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Success Starts Here

Bright Pattern Customer Success Series



Canary, a Home Security Startup, Selects Bright Pattern's Cloud Contact Center Solution for Its Seamless Zendesk Integration

Company Profile

Canary offers a home security device that connects to a user's smartphone so that customers can check the security of their home on-the-go. Canary launched a crowdfunding campaign in July of 2013, and it quickly became one of the most successful connected device campaigns of all time. The product is now available in more than 8,000 retail stores across North America and Europe.

Website: Canary.is

Overview

Canary's main goals are to provide an outstanding product and deliver an unmatched customer experience while growing its business. Canary uses Bright Pattern's multichannel cloud contact center technology and Zendesk to increase agent productivity and provide top tier customer service.

Objectives

- Find an omnichannel software that integrates with Zendesk
- Decrease average handle time and increase agent productivity by providing a tool that allows agents to remain in a single interface.
- Partner with a cloud contact center vendor who would allow customization of the platform and a dedicated on-boarding team.

Decrease Average Handle Time

7.84%

Decrease Average Hold Time

40%

Increase Average Time to Abandon

64.86%

"Many contact center providers offer an integration with Zendesk, but none that I've found are as flexible or as customizable as Bright Pattern."



Gavin Blair
Head of Customer Experience, Canary

“We initially struggled to find a multichannel contact center solution that flawlessly integrated with Zendesk, but with Bright Pattern, the integration worked from day one. What impressed me most was Bright Pattern’s team of industry experts that helped us customize the integration to fit our specific needs. There was no “red tape” in the process and I was able to directly communicate with the Bright Pattern team to create customized features.”

Gavin Blair
Head of Customer
Experience, Canary

Canary’s Contact Center Challenges

With a stellar customer experience and streamlined agent productivity as their main focus, Canary selected Zendesk as their helpdesk solution. Zendesk quickly became the centerpiece of their customer’s experience, and they knew that in order to provide the outstanding experience they sought to deliver they needed to find a cloud contact center service that integrated seamlessly with Zendesk.

Many of the solutions Canary explored either failed to integrate with Zendesk, or didn’t provide an integration tight enough to allow the agent to operate in a single interface. They struggled to find an all-in-one solution, but were then introduced to the Bright Pattern cloud contact center solution.

Bright Pattern and Canary: Seamless Integration

Bright Pattern provided the multichannel solution that Canary had been looking for. The Bright Pattern solution integrated seamlessly, providing channels for inbound/outbound voice, and chat. Bright Pattern also provided flexibility in the organization of call flows with data dips into Zendesk and automatic ticket creation and updates.

Canary wanted a service provider that not only had all the channels necessary today, but a provider that continuously strives to innovate the product to include all the communication channels their customers may use at a future date. “My job is to go where the customer conversation is happening,” said Blair. “Because Bright Pattern is so dedicated to bridging the gap between customers and customer service centers, I believe their service will continue to provide channels that are cutting edge.”

Results of Switching to Bright Pattern

- Decreased average handle time by 7.84%
- Decreased average hold time by over 40%
- Increased average time to abandon by 64.86%
- Increased agent productivity through use of various channels and seamless integration with Zendesk
- Existing customers were immediately found with each new interaction, and a new ticket was created
- New customer record and ticket created in Zendesk with each new customer interaction
- New call/interaction information automatically updated and reported with each new interaction

Conclusion: Bright Pattern Integrates Seamlessly with Other Enterprise Tools

Bright Pattern was able to provide a cloud contact center solution that integrated with Zendesk and fit Canary’s needs. “Many solutions are not sophisticated enough to play with other enterprise tools like Zendesk. If you want a sophisticated cloud contact center solution that works with the other SaaS tools you may be using, Bright Pattern is the solution for you,” said Blair.

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