

# Bright Pattern

## Unified, Multi-Pronged Contact Center Solutions

**G**iven the plethora of communication channels that exist today, the need for a unified platform to manage contact centers has become more imperative than ever. Many businesses rely on fragmented, legacy software to run contact centers, and they lack robust solutions to address multichannel routing and new technologies, which ultimately disrupts business continuity and leads to unhappy customers. The key to unlocking streamlined, agent- and customer-friendly communications, however, is to utilize cloud technologies that were designed to support continuous conversations across all channels and geographic locations. Taking a centralized approach to communications, Bright Pattern positions itself as the innovator that can modernize contact centers with its next-generation cloud communications platform.

“Bright Pattern was founded by some of the top engineers from Genesys. The company’s vision was to build an advanced communication platform comprising all communication channels, including voice, chat, email, messaging, text, video and artificial intelligence (AI),” says Konstantin Kishinsky, the company’s founder and CTO.

Bright Pattern’s offerings are used globally in over 26 countries; through its unified platform, the company is delivering enterprise-class functionality and access to cutting-edge contact center technologies for companies of all sizes. Bright Pattern has established several foothold accounts in Asia, including one of the largest travel companies and one of the largest premium support BPOs. The company’s partner program is now expanding globally and is highly focused on the Asia-Pacific (APAC) region.

“We are particularly well-suited for APAC markets, as we have already released 12 languages and can readily add more,” adds Michael McCloskey, CEO of the company.

Bright Pattern’s margin for partners is one of the highest in the industry and is up to 50 percent more than what is offered by other contact center solution providers.

Bright Pattern relies exclusively on its partnership model as its go-to channel-centric market strategy. As such, the



Konstantin Kishinsky,  
 Founder and CTO

company does not compete with its own partners; rather, it supports them with abundant technical and advisory resources to win more customers. From the perspective of end users, APAC is a region of huge diversity and sheer volume. Understanding this, Bright Pattern delivers flexible capabilities such as the potential to carry out voice-to-text chat transition and provide voice transcription while transitioning to text and treating the whole communication chain as a single conversation.

The company’s platform also integrates seamlessly with several software offerings from Zendesk, Salesforce, Oracle, and Microsoft, to name a few. When it comes to other widely used feature sets and functionalities, what most contact center solution providers install as third-party integrations atop their stack are natively built into Bright Pattern’s platform, which makes the company’s offerings more robust. The company has also taken ample measures for security and disaster recovery initiation.

For multinational corporation (MNC) clients, Bright Pattern takes away the hassles associated with varying telecom subscription standards set by various countries or telcos in the APAC region, for the company already

adheres to their mandates.

Bright Pattern’s platform, in addition to being compatible with third-party bots, equips clients with the ability to build a bot for self-service, voice communication, and agent assistance. The platform also uses bot automation for channel transition and cutting-edge AI to analyze the conversation—in terms of sentiment and intent analysis—and continue serving the customer without disruption.

To further align its offerings, especially with the best interests and nature of the APAC user base, Bright Pattern will roll out complete, end-to-end contact center solutions in the near future, which will even include functionalities for workforce optimization and management. ☑

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