Success Starts Here

Bright Pattern Customer Success Series

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SERVICES

Leading BPO, Zoyto, Selects Bright Pattern as Technology Vendor to Maintain High Level of Customer Service.

Company Profile

Zoyto is a leading Business Process Outsourcing (BPO) provider offering a broad array of customer care, order fulfillment and distribution solutions. Zoyto specializes in delivering flexible, results-oriented outsourcing for companies of all sizes. A key contributor to the company's success has been the experienced and dedicated people of Zoyto who share the company's passion for exceeding our clients' expectations daily.

Industry: BPO

Website: www.Zoyto.com

Overview

Serving order fulfillment and distribution customers throughout the United States, Zoyto goes beyond the competition by offering complete BPO (Business Process Outsourcing) solutions using onshore resources to ensure quality, timeliness and scalability. Early one morning in June, 2013, a water main supplying Zoyto's administration building burst, causing massive flooding, and damage, throughout the facility. Thankfully, Zoyto uses a next generation cloud contact center solution from Bright Pattern, and was able to quickly move their contact center to a nearby building.

Objectives

- Maintain excellent customer service for contact center clients with cloud technology
- Reliable and stable technology with advanced disaster recovery
- Ability to have remote workforce and work from home agents

"Had we still been using our PRI-based telephone system we would not had been capable of maintaining our service level for our customers."

~Liz Chandler, Contact Center Director at Zoyto

The Flood - Utilizing a Cloud Technology Platform

The pipe burst over the weekend, spilling water into administrative offices, the warehouse, even into the employee locker rooms. On Monday morning, employees, including Liz Chandler, Director, Contact Center Services, were greeted with inches of water on the floor throughout the entire building.

Liz Chandler explained that, "We recognized that we needed to respond very quickly to continue to maintain a high service level to our contact center customers. Our executive team jumped into action, relocating our contact center employees and their equipment to a second nearby facility."

Personal computers used by contact center agents were located on desks, safely out of reach of the floodwaters. It was a simple matter to pick them up and transport them to a nearby building unaffected by the flood. Everyone pitched in to help.

"Using Bright Pattern's cloud service we were able to get most all of our customer service agents on the phone and available within a two-hour time period. Had we still been using our dedicated PRI-based telephone system we would not had been capable of maintaining our service level for our customers. The cloud-based service is not only a robust, easily configurable and user friendly service tool for managing our day to day contact center services but the disaster recovery aspect truly proved its value to our corporation and to our customers." - Liz Chandler, Contact Center Director

Next Generation Cloud Contact Center

The quick recovery from this disaster was possible due to Bright Pattern's cloud-based contact center architecture. All contact center features are enabled through the cloud, with no need for capital expenditure and intensive on-premise equipment. Agents need only a personal computer, a headset, and Internet access. Disaster recovery was a simple as moving the agent computers to a dry facility, and signing-on. Once Zoyto's main facility was dried-out and repaired, re-establishing services there was just as easy—they needed only to move the agents and computers back into the building.