

## BellSystem24 Adapts to Changing Customer Demands and Drastically Cuts Call Center Cost with Bright Pattern's Fully Cloud Solution



### Background

BellSystem24 is a provider of contact center outsourcing services for various industries and businesses. With approximately 17,000 seats and 30,000 agents in 34 locations across Japan, BellSystem24 is one of the largest outsourcers in the Japanese CX market. All 34 locations are hosted on the largest in-house CRM cloud platform in Japan, called BellCloud. BellCloud integrates 36 call centers throughout Japan on a single platform for a unified network for call centers with consistently excellent customer service. Currently, BellSystem24 is working on over 3,000 projects and services almost 2,000 clients, and continues to deliver on their goal of providing industry-leading standards of quality.

### Challenges

BellSystem24 was facing an issue with their on-premise technology. Supporting over 17,000 seats through on-premise technology made it hard to adapt to rapid changes in the way customers were communicating with businesses. The emergence of new digital channels and changing customer expectations for CX made it difficult for Bell System 24 to adapt to new customer demands with their old, on-premise setup.

### Objectives

-  Adapt to customer needs and support of new channels
-  Cloud-based platform that can quickly be adapted to new digital channels
-  Omnichannel platform for seamless, easy conversation across channels
-  Seamless integration with other, in-house systems
-  Fast and significant return-on-investment
-  Quick setup and deployment time for fast turnaround



Since our environment was on-premise, we could not adapt seamlessly to change. It was difficult to take on new challenges because it was not always clear whether the response would be successful.



## Solution

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BellSystem24 searched for a 100% cloud platform provider through Communication Business Avenue, Inc. (CBA). CBA is dedicated to providing businesses and organizations with the latest tools and technology to help them achieve their business objectives. Through CBA, Bell System 24 discovered Bright Pattern. With Bright Pattern, BellSystem24 saw the partner they needed that can help them overhaul their on-premise solution. A combination of a fully cloud platform with full functionality, no massive initial investment, and a pay-per-use system convinced BellSystem24 to partner with Bright Pattern to overhaul their on-premise solution.

Bright Pattern was able to setup and deploy a fully cloud platform for BellSystem24 in a matter of weeks. With no initial investment and a seamless transition to the cloud, BellSystem24 was able to immediately begin using Bright Pattern's platform. Bright Pattern's platform was easily integrated with existing systems.

## Results

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After implementing Bright Pattern's solution, BellSystem24 was able to complete all of the business objectives they set out to achieve. BellSystem24 was able to smoothly integrate with Bright Pattern, and have the platform up and running in only a couple of weeks.

With Bright Pattern's platform, BellSystem24 was able to finally adapt to the needs of any clients that were looking to delve into cutting edge technology and emerging digital channels. Due to Bright Pattern's fully cloud platform, BellSystem24 was able to propose and execute new, exciting ideas for clients without worrying about the costs and risks of implementing them. BellSystem24 adapted to customer needs and demands easily with minimal challenges. These client's needs included providing new channels of interactions that allowed them to communicate with their customers on any digital channel.

Bright Pattern was simple to set-up and saved BellSystems24 "millions to tens of millions of Yen," said Ken Hayakawa. The initial investment for traditional, on-premise solutions for BellSystem24 can cost millions of Yen, or tens of thousands of USD, in infrastructure expenses. Bright Pattern, being 100% cloud-based, drastically reduced BellSystem24's initial investment. There was also a significant reduction in startup period, from several months to only a few days to a week. Bright Pattern saved BellSystem24 significant capital expenditure and time with its easy-to-use platform, and helped BellSystem24 launch their clients into the new digital age.



Integrated with all existing systems



Fastest deployment in the industry



Saved millions to tens of millions Yen



100% uptime and access to latest technology



Decrease in remote agent training time



Access to latest digital channels



Previously, even a very simple system required an initial investment, so even if we had an idea for the customer, we could not propose it until we got to the point where we can ensure some effectiveness. Since [Bright Pattern] is on the cloud, we now feel free to take up the challenge. Whatever we propose, we can do.

