



# Success Starts Here

## Bright Pattern Customer Success Series



Trusource Labs Relies on Bright Pattern's Agile, Reliable Solution to Deliver Modern Customer Support Services at a Fast Pace

### Company Profile

Trusource Labs offers innovative technical support services for the Internet of Things and provides tailored Help Desk Services to companies using Apple devices. Their clients range from smaller, rapidly emerging IoT device providers to established companies focused on delivering closed-loop customer support for complex products. Recently named one of the fastest growing companies in Central Texas, Trusource puts a next-level customer experience model within the reach of any company.

**Website:** [trusourcelabs.com](http://trusourcelabs.com)

### Overview

Trusource aims to continuously improve the customer experience by using innovative contact center methodology that combines cutting edge technology with tech-savvy, customer-oriented contact center representatives. With Bright Pattern's omnichannel cloud contact center technology, Trusource can rapidly and reliably bring new technical support centers online and give agents a full suite of integrated tools to deliver a personalized experience to every customer.

### Objectives

- Select reliable, mature technology built for the modern, omnichannel contact center that can also evolve to meet new business needs
- Partner with a cloud contact center vendor with a similar dedication to improving customer experience
- Deliver value through knowledgeable agents trained as problem solvers and equipped with the right tools to work collaboratively with customers and clients

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



Roger Meader  
Co-Founder,  
Implementation,  
TruSource Labs

“Our contact center model is still evolving on a lot of fronts. Bright Pattern did better at meeting our initial requirements than anyone else. And they’ve continued to listen and collaborate with us on new features. As our business matures and our customers’ needs evolve, we need a contact center infrastructure that we can rely on to evolve with us.”

Roger Meador  
Co-Founder,  
Implementation,  
TruSource Labs

### TruSource Labs Challenges

As an outsourced technical support services provider, TruSource needs ultra-high reliability and rich functionality in its contact center solution. It also needs to deploy new support services quickly, through a platform that agents find easy to access and use. Most importantly, TruSource’s business differentiation relies on providing personalized customer experience and a channel for capturing voice-of-the-customer feedback.

To realize its vision, TruSource needed to rely on a modern contact center infrastructure that integrates true omnichannel functionality with tools to help agents work more productively and collaboratively. TruSource’s initial list of requirements for a contact center solution was several hundred items long. Beyond evaluating feature sets, reliability, and security, they also looked at vendors’ support models, integration with popular CRMs, and ease-of-use and tools for agents. Above all, TruSource looked for a partner who placed a high value on taking customer experience to the next level.

### TruSource Labs Solution

When TruSource is tasked with building a contact center for a new IoT or Apple Help Desk client, they prefer to use the Bright Pattern solution because of its rich feature set and stable technology. It also integrates seamlessly with popular CRMs, enabling TruSource to easily customize a new contact center for every client. Meador notes, “we can do things with Bright Pattern, like detailed skills based routing, that would be very difficult with other contact center solutions.”

The Bright Pattern Agent Desktop gives each agent the right information and tools to quickly respond to voice, chat, and SMS requests, resolve issues, and capture customer feedback for the client. “Our agents just come in, sit down, log into Bright Pattern and get to work,” says Meador. And because Bright Pattern is cloud-based, TruSource can continuously improve its contact center services over time.

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### Results of Switching to Bright Pattern

- 3000% growth of agents using Bright Pattern platform, plan to grow by 145% in the next 6-12 months
- Decrease in outages with uptime of 99.999%
- Awarded Fastest Growing Company in Central Texas
- Decreased agent training time and deployment by 50%

### Conclusion

TruSource is delivering a new model for outsourced technical support services, and the Bright Pattern cloud contact center solution is integral to its success. “Our contact center infrastructure is mission-critical because it provides our primary value proposition,” says Meador. “Bright Pattern delivers everything we need.”

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