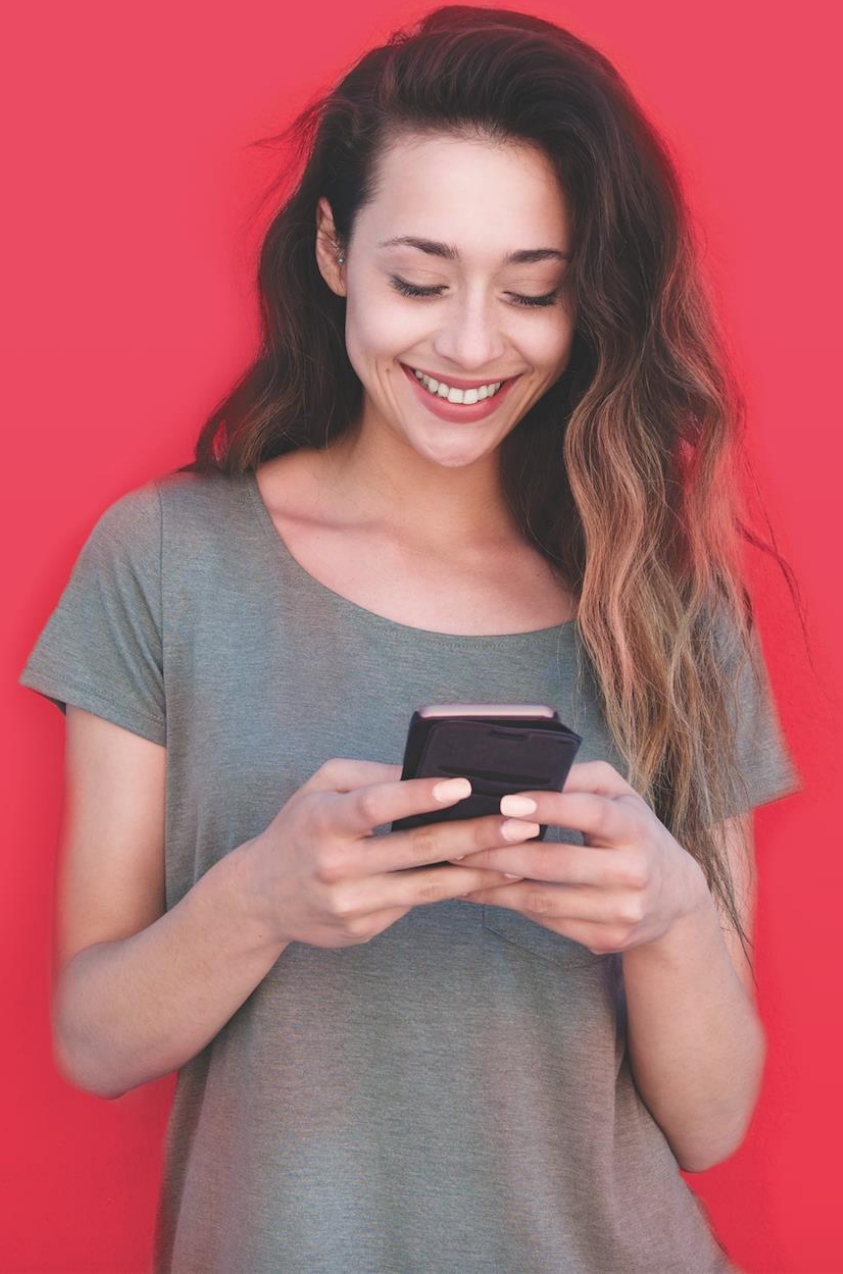


Lighting the way to faster  
easier customer journeys

**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.



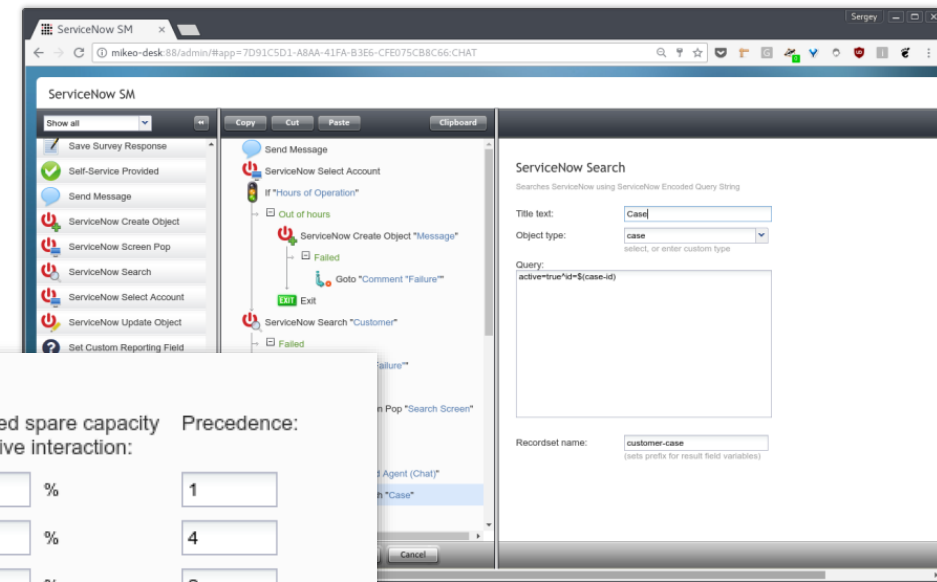
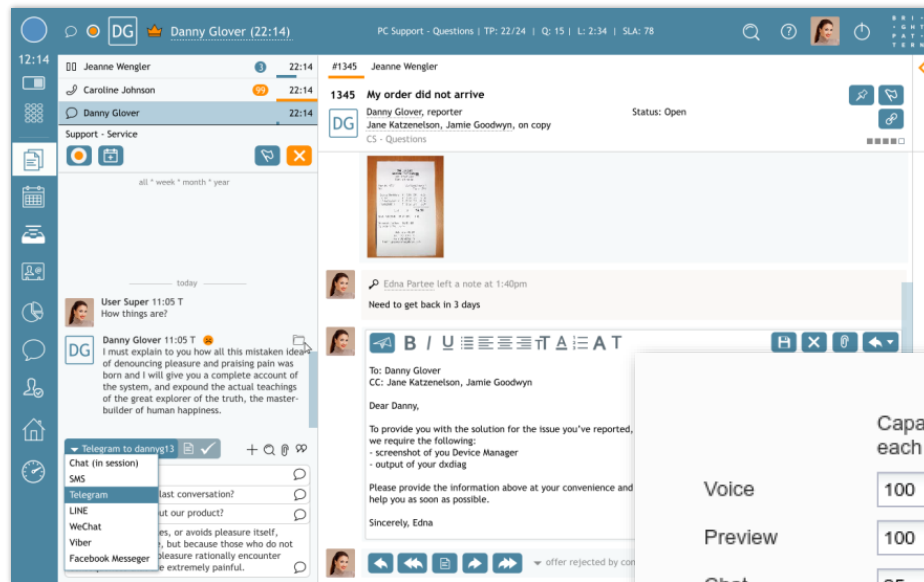
# Our Customers Include

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P A T •  
T E R N



# All Channels - Unified Queue

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• G H T  
P A T •  
T E R N



	Capacity share taken by each interaction:	Required spare capacity to receive interaction:	Precedence:
Voice	100 %	50 %	1
Preview	100 %	50 %	4
Chat	25 %	25 %	2
Email	25 %	100 %	3

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





# Contacts / Activity History

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

The screenshot displays a CRM interface with a contact profile for Jeanne Wengler, Director at 123 Warehousing, Inc. The interface includes a sidebar with navigation icons, a contact card with a photo and details, and a main panel showing a service request and a detailed activity history table.

**Contact Card:**

- Name: Jeanne Wengler
- Title: Director
- Company: 123 Warehousing, Inc.
- Phone: 1-415-555-1212 (mobile)
- Email: jeanne.wengler@123warehousing.com

**Service Request:**

- Subject: Service Request - Jeanne Wengler
- Status: Open

**Activity History Table:**

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		

**Activity Details:**

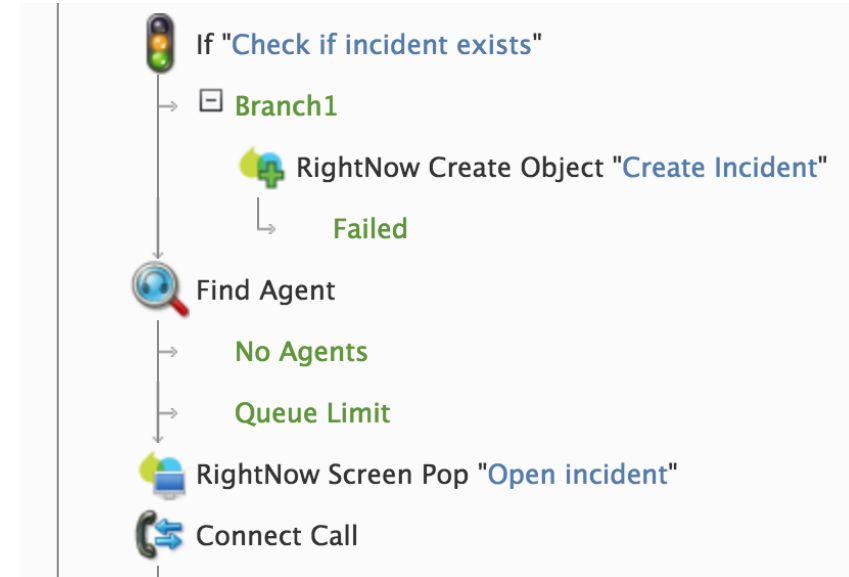
- Follow-up call** (Aug 17): Date: 08/17/29015, Time: 12:15pm (1 hour), User: Lola Maddox. Action: call Jeanne on mobile, ask about budget decision.
- Check for answer to our proposal** (Aug 7): Date: 08/17/29015, Time: 12:15pm (1 hour), User: Lola Maddox. Action: call Jeanne on mobile, ask about budget decision.
- Ask if the budget decision has been made** (Mar 12): From: Jeanne Wenger @ 1(415)555-1212, To: Service, 12:15, User: Edna Partee. Content: Dear sir or madam, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis



# Automation via Communication enabled workflows

## Trigger-initiated workflows

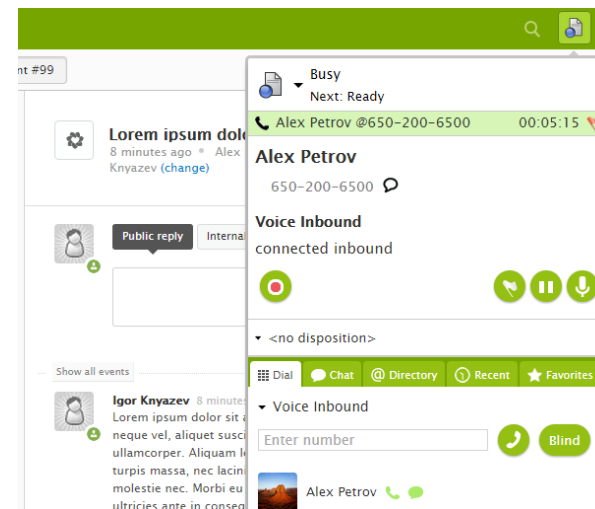
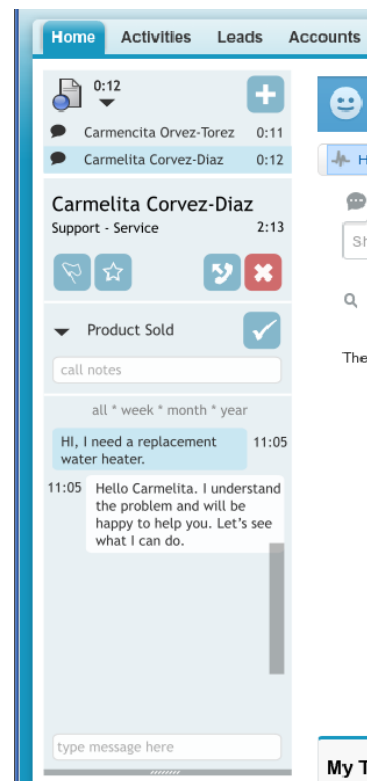
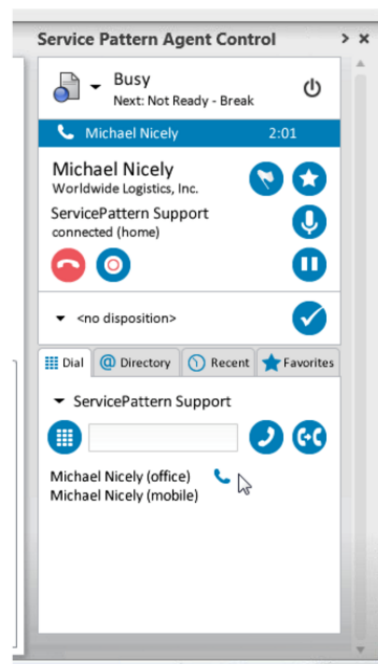
- Pass data to external systems
- Send notification



# Out of the Box CRM Integrations

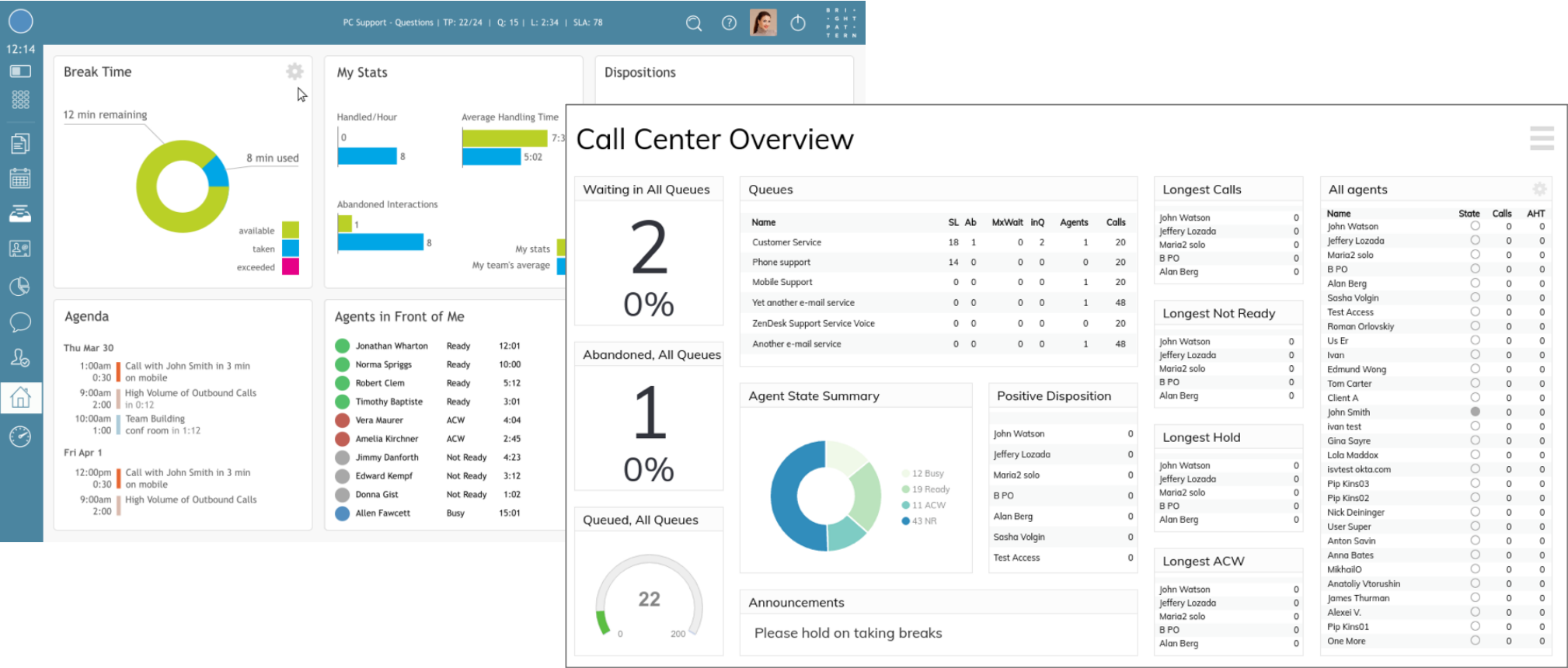


- Single sign-on
- Access to CRM data from scenarios
- Creating/updating objects in CRM from scenarios
- Screen pops
- Propagating call/chat details as a part a CRM case history





# Real Time KPIs and Wallboards



# Single Sign On With:

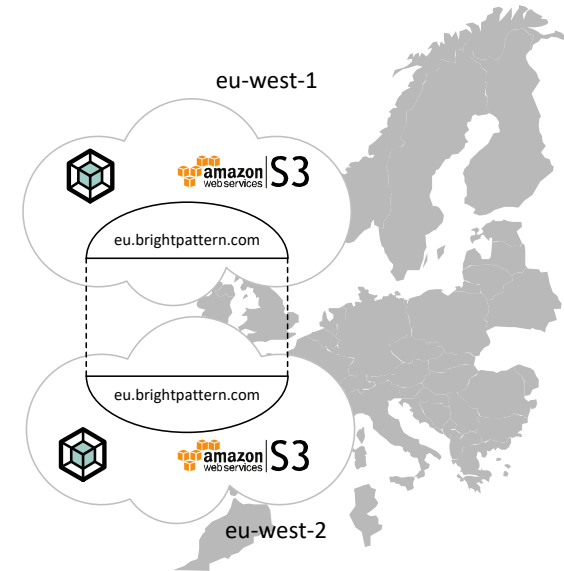
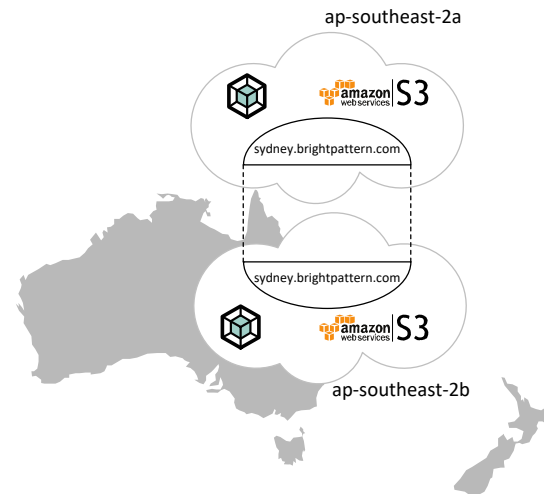
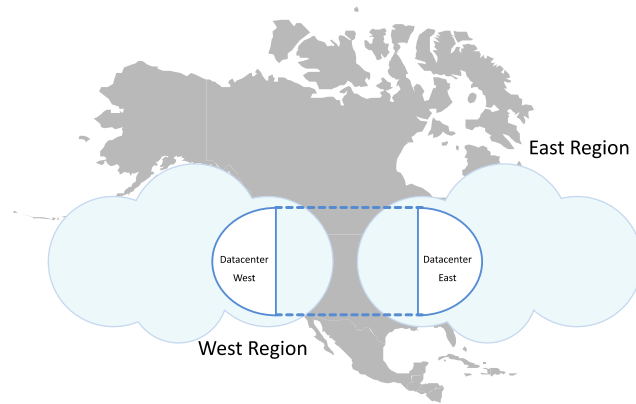
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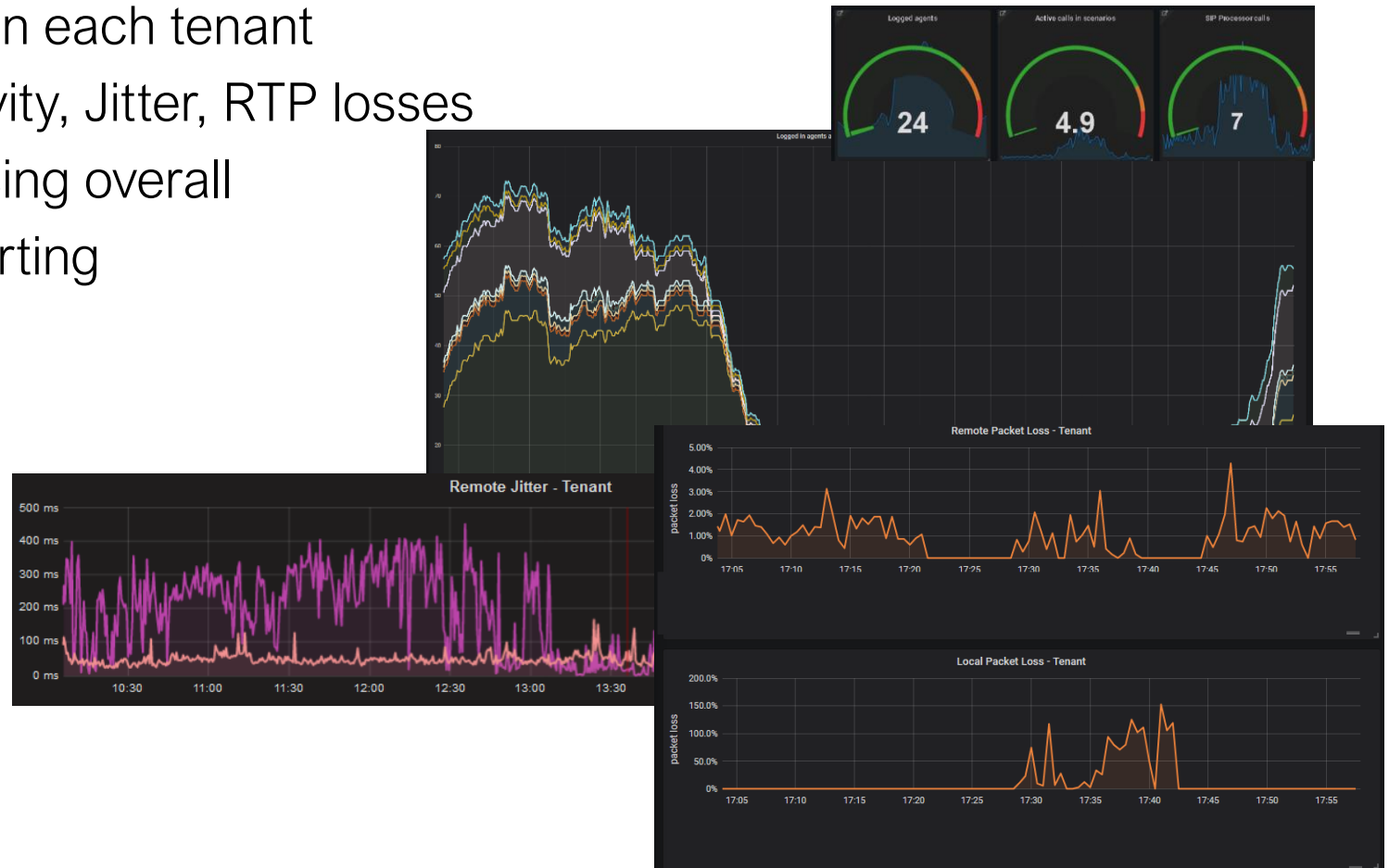
# Active-Active Disaster Containment

- 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

