiment collected via AI is shown by the icon in the center of each dial. A similar wallboard showing the same metrics by Journey Type is shown in the second example.



turning all the keys together: *it starts with a platform approach*

So by now you have heard the 10 keys, but how do you get started turning all the keys?

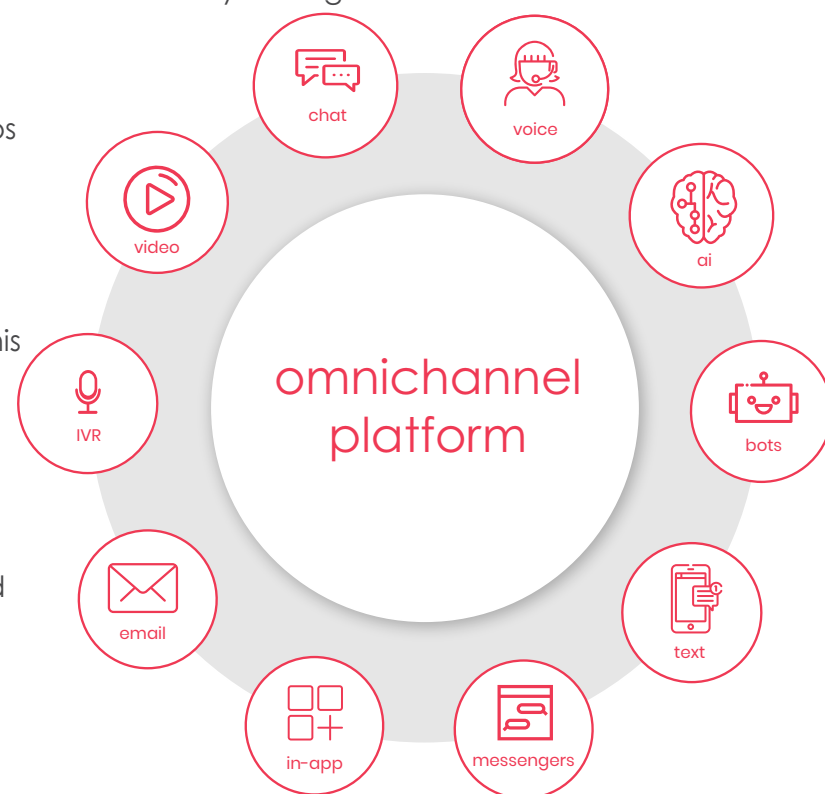
Turning all the keys together requires a platform approach to omnichannel conversations and omnichannel quality assurance—whether you build it yourself, or, better yet, turn it on in the cloud. Think of this as your master key to unlock all the others to make truly effortless, personal omnichannel conversations and quality assurance possible.

If you want to unify and break down silos in your channels to create effortless, personal, omnichannel customer experiences, you either need to build or buy an omnichannel orchestration platform. Most companies have tried to build it or bolt it on to existing systems. Large enterprises have spent billions and years and still have not succeeded, which is why just 5–20% of enterprises have adopted omnichannel, and high-effort and impersonal customer service remains the norm. Other companies have failed because they have looked to legacy vendors that designed their hardware or on-premises software 20+ years ago.

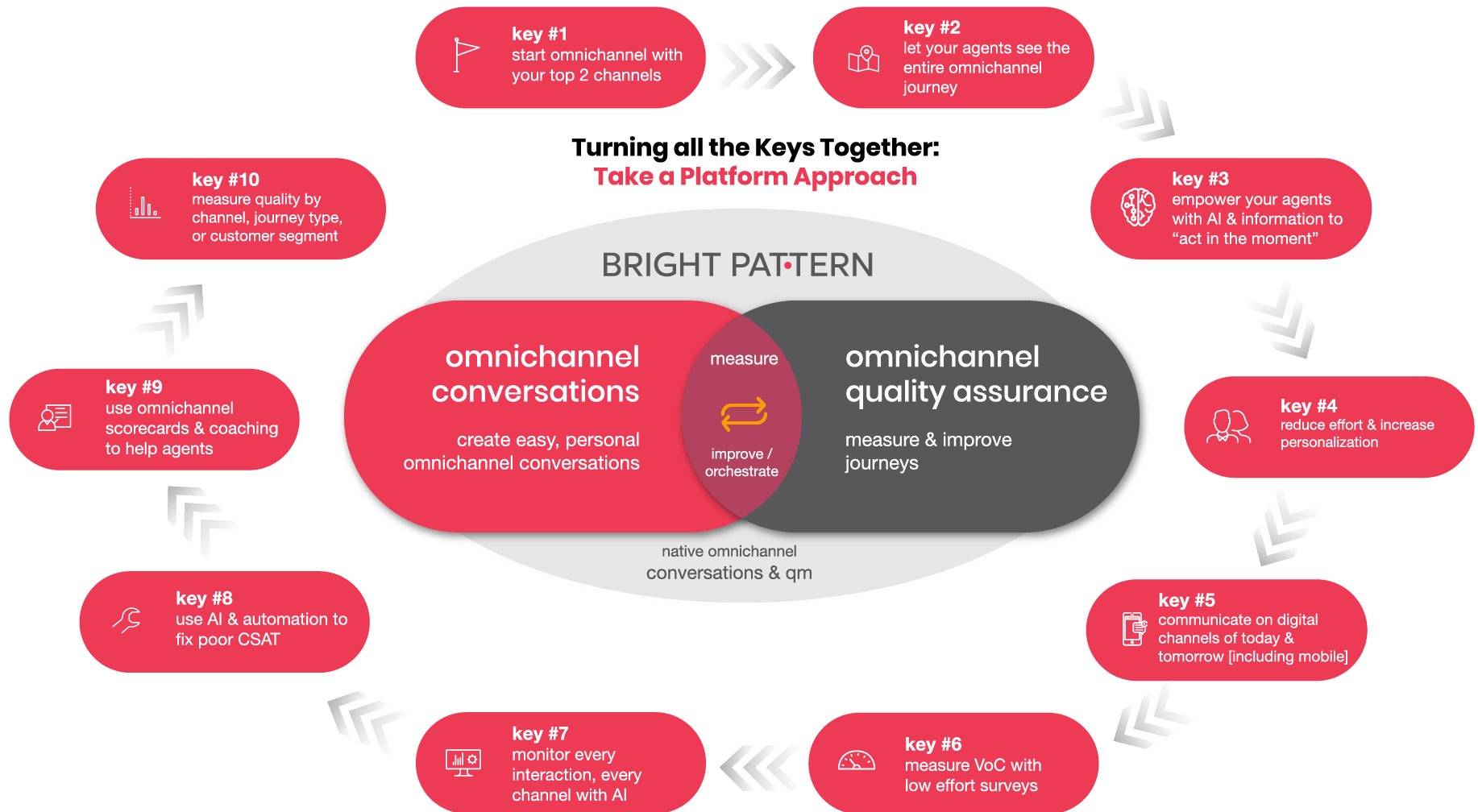
These legacy systems literally took years to implement and were exorbitantly expensive, only available to the largest multi-billion-dollar enterprises, and were very expensive to change with professional services. They leave customers in silos with traditional channels, unprepared to deal with new emerging channels.

By using a platform approach where all channels are native to the platform (versus bolt-on solutions), you can turn on seamless omnichannel conversations and also measure the quality of every single interaction on every channel. A platform with all channels native makes it easy to realize every key outlined in this e-book.

With new cloud microservices, it is now possible to turn on true omnichannel conversations for companies of any size, from midsize companies to the largest enterprises, in a matter of just weeks or months. Bright Pattern is the first built-for-cloud contact center solution offering all channels—from traditional inbound /outbound/blended voice to newer channels like bot- and video/VoIP-enriched live chats and social messengers—natively and seamlessly connected. With Bright Pattern, you can offer your customers easy, personal omnichannel conversations and also measure and improve every customer interaction and journey.



Bright Pattern best practices overview: create, measure, and improve omnichannel journeys



Your Digital Transformation Starts Now!

We have discussed the current era of digital disruption, how effortless personal omnichannel can help you win, and the 10 keys to make it happen. At Bright Pattern, we are here to give easier, brighter customer service to companies of any size. It's a revolutionary cloud contact center that is easier and more modern than any other solution on the market. It's simple yet powerful.

About Bright Pattern

Bright Pattern's cloud contact center software simplifies omnichannel customer service for customers, agents, and contact center managers. Bright Pattern's cloud contact center solutions are used globally in over 26 countries and 12 languages by companies of all sizes.

BRIGHT PATTERN



Bright Pattern is a true omnichannel platform, built for the modern contact center. I keep up my due diligence but I haven't found anyone doing it better."

**Roger Meador
Co-Founder
Trusource Labs**

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