Success Starts Here

Bright Pattern Customer Success Series

BRIGHT PATTERN

80024SUPPORT.COM
A PAI COMPANY

80024Support Focuses on Growth with Cloud-Based Operations

Company Profile

80024Support provides professional technical help desk services and customer care strategies for many leading technology brands. With a highly skilled agent workforce and nearly three decades of call center operations experience, 80024Support delivers award-winning customer care across the USA, Canada, Mexico, as well as other regions around the world.

Industry:
Technical Support

Website:
http://80024support.com/

Overview

A proven industry leader, 80024Support is known for designing and delivering award-winning technical help desk and customer care solutions designed to fit the unique requirements of each of its clients. 80024Support's clients range from innovative life sciences start-ups to government agencies to global technology brands. What's common across all these companies is their commitment to making exceptional customer experience an integral part of their brand strategies.

Up until recently, however, 80024Support remained heavily invested in its physical, voice-based communications infrastructure and proprietary information management systems. The company realized this model could not adapt quickly enough to meet changing market requirements and customer expectations. With the right cloud-based contact center platform, however, 80024Support found its business could rapidly evolve into a modern, digital customer care operations center without missing a beat.

Objectives

- Transition to the cloud without disrupting current operations
- Reduce operational expenses while improving capacity to serve clients
- Align infrastructure and technology investments with company's vision to provide unrivaled customer experience solutions

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"Bright Pattern makes us more agile, more nimble. It's made a night and day difference in what we can now offer our clients."

Tripp Kerr
VP of Operations,
80024Support

80024Support Contact Center Challenges:

Over the course of 30 years in business, 80024Support had made significant investments in its physical contact center: a large, expensive facility with banks of telephony equipment and the people to maintain it, secured co-location facilities, a local area network infrastructure, and proprietary software to connect it all. Simply maintaining the physical plant and software tools ate up a lot of human and financial resources. Adapting the contact center to accommodate new client volumes, new tools, and new market demands was a Herculean task.

"Today, the traditional contact center is a liability, not an asset," says Tripp Kerr, Vice President Operations, 80024Support. "We were hindered by our technology, which made it harder to do what we needed to do, which caused us to move slower than we wanted to move."

To maintain its leadership position, the company knew its operation centers needed to evolve. Its clients and their customers expected more communications channels, including SMS and web self-service. Its agents needed easier ways to search customer data, manage queues, and access product information. 80024Support also needed to streamline its operational overhead, freeing resources to focus on serving clients instead of maintaining systems.

When 80024Support decided to replace its telephony platform with a cloud-based solution that aligned with the company's business vision, it found Bright Pattern perfectly matched its requirements.

The Solution

Engineered specifically for modern, cloud-based contact centers, the Bright Pattern platform offered 80024Support everything needed to safely transform their business: an easily scalable and reliable architecture, omnichannel communications, extensive integration with other enterprise apps, and best-in-class agent tools, all in a single, consolidated environment.

The company began by focusing on transitioning its voice-only communications, data repositories, and workflow management. Bright Pattern's broad set of APIs for enterprise CRMs and support for other cloud-based tools like Zendesk made it easy for the company to jettison its limited self-built software and create a more flexible system for call center operations. After a smooth and fast transition supported by Bright Pattern's expert integration team, the company downsized its physical operations center, freeing resources for business expansion.

With Bright Pattern's omnichannel capabilities, 80024Support can offer more than just voice support to its help desk services. The company can now custom design the communications experience based on its clients' particular needs. The ability to offer clients any combination of voice, chat, email, SMS, and web self-service and still retain a personalized, agent-driven customer experience is paramount to 80024Support's business strategy.

The company also reimagined its agent model and harnessed Bright Pattern's comprehensive agent tools to improve the work experience for its employees. Bright Pattern provides an easy-to-use agent interface that consolidates customer data and call history in a single environment. Presenting the "customer in context" helps agents deliver a more personalized experience and resolve interactions more efficiently, leading to a better customer experience.

The Bright Pattern platform also gives 80024Support more robust performance monitoring and analytics tools, so 80024Support can provide more transparency for its clients and design better customer experience strategies. The company uses these insights to improve its own business processes, such as training, call handling, and workflows, further increasing the return on its investment in cloud-based operations. "With all the capabilities of Bright Pattern, we have almost unlimited options for realizing our vision," states Kerr. "All we have to do now is execute."

Results of Switching to Bright Pattern

- Significant reduction in call center operations expenses and resource requirements
- Enhanced communication offerings with seamless omnichannel support (email, chat, web self-service)
- Simplified ticketing and workflow management—no more silos of customer information
- Improved agent experience with better tools for interaction, knowledge management, and performance tracking
- Positioned for next stage of business growth aligned with market needs