BRIGHT PATTERN + OCULAR TECHNOLOGIES

Bright Pattern Powers the First 100% Cloud Based Contact Center Solution Provider in South Africa

Background

Ocular Technologies is a customer engagement and digital experience solution provider. With a vision of being regarded as an internationally respected leader in the customer engagement market, Ocular Technologies strives to have its clients appear as heroes in the eyes of their customers.

Challenges

In 2015, when Ocular Technologies was looking for a cloud-based provider, there were no options. "When we initially looked for a cloud-based partner in Africa, there was nothing available on the entire continent…but it was such a brilliant solution," Jay Lutchman, CTO of Ocular Technologies recalled.

Initially, Ocular Technologies purchased the Bright Pattern platform when it was white-labeled as Aspect Zipwire, installed the platform in its own data center, and implemented the first 100% cloud-based software solution in South Africa. However, the company soon realized that with the white-labeled version, it lacked transparency in communication and full integration with external business partners.

Objectives

- Most innovative software to elevate customer experience

- 100% cloud platform for business continuity and ability to deploy remote agents

- Customizable platform that could be adapted for unique business processes

- Dedicated partner with shared values of building exceptional experiences

- 100% uptime with active-active architecture and instant access to newly released versions of the platform

- Out-of-the-box and customizable integration to CRMs and AI

> If you are looking for an easily deployable and simplistic cloud contact centre platform, Bright Pattern has everything you require to get your business heading in the right direction.

Jay Lutchman | CTO | Ocular Technologies

Solution

Understanding that this communication breakdown was hindering growth, Ocular Technologies decided to make the switch directly to Bright Pattern in late 2017. By working directly with Bright Pattern, the lines of communication opened up, and the information moved much more freely and quickly. For a company working halfway around the globe, this transparency and ease of information is key to Ocular Technologies' success.

> Bright Pattern is a fully functional contact center platform in the cloud with the capabilities of an enterprise grade contact center platform with no need for the use of third party applications.

Results

By using Bright Pattern Contact Center, and adding home-grown components such as automated billing, credit card payment options, and an innovative self-provisioning engine, Ocular Technologies is working on advancements in CX that will make the contact center much more efficient. One area of focus is speech analytics.

Speech analytics uses AI to scrub data and keywords from thousands of calls and create patterns to better understand the customer. Using this data, Ocular Technologies can determine if customers are satisfied with their experience and in what areas they need to improve. Whereas an entire QA team can analyze about 1% of the calls, automated speech analysis can evaluate 100% of all contacts. By adding this functionality as an overlay to the existing Bright Pattern offering, Ocular Technologies is able to provide rich speech and text data and analytics from transactions that are routed through the platform.

Another revolutionary CX application where Ocular Technologies is changing the game is the use of pizza bots, which provides a way to speed up the ordering process using AI and social media. Essentially, a customer can sign-in to Facebook Messenger, type an emoji, and get the pizza delivered. Ocular Technologies uses IBM Watson AI integrated with Bright Pattern Contact Center so that the interaction can be escalated to other channels or a live representative if necessary or preferred by the customer.

Dedicated partner and engineering team	Fastest deployment in the indsutry	Ease of use for admins and supervisors
100% uptime and access to latest technology	Decrease in agent training time	Integration to current CRM and AI

> With the recent changes in business behaviour with COVID-19, many clients are looking for options to work from home, and because Bright Pattern is completely cloud ready and accessible from anywhere in the world, it's a great fit for companies looking to solve these business challenges.

Jay Lutchman | CTO | Ocular Technologies