

Republic Wireless Achieves High CSAT with a 100% Remote Workforce Using Bright Pattern Omnichannel Contact Center



Background

Republic Wireless offers members low-cost talk, text, and data plans through its mobile virtual network. The company serves hundreds of thousands of members across the United States. Republic Wireless has been able to deliver on its promise of affordable communication in part because of a lean virtual customer service infrastructure. The company eschewed a traditional resource-intensive call center by using Zendesk ticketing for customer support and deploying a 100% remote workforce.

Challenges

Membership growth and the development of new services resulted in more complex customer support needs. Republic Wireless had built up a loyal base with very low churn and it needed to keep customers happy while providing support efficiently. The company recognized the need to offer more channel options and believed different channels could be utilized for different types of customer issues.

Republic Wireless had to achieve what seemed impossible: meet customers where they are, and stay out of the call center game.

Objectives



Platform to support 100% remote workforce with at-home agents



Connect members to the right kind of support as soon as it is needed



Mature cloud technology with 100% uptime, active-active architecture



Sustain rapid membership growth without having to set up a call center



Out-of-the-box integration with current CRM: Zendesk



Ensure the ability to evolve and respond to members' changing needs



Easily track, log, and manage member service communications regardless of channel



We thought it would be impossible to achieve 95% customer satisfaction without a brick-and-mortar call center, but we've done it with the help of Bright Pattern.



Solution

Republic Wireless decided to innovate by offering scheduled services. Bright Pattern had the flexible call routing capability that was at the top of Republic Wireless's requirements list. And its software could easily integrate with Zendesk's ticketing platform. "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.



My favorite feature is the flexible drag-and-drop customer journey builder. We needed to create customized workflows and call routing. The Bright Pattern platform allowed us to be pretty creative in building these out.



Republic Wireless and Bright Pattern started with outbound calling, where agents could schedule phone appointments with members. As the company's needs evolved, Bright Pattern helped roll out invitation to call. Members could contact Republic Wireless at a time convenient for them. At first this support method was used only to troubleshoot. But the company's goal had always been to get to the member with the right kind of help, right when it's needed. Rivers explained 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."

Results

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.



Seamless integration with existing Zendesk ticketing platform



Flexible platform to respond quickly to changing needs



Ability to support hundreds of thousands of members

95%

Customer satisfaction rate, without a traditional call center



Bright Pattern is the perfect partner as we get more creative and come up with new problem-solving products. The platform is well integrated into Zendesk and really well designed to supported our omnichannel needs.

