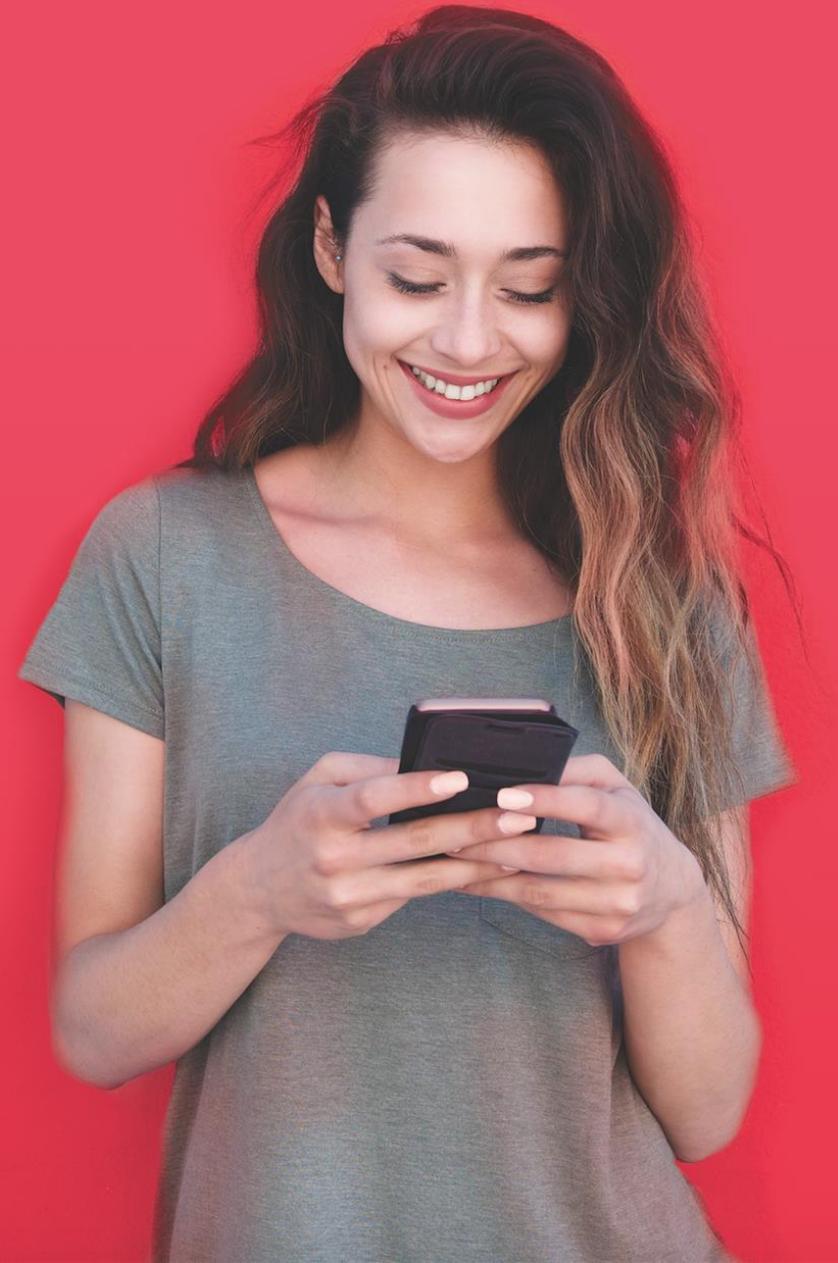


Lighting the way to faster  
easier customer journeys

**BRIGHT PATTERN**  
cloud contact center software



# Bright Pattern - Founded by the Pioneers of the Contact Center Industry

Bright Pattern, which includes the original engineers and leadership that helped build Genesys, is now bringing next generation enterprise-class capabilities to mid-size and large enterprises in a single platform born in the cloud and architected for the future.



**MICHAEL MCCLOSKEY**

CEO & Director



**KONSTANTIN  
KISHINSKY**

Founder & CTO



**SERGEY MENSHIKOV**

VP of Product  
Management



**BRIAN HAYS**

Senior VP of Global Sales



**TED HUNTING**

Senior VP of Marketing

# All-In-One Communication Solution

B R I •  
• G H T  
P A T •  
T E R N



## Cloud Deployment

Cloud delivery that ensures your contact center adapts to your needs, with no downtime for upgrades or maintenance, the ability to turn up features as needed and no up-front capital investment.



## Integrations & APIs

Out of the box integrations  
CRMs: SALESFORCE, RIGHTNOW, MICROSOFT DYNAMICS, SERVICENOW, ZENDESK.  
WFMs: VERINT, ASPECT, MONET  
REST APIs for custom integrations



## Reduced Complexity

Manage platform and make changes easily without relying on vendor to make costly changes.



## Unbeatable Scalability

As an enterprise grows it's important to handle that volume, respond to it's changes and have high headroom for uninterrupted growth.  
Up to 10000 concurrent agents per tenant.



## Omni-Channel

Blended omni-connected engagement reduces customer effort and allows customers to use the channel they are most comfortable with.



## QM across all channels

Call recording, customizable interaction scoring, screen-sharing and screen capture help supervisors provide feedback on agent performance.



## Proactive engagement

Powerful outbound communication capabilities. Automated predictive dialing, SMS engagement, trigger based Automation



## Self Service Orchestration

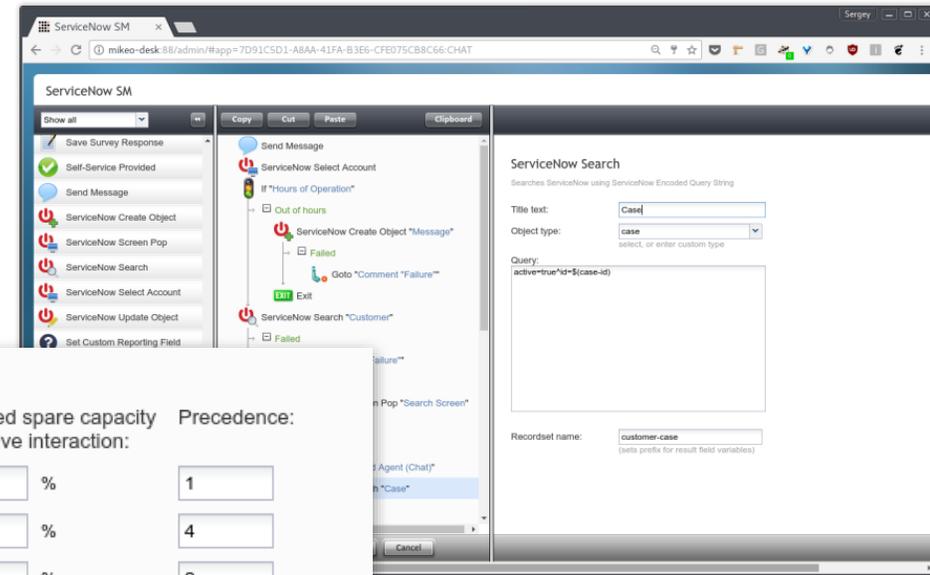
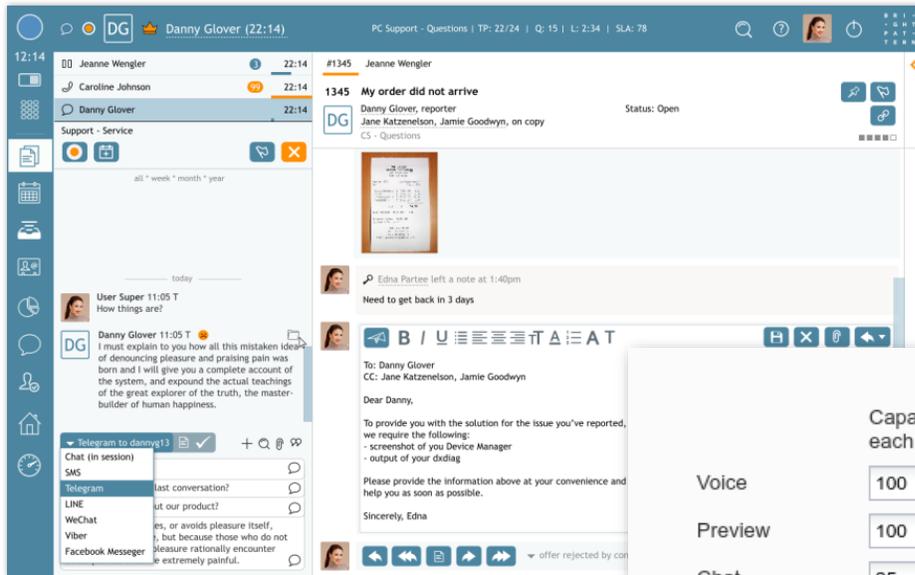
AI and customer data driven self service flow.



# Our Customers Include



# All Channels - Unified Queue



|         | Capacity share taken by each interaction: | Required spare capacity to receive interaction: | Precedence:                    |
|---------|---|---|--------------------------------|
| Voice   | <input type="text" value="100"/> %        | <input type="text" value="50"/> %               | <input type="text" value="1"/> |
| Preview | <input type="text" value="100"/> %        | <input type="text" value="50"/> %               | <input type="text" value="4"/> |
| Chat    | <input type="text" value="25"/> %         | <input type="text" value="25"/> %               | <input type="text" value="2"/> |
| Email   | <input type="text" value="25"/> %         | <input type="text" value="100"/> %              | <input type="text" value="3"/> |

- What constitutes a busy agent
- When it's OK to route one more interaction



# Contacts / Activity History

- Identification
- Personalization
- Data Augmentation
- Activity history
- Look-up of activity history for interaction context

The screenshot displays a customer service interface for a contact named Jeanne Wengler. The interface is divided into several sections:

- Header:** Shows the contact's name, phone number (1-415-555-1212), and a status bar with metrics like 'TP: 22/24', 'Q: 15', 'L: 2:34', and 'SLA: 78'.
- Contact Profile:** Includes a profile picture, name 'Jeanne Wengler', title 'Director', company '123 Warehousing, Inc', and email 'jw@123w.com'. There is an 'Edit' button.
- Activity History Table:** A table with columns 'Date/Time', 'User', 'Disposition', and 'Details'.

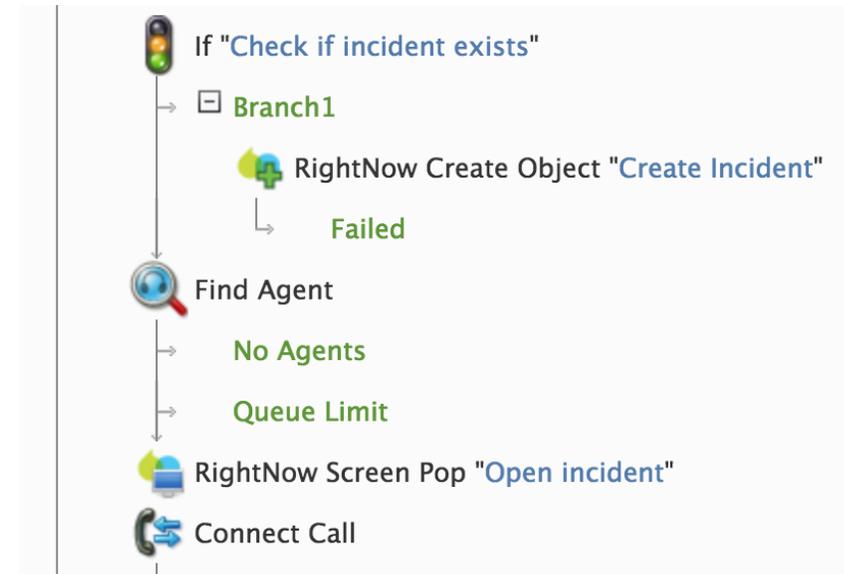
| Date/Time | User        | Disposition | Details                   |
|-----------|-------------|-------------|---------------------------|
| Aug 17    | Lola Maddox |             | Follow-up call            |
| Aug 7     | Edna Partee |             | Check for answer to ...   |
| Mar 12    | Edna Partee | Answered    | sold new policy           |
| 12:15     | Edna Partee |             | Re: Ask if the budget ... |
| 12:15     | Edna Partee | Answered    | Additional Details        |
| 12:05     | Edna Partee |             |                           |
| 11:00     | Edna Partee |             |                           |
| Sun 10:35 | Lola Maddox |             |                           |
- Call Log:** Shows a 'Follow-up call' on 08/17/29015 at 12:15pm (1 hour) by Lola Maddox. The details include 'call Jeanne on mobile ask about budget decision'.
- Message Log:** Shows a 'Check for answer to our proposal' on 08/17/29015 at 12:15pm (1 hour) by Lola Maddox. The details include 'call Jeanne on mobile ask about budget decision' and 'Ask if the budget decision has been made'.
- Message Content:** A message from Jeanne Wengler: 'Hi Jeanne. I understand the problem and will be happy to help you. Let's see what I can do. hmm...'
- Input Fields:** Includes a 'Call notes' field, an 'Enter number' field, and an 'SMS to mobile 14155551212' option.



# Automation via Communication enabled workflows

## Trigger-initiated workflows

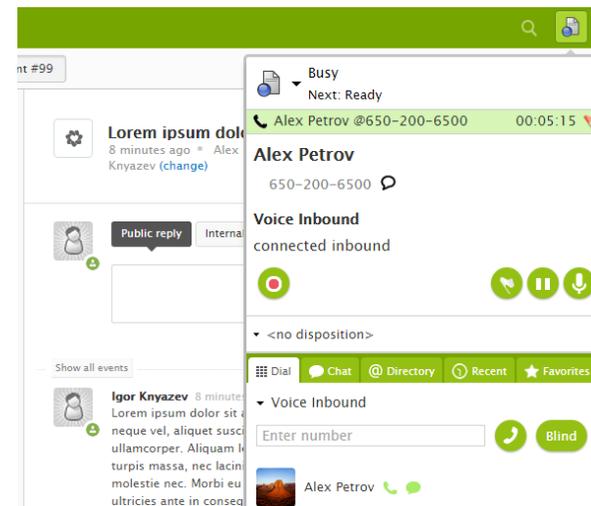
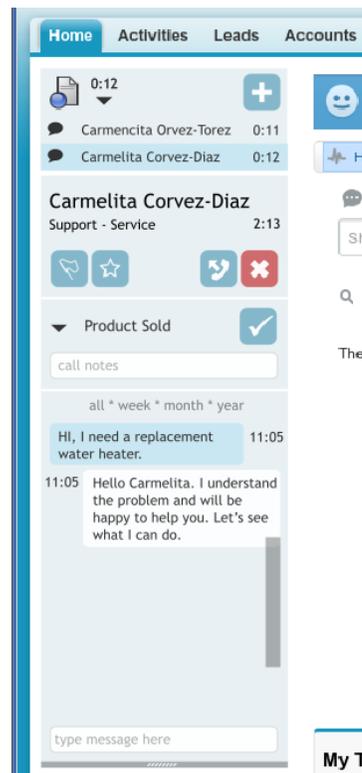
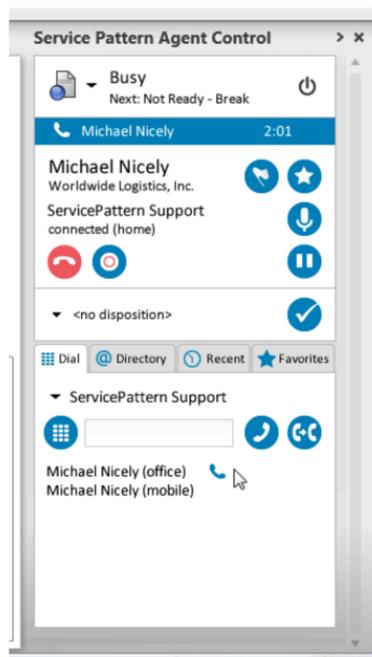
- Pass data to external systems
- Send notification



# Out of the Box CRM Integrations



- Single sign-on
- Access to CRM data from scenarios
- Creating/updating objects in CRM from scenarios
- Screen pops
- Propagating call/chat details as a part a CRM case history



# Real Time KPIs and Wallboards

12:14
PC Support - Questions | TP: 22/24 | Q: 15 | L: 2:34 | SLA: 78

### Break Time

12 min remaining

8 min used

available ■  
taken ■  
exceeded ■

### My Stats

Handled/Hour: 8

Average Handling Time: 7:30 (My stats), 5:02 (My team's average)

Abandoned Interactions: 1

### Dispositions

### Agents

Thu Mar 30

- 1:00am Call with John Smith in 3 min on mobile
- 9:00am High Volume of Outbound Calls in 0:12
- 10:00am Team Building conf room in 1:12

Fri Apr 1

- 12:00pm Call with John Smith in 3 min on mobile
- 9:00am High Volume of Outbound Calls

### Agents in Front of Me

- Jonathan Wharton Ready 12:01
- Norma Spriggs Ready 10:00
- Robert Clem Ready 5:12
- Timothy Baptiste Ready 3:01
- Vera Maurer ACW 4:04
- Amelia Kirchner ACW 2:45
- Jimmy Danforth Not Ready 4:23
- Edward Kempf Not Ready 3:12
- Donna Gist Not Ready 1:02
- Allen Fawcett Busy 15:01

## Call Center Overview

Waiting in All Queues

2

0%

Abandoned, All Queues

1

0%

Queued, All Queues

22

### Queues

| Name                          | SL | Ab | MxWait | InQ | Agents | Calls |
|-------------------------------|----|----|--------|-----|--------|-------|
| Customer Service              | 18 | 1  | 0      | 2   | 1      | 20    |
| Phone support                 | 14 | 0  | 0      | 0   | 0      | 20    |
| Mobile Support                | 0  | 0  | 0      | 0   | 1      | 20    |
| Yet another e-mail service    | 0  | 0  | 0      | 0   | 1      | 48    |
| ZenDesk Support Service Voice | 0  | 0  | 0      | 0   | 0      | 20    |
| Another e-mail service        | 0  | 0  | 0      | 0   | 1      | 48    |

### Agent State Summary

- 12 Busy
- 19 Ready
- 11 ACW
- 43 NR

### Longest Calls

|                |   |
|----------------|---|
| John Watson    | 0 |
| Jeffery Lazada | 0 |
| Maria2 solo    | 0 |
| B PO           | 0 |
| Alan Berg      | 0 |

### Longest Not Ready

|                |   |
|----------------|---|
| John Watson    | 0 |
| Jeffery Lazada | 0 |
| Maria2 solo    | 0 |
| B PO           | 0 |
| Alan Berg      | 0 |

### Longest Hold

|                |   |
|----------------|---|
| John Watson    | 0 |
| Jeffery Lazada | 0 |
| Maria2 solo    | 0 |
| B PO           | 0 |
| Alan Berg      | 0 |

### Longest ACW

|                |   |
|----------------|---|
| John Watson    | 0 |
| Jeffery Lazada | 0 |
| Maria2 solo    | 0 |
| B PO           | 0 |
| Alan Berg      | 0 |

### Positive Disposition

|                |   |
|----------------|---|
| John Watson    | 0 |
| Jeffery Lazada | 0 |
| Maria2 solo    | 0 |
| B PO           | 0 |
| Alan Berg      | 0 |
| Sasha Volgin   | 0 |
| Test Access    | 0 |

### All agents

| Name               | State | Calls | AHT |
|--------------------|-------|-------|-----|
| John Watson        | ○     | 0     | 0   |
| Jeffery Lazada     | ○     | 0     | 0   |
| Maria2 solo        | ○     | 0     | 0   |
| B PO               | ○     | 0     | 0   |
| Alan Berg          | ○     | 0     | 0   |
| Sasha Volgin       | ○     | 0     | 0   |
| Test Access        | ○     | 0     | 0   |
| Roman Orlovskiy    | ○     | 0     | 0   |
| Us Er              | ○     | 0     | 0   |
| Ivan               | ○     | 0     | 0   |
| Edmund Wong        | ○     | 0     | 0   |
| Tom Carter         | ○     | 0     | 0   |
| Client A           | ○     | 0     | 0   |
| John Smith         | ●     | 0     | 0   |
| ivan test          | ○     | 0     | 0   |
| Gina Sayre         | ○     | 0     | 0   |
| Lola Maddox        | ○     | 0     | 0   |
| isvtest okta.com   | ○     | 0     | 0   |
| Pip Kins03         | ○     | 0     | 0   |
| Maria2 solo        | ○     | 0     | 0   |
| Pip Kins02         | ○     | 0     | 0   |
| Nick Deininger     | ○     | 0     | 0   |
| User Super         | ○     | 0     | 0   |
| Anton Savin        | ○     | 0     | 0   |
| Anna Bates         | ○     | 0     | 0   |
| MikhailO           | ○     | 0     | 0   |
| Anatoliy Vtorushin | ○     | 0     | 0   |
| James Thurman      | ○     | 0     | 0   |
| Alexei V.          | ○     | 0     | 0   |
| Pip Kins01         | ○     | 0     | 0   |
| One More           | ○     | 0     | 0   |

### Announcements

Please hold on taking breaks

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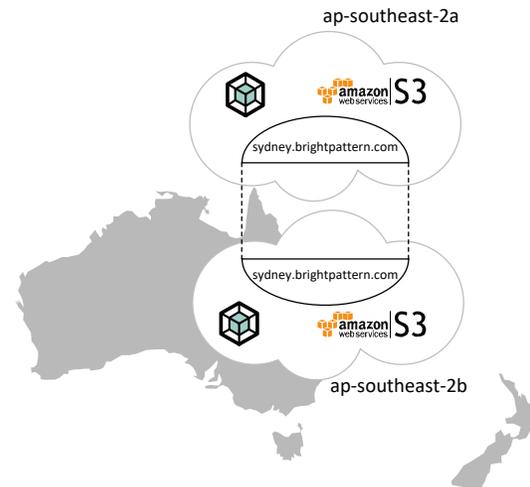
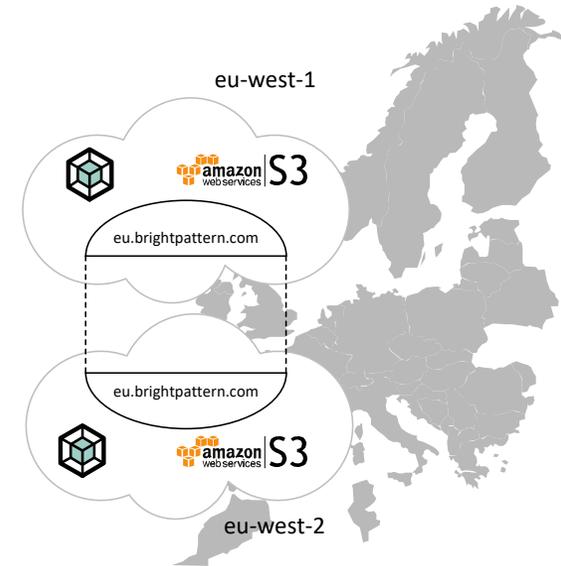
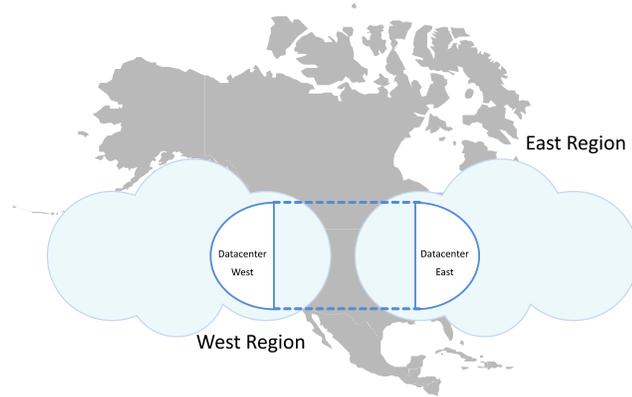
# Single Sign On With:

B R I •  
• G H T  
P A T •  
T E R N

The Okta logo consists of the word "okta" in a lowercase, blue, sans-serif font.The ForgeRock logo features a stylized black icon of three overlapping shapes on the left, followed by the word "FORGEROCK" in a bold, black, uppercase, sans-serif font.The Active Directory Federation Services logo includes the Microsoft logo (four colored squares: orange, green, blue, yellow) on the left, followed by the text "Active Directory Federation Services" in a grey, sans-serif font.

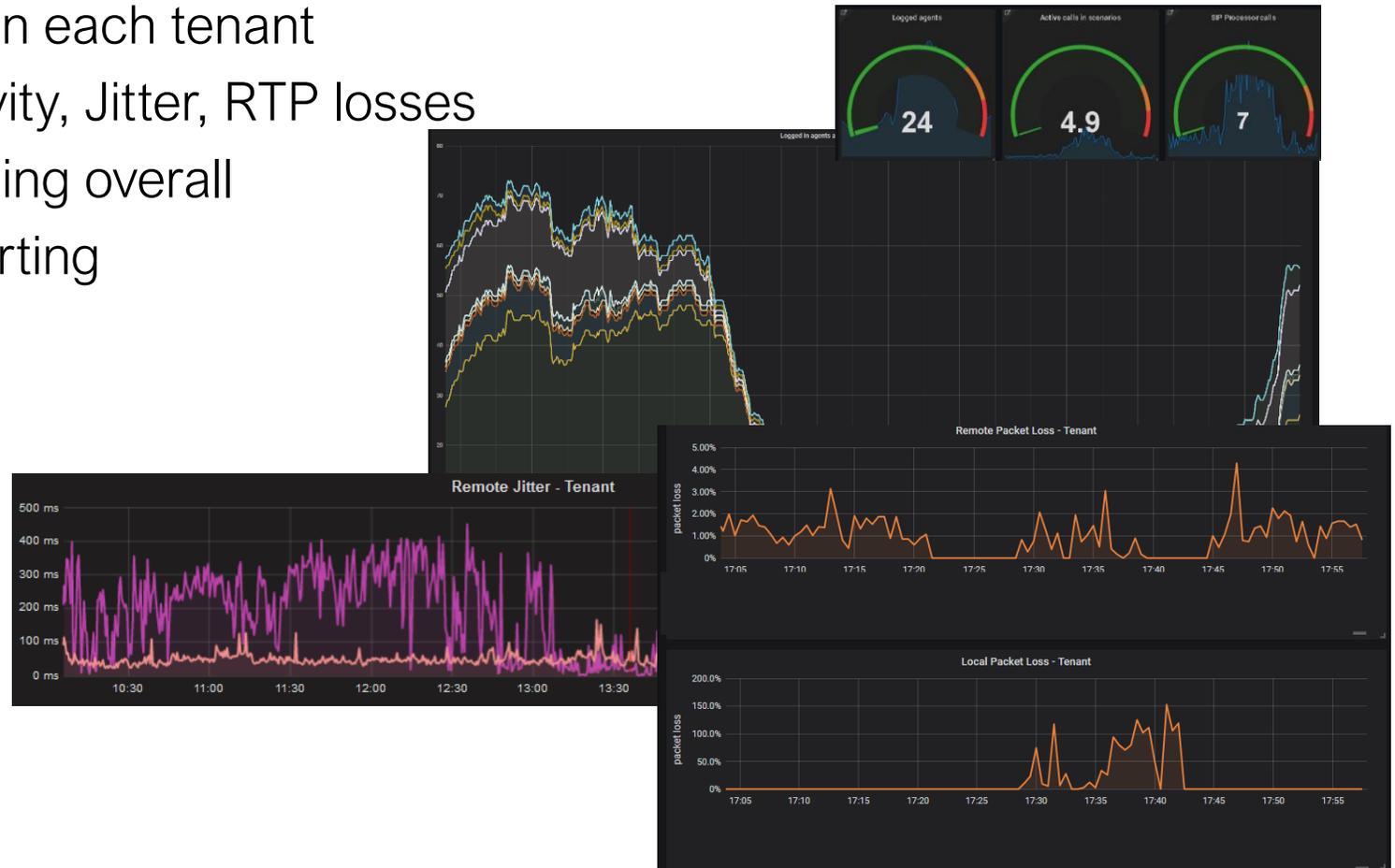
# Active-Active Disaster Containment

- Non-disruptive updates, no scheduled downtime.
- Distributed deployment architecture with no single point of failure
- N+1 redundancy for all components
- Standard Uptime Warranty 99.99%



# 24/7 Monitoring of system performance

- Monitor usage patterns on agents, call queues, interactions per second rates and auto-detect exceptions in each tenant
- Monitor agent connectivity, Jitter, RTP losses
- System load and balancing overall
- Issue prediction and alerting



# Global Infrastructure and 24/7 Support

