

Success Starts Here

Bright Pattern Customer Success Series



Moving Two Steps Forward with Bright Pattern Cloud Contact Center

Company Profile

VIPdesk Connect is a leader in outsourced customer service and a pioneer in providing high-touch customer care services to discriminating, brand-conscious companies, including premium retailers, luxury travel, consumer products, and financial services companies. VIPdesk Connect's primary focus is, and always has been, to provide clients with exceptional customer service to create memorable customer experiences.

Industry: Customer Care and BPO

Website: www.vipdeskconnect.com

Overview

After a merger in 2010, VIPdesk Connect became a subsidiary of International SOS and successfully became its own corporate entity in early 2014 with the goal to focus all resources on strengthening its position as the premier provider for premium and luxury customer care. VIPdesk Connect hand selects dedicated teams of Brand Ambassadors and then arms them with the resources needed to reduce the "friction" of traditional customer service channels. VIPdesk Connect values transparency, innovation, and flexibility and has never lost a client.

In 2017, VIPdesk Connect partnered with Bright Pattern to upgrade its platform to be completely cloud-based. The firm wanted the latest, most innovative software to put in the hands of employees in order to elevate the customer experience.

Objectives

- Move completely to a cloud-based solution with the latest software
- Be more insight-driven outside of call metrics
- Reduce barriers and leverage newer channels as needed
- Migrate to a new solution quickly



“Not only do you get the Bright Pattern platform, but you get the expertise. —Jeff Kramp, VP of Technology at VIPdesk Connect”

VIPdesk Connect Contact Center Challenges

VIPdesk Connect provides customer care for the most distinguished brands that demand excellence. The firm has spent a lot of resources in developing Brand Ambassadors, but it lacked the tools needed to align fully with its clients' expectations.

VIPdesk Connect wanted a platform that was completely cloud-based since its employees are all decentralized. Additionally, the firm wanted the ability to experiment and iterate in order to be always at the forefront of the customer experience. VIPdesk Connect also wanted a partner that shared its core values of transparency and simplicity (especially in the pricing model).

VIPdesk Connect Solution

VIPdesk Connect was already using a Bright Pattern solution resold through another vendor. VIPdesk Connect liked the product but was not pleased with the limited updates and complicated pricing. By going directly to Bright Pattern, VIPdesk Connect hoped to get the latest, cloud-based solution with a simplified pricing model. Due to its familiarity with the platform, VIPdesk Connect took migration into its own hands and completed the switch in one week. The few problems that VIPdesk Connect did encounter were quickly resolved by the Bright Pattern team.



“ We don't have outages anymore...a lot of our challenges went away when we moved to Bright Pattern. ”

—Jeff Kramp, VP of Technology at VIPdesk Connect

Results of Switching to Bright Pattern

After a successful migration, VIPdesk Connect's associates now have the most up-to-date, technologically advanced software solution in the CX industry. In addition to the latest software, VIPdesk Connect has the capacity to scale at a moment's notice without the annoyance of having to deal with telcos or suffer drops in call quality. To date, VIPdesk Connect has not reported any outages.