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Success Starts Here

Bright Pattern Customer Success Series



Omni Interactions Powers a New Paradigm for the Customer Journey with Fortune 1000 Contact Center Operations

Company Profile

Omni Interactions works with Fortune 1000 companies to transform traditional contact center operations into cloud-based, omnichannel-ready centers that better support today's customer expectations for brand interaction. By pairing socially savvy, well-trained remote agents with purpose-built technology, Omni Interactions creates agile, highly efficient, scalable omnichannel contact centers that make a positive impact on the customer journey.

Industry:
BPO

Website:
<http://omniinteractions.com/>

Overview

Omni Interactions provides talent and technology to help companies augment or overhaul their existing contact center operations. Unlike “brick-and-mortar” centers, the Omni Interactions model combines At-Home (or remote) agents with a cloud-based infrastructure for a truly virtual, highly efficient, cost-effective solution.

To deliver on this vision, Omni Interactions needed a cloud-based, enterprise-ready, contact center platform that was also easy for remote agents to use. It had to integrate with the various CRMs and applications that its customers used. In addition, in order to provide differentiated experiences, it needed to support multiple channels in a way that makes switching from one to another completely transparent to both the customer and the client.

Objectives

- Offer a cloud-based, all-in-one omnichannel solution to transform traditional contact center operations
- Select socially savvy agents and empower them with tools to work seamlessly, remotely, and productively to ensure customer satisfaction
- Provide an easy-to-use platform with real-time monitoring, security, and high availability to satisfy operational KPIs

“Bright Pattern makes it very easy for us to deliver the omnichannel experience our clients need.”



Rob Duncan
CEO,
Omni Interactions

“We looked at several cloud-based companies that offered omnichannel services, and Bright Pattern was the only one to provide everything we need to support our Fortune 1000 clients and our at-home agents in a scalable, reliable, and super easy-to-use package.”

Rob Duncan
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Omni Interaction Contact Center Challenges

The spread of alternate communication is disrupting everything, especially customer support. Consumers now expect companies to meet them on their preferred channel, whether that is voice, email, text, or Twitter. However, a very small number of companies can easily transition to a full and flexible omnichannel model.

Companies may also hesitate to embrace a virtual workforce model due to concerns about how to oversee the work performance of remote agents, or how to provide secure but reliable access to their customer data and knowledge base.

To help its clients successfully transition to its visionary model, Omni Interactions needed three parts: the right cloud-based technology, the right tools for agents, and the right partners to put it all together.

“We looked at several cloud-based companies that offered omnichannel services, and Bright Pattern was the only one to provide everything we need to support our Fortune 1000 clients and our at-home agents in a scalable, reliable, and super easy-to-use package,” said Rob Duncan, CEO, Omni Interactions.

Solution

With its distributed agent model, Omni Interactions needed a cloud-based platform that was reliable, scalable, and easily adaptable to work with diverse enterprise clients. Uptime and availability are essential. “Unreliability is not an option,” notes Duncan. “We count on Bright Pattern to provide a reliable cloud infrastructure, so that our clients can depend on us.”

Bright Pattern’s superior cloud architecture is built for security and stability. Because it easily scales from 5 to 10,000 agents, Omni Interactions can offer virtual contact centers that flex up and down with clients’ needs. With a broad set of APIs for customization and enterprise integration, the Bright Pattern platform enables Omni Interactions to connect its At-Home agents seamlessly and securely with clients’ enterprise apps and CRMs.

At-Home agents log in through a secure virtual desktop and have access to all the tools that would be available in a “brick-and-mortar” or enterprise embedded contact center, including the CRM and knowledge base. The agents see customer information in context, which helps accelerate resolution. All information is captured and consolidated in a timely fashion.

Purpose-built to support omnichannel, Bright Pattern enables Omni Interactions to easily offer new solutions to clients. “When they are ready to add SMS, chat, or social, it’s easy to make that happen through the Bright Pattern platform.”

Omni Interactions recruits and trains socially savvy agents who are comfortable working online and communicating through a variety of channels. Bright Pattern’s intuitive Agent Desktop is easy to use, which means new agents get up to speed quickly and can focus on serving customers efficiently.

Because these agents work remotely, it’s critical that they have built-in tools to communicate with their managers, team leaders, and other colleagues for oversight and support. With a real-time chat feature, team leaders can assist immediately if an agent needs help to move a call to resolution, so the agents, though working remotely, are never working “alone.”

Contact center operations managers and enterprise clients also have full transparency into real-time monitoring, reporting, and quality management controls. “From a quality standpoint, the feedback mechanisms within the system are essential,” says Duncan. “Our clients have to know that these At-Home agents are providing very high-quality support.”

With the Bright Pattern platform, Omni Interactions has an ideal solution for Fortune 1000 companies looking to transform their traditional contact centers with true omnichannel capabilities. As Omni Interactions keeps adding agents, new clients, and new channels for those clients, Bright Pattern technology is easy to implement and easy for both At-Home agents and operations managers to use. It’s an all-in-one solution that is designed and engineered to give Omni Interactions what it needs.

“Bright Pattern makes it very easy for us to deliver the omnichannel experience that our clients are looking for,” said Rob Duncan, CEO, Omni Interactions.

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