

# Success Starts Here

## Bright Pattern Customer Success Series



### Happy Customers Without a Brick-and-Mortar Call Center: Republic Wireless Shows How It's Done

#### Company Profile

Republic Wireless offers members low-cost talk, text, and data plans through its mobile virtual network. Founded in 2010, Republic Wireless is a leader in the development of “Wi-Fi first” calling as a more reliable and cost-effective alternative to cellular service. The company serves hundreds of thousands of members across the continental United States.

#### Industry:

Mobile Virtual Network / Wireless Carrier

#### Website:

[www.republicwireless.com](http://www.republicwireless.com)

#### Overview

To consumers accustomed to paying \$50 to \$100 on cell phone plans, Republic Wireless’s starting price point of \$20 for a plan with data has been a breath of fresh air. Republic Wireless took on traditional carriers with a “Wi-Fi first” model, where calls and data default to Wi-Fi and use cellular networks only when necessary.

Republic Wireless has been able to deliver on its promise of affordable communication in part because of a lean customer service infrastructure. The company eschewed a traditional resource-intensive call center, using Zendesk ticketing for customer support instead. At the same time, membership growth and the development of new services and products resulted in more complex customer support needs. Republic Wireless had built up a loyal base with very low churn. It needed to keep customers happy while providing support efficiently, so it turned to Bright Pattern for help.

#### Objectives

- Sustain rapid membership growth without having to set up a call center
- Connect members to the right kind of support as soon as it is needed
- Easily track, log, and manage member service communications regardless of the method used
- Ensure the ability to evolve and respond to members’ changing needs

“As we get more and more creative and come up with more problem-solving products, we’re going to need a partner like Bright Pattern who can be creative with us.”



Sean Rivers  
Director of Operations  
Technology,  
Republic Wireless

“We’re at 95% customer satisfaction. To do that without a brick-and-mortar call center, a lot of people think it’s impossible. But we’ve done it. Working with Bright Pattern, we’re able to help our members in a way that’s based on the issue they are having.”

Sean Rivers  
Director of Operations  
Technology,  
Republic Wireless

## Republic Wireless Contact Center Challenges

For its first several years, Republic Wireless stayed out of customer support calls altogether. The company didn’t want to expose a 1-800 number and did as much as possible through digital channels. Customer service agents used Zendesk to help members whose needs were not met by web self-service. And “most of the time, 99% of the time,” that approach worked, says Sean Rivers, Director of Operations Technology.

But as the company grew, it recognized that agents needed to be able to get on the phone with members when it made sense. For all their convenience, digital channels could generate back-and-forth that did not serve the goal of helping customers efficiently. Further, Republic Wireless believed that not all issues were equal in terms of the type of support required. To put this belief into practice, it had to offer members a choice of options. At the same time, it needed to keep costs in check and not incur the expense of hundreds of agents.

Rivers had to achieve what seemed, at least at first glance, two incompatible goals: meet customers where they are, and stay out of the call center game. Bright Pattern’s cloud contact center solution gave agents the power to help customers across more channels without the need for CapEx-intensive facilities and equipment.

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## Solution

Republic Wireless decided to innovate by offering scheduled services. This was a big step, one it was willing to take only with a partner who had the flexibility to enable this innovation while integrating with existing digital channels. Bright Pattern had the flexible call routing capability that was at the top of Republic Wireless’s requirements list. And its software would easily integrate with Republic’s Zendesk ticketing platform, which was the other major must-have. “Without flexible call routing capability, without the integration with Zendesk, we would not have started. We would not have been out there making calls,” says Rivers.

Republic Wireless and Bright Pattern started with outbound calling, where agents could schedule phone appointments with members. But, says, Rivers, “We learned that scheduling appointments doesn’t work very well. We’d call and no one would answer. That was the mother of invention, figuring out a way we could invite people to a call.”

As its needs evolved, Bright Pattern helped roll out invitation to call. Members could contact Republic Wireless at a time convenient for them. At first, says Rivers, this support method was used only to troubleshoot. But the company’s goal always has been to get to the member with the right kind of help, right when it’s needed. Rivers explains that Republic Wireless has moved from issue-based support to member-based support: “Sometimes we have members who are less technical or have trouble expressing themselves in writing, so we invite them to a call. Invitation to call has been the big capability we use. Bright Pattern has been really helpful in giving our members and agents more power to solve issues together.”

In 2018 Republic Wireless will look to Bright Pattern to help create and implement new types of support for two new products: Anywhere HQ, a smart speaker that syncs with members’ phone numbers; and Relay, a screen-free LTE- and Wi-Fi powered walkie-talkie designed for younger users not yet ready for a smartphone. Rivers and his team know that with these new products will come new users, and new needs that might not yet be apparent.

He's also looking to bring more omnichannel solutions into the support mix. Bright Pattern, purpose-built for omnichannel, will again bring the expertise and flexibility Republic Wireless needs.

"As we get more and more creative, and come up with more problem-solving products, we're going to need a partner like Bright Pattern who can be creative with us," says Rivers.

## Results from Using Bright Pattern

- Achieving over 95% customer satisfaction rate, without a traditional call center
- Seamless integration with Republic Wireless's existing Zendesk ticketing platform
- Ability to support hundreds of thousands of members with just 140 agents
- A custom yet flexible approach that empowers Republic Wireless to respond quickly to changing needs

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