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Success Starts Here

Bright Pattern Customer Success Series



Transcosmos Supports a Global Network of Call Centers with an Omnichannel Interface Provided by Bright Pattern

Company Profile

Transcosmos enables global retailers to localize their customer service and deliver support that is tailored and relevant to each market. Working in the United States, Asia, Central America and South America, Transcosmos employs thousands of agents who speak multiple languages and are trained in the cultural nuances of dozens of countries and territories.

Industry: Global Customer Care for Large Retailers

Website: Transcosmos.com

Overview

Transcosmos is a trusted partner to large global retailers who wish to offer localized support in every territory in which they do business. Transcosmos provides highly trained customer service agents who speak the language and understand the culture of the customers they are helping. For instance, when a Japanese shopper at an American retailer in Tokyo needs to find out how to return an item, agents call a local number and interact with a Japanese speaker who knows where their nearest store is located.

Transcosmos provides customer care through voice, chat, email, and a self-service IVR. The company needed to roll out an omnichannel agent interface for use in every call center regardless of where it was in the world. In addition, Transcosmos needed a solution that enabled the company to open new call centers quickly and scale to add new agents in the shortest time to handle the seasonal demand endemic in the retail environment.

Objectives

- Provide exceptional localized customer care for international clients
- Find a solution that can scale to handle seasonal demand
- Ensure speedy training for a diverse range of agents
- Contain costs and maintain the reliability of the call center

“Using Bright Pattern has made it shockingly easy from a training and technology standpoint.”



Tom Coshaw,
Managing Director,
Transcosmos

“When you take an international account and localize the customer service, there are so many cultural issues to train into the agents. Having a unified interface is a huge help.”

Tom Coshow,
Managing Director,
Transcosmos

Transcosmos's Contact Center Challenges

Transcosmos runs each client relationship and call center like a separate business. Combined with the fact that the call centers are scattered all around the world, Transcosmos faces a battle to manage each operation and maintain consistent quality and transparency for clients.

Retail clients demand an incredibly reliable customer service solution that does not suffer from downtime or outages. Transcosmos must deliver this across multiple diverse telecom systems that vary in quality, flexibility, and reliability.

The global retail business is extremely seasonal. Moreover, demand peaks at different times all around the world. Transcosmos needs to be able to scale up and down rapidly to meet seasonal and unexpected surges in call and interaction volume.

Bright Pattern and Transcosmos

Transcosmos began working with Bright Pattern in 2015. Not only was it looking for an innovative solution that met its global requirements, Transcosmos was also looking for a partner with deep telecom experience. Impressed by Bright Pattern's long history of telecom engineering experience, Transcosmos trusted Bright Pattern to deliver the most stable solution possible.

Bright Pattern delivered an omnichannel interface that puts everything the agent needs on one screen. Transcosmos was able to roll out this solution quickly across its entire network so that its thousands of agents across the world could use an identical system.

This single, simple solution has a lot of benefits for Transcosmos. Despite operating in multiple locations and markets, everything is uniform. Training is simplified and maintenance can be performed centrally—updates and patches work everywhere instantly. Managing one solution across multiple territories also offers significant cost savings for Transcosmos.

Retail sees high fluctuations in call volume and a large turnover of staff. Using a single solution has enabled Transcosmos to slash its agent training time. The simple and intuitive interface is also popular amongst the agents as it does not distract them from their job with needless complexity.

The Bright Pattern solution is also cloud based, which offers clients the maximum flexibility to scale and open call centers wherever an Internet connection can be found. It also requires far less on-premises technology that would need to be upgraded constantly.

Results of Switching to Bright Pattern

Average agent training time on the Bright Pattern solution is now down to just three hours. This compares to the three days of training it used to take Transcosmos on previous systems. Reduced training time offers significant cost savings and enables call centers to meet demand and rapidly expand into new locations when needed.

Growth for Transcosmos has been significant—usage of the Bright Pattern solution has increased five times since its adoption. Though currently operating in the United States and Asia, Transcosmos is in the process of opening call centers in Mexico and Brazil to handle clients all over Central America and South America.

The Bright Pattern solution enables agents to handle requests in chat and email as well as voice. What's exciting is that all this can happen simultaneously, so an agent that doesn't have a call in the queue can switch to answering an email. Such omnichannel capabilities have cut email handling time down to under 12 hours for most clients. Customer service teams are empowered to be fully integrated, which boosts productivity enormously.

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