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Success Starts Here

Bright Pattern Customer Success Series



Bright Pattern Powers the First 100% Cloud-Based CCaaS Provider in South Africa

Company Profile:

Ocular Technologies is a customer engagement and digital experience solutions provider. With a vision of being regarded as an internationally respected leader in the customer engagement market, Ocular Technologies strives to have its clients appear as heroes in the eyes of their customers.

Industry: Information Technology, Cloud-Based Software (SaaS)

Website: oculartechnologies.com

Overview

Founded in South Africa in 2003, Ocular Technologies has always been at the forefront of customer engagement software. In 2015, when the company was looking for a cloud-based provider for its new platform, there were no options on the entire continent of Africa. Ocular Technologies purchased the Bright Pattern platform from a third-party vendor and became the first 100% cloud-based customer engagement provider in South Africa. However, Ocular Technologies quickly realized that communicating with an outside vendor was difficult and inefficient. The company solved this by partnering directly with Bright Pattern, and in turn, opening up the lines of communication to accelerate growth.

Objectives

- Become 100% cloud-based, hosted and managed locally in South Africa
- Transition from a third-party vendor (white label) to Bright Pattern
- Free up the communication pipeline
- Leverage Bright Pattern's powerful platform and other business partners to implement AI and machine learning



“Transitioning to Bright Pattern was smooth. We worked very well with Ivan [Malyshkin] and the team.”

—Jay Lutchman, CTO of Ocular Technologies

Contact Center Challenges

Four years ago, Pommie Lutchman, CEO of Ocular Technologies, was at a conference, contemplating a cloud-based CX software platform that would meet the demand in the 5–500 seat Southern African Contact Center market. He quickly realized that the landscape was barren—limited options with no vision or direction for the future. “When we initially looked for a cloud-based partner in Africa, there was nothing available on the entire continent...but it was such a brilliant solution,” Jay Lutchman, CTO of Ocular Technologies recalled. In an emerging market like Africa, it was a challenge. But with Ocular Technologies, facing adversity is something it has always approached head-on.

Initially, Ocular Technologies purchased the Bright Pattern platform from a third-party vendor, installed it in its own data center, and implemented the first 100% cloud-based software solution in South Africa. However, the company soon realized that with the white-labeled version, it lacked transparency in communication and full integration with external business partners.

Solution

Understanding that this communication breakdown was hindering growth, Ocular Technologies decided to make the switch directly to Bright Pattern in late 2017. By working directly with Bright Pattern, the lines of communication opened up and the information moved much more freely and quickly. For a company working halfway around the globe, this transparency and ease of information is key to Ocular Technologies’ success.



“We don’t want to get rid of the agents...we just want to make their lives easier.”

—Jay Lutchman, CTO of Ocular Technologies

Results of Switching to Bright Pattern

By using Bright Pattern’s rapidly expanding platform, and adding home-grown components such as automated billing, credit card payment options, and an innovative self-provisioning engine, Ocular Technologies is working on advancements in CX that will make the contact center much more efficient. One area of focus is speech analytics.

Speech analytics uses AI to scrub data and keywords from thousands of calls and create patterns to better understand the customer. Using this data, Ocular Technologies can determine if customers are satisfied with their experience and in what areas they need to improve. Whereas an entire QA team can analyze about 1% of the calls, automated speech analysis can evaluate 100% of all contacts. By adding this functionality as an overlay to the existing Bright Pattern offering, Ocular Technologies is able to provide rich speech and text data and analytics from transactions that are routed through the platform.

Another revolutionary CX application where Ocular Technologies is changing the game is the use of pizza bots, which provide a way to speed up the ordering process using AI and social media. Essentially, a customer can sign in to Facebook Messenger, type an emoji, and get the pizza delivered. Ocular Technologies uses IBM Watson AI integrated with Bright Pattern Contact Center so that the interaction can be escalated to other channels or a live representative if necessary or preferred by the customer.