



## Omni Interactions Powers a New Paradigm for the Customer Journey with Fortune 1000 Contact Center Operations

### Background

Omni Interactions works with Fortune 1000 companies to transform traditional contact center operations into cloud-based, omnichannel-ready centers that better support today's customer expectations. By pairing socially savvy, well-trained remote agents with purpose-built technology, Omni Interactions creates agile, highly efficient, scalable omnichannel contact centers that make a positive impact on the customer journey. Unlike "brick-and-mortar" centers, the Omni Interactions model combines at-home (or remote) agents with a cloud-based infrastructure for a truly virtual, highly efficient, cost-effective solution.

### Challenges

Omni Interactions needed a cloud-based, enterprise-ready contact center platform that was easy for remote agents to use. It had to integrate with the various CRMs and applications that its customers used. In addition, it needed to support multiple channels in a way that makes switching from one to another completely transparent to both the customer and the client.

### Objectives



Flexible and innovative platform for deploying new clients



Cloud-based platform for 100% remote workforce



Omnichannel platform for seamless, easy conversation across channels



Integration with its existing CRM solutions



Fast and significant return-on-investment



Quick setup and deployment time for fast turnaround



We looked at several cloud-based companies that offered omnichannel services, and Bright Pattern was the only one to provide everything we need to support our Fortune 1000 clients and our at-home agents in a scalable, reliable, and super easy-to-use package.



## Solution

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To help its clients successfully transition to its visionary model, Omni Interactions needed three parts: the right cloud-based technology, the right tools for agents, and the right partners to put it all together. To help its clients successfully transition to its visionary model, Omni Interactions needed three parts: the right cloud-based technology, the right tools for agents, and the right partners to put it all together.



Unreliability is not an option. We count on Bright Pattern to provide a reliable cloud infrastructure, so that our clients can depend on us.



With its distributed agent model, Omni Interactions needed a cloud-based platform that was reliable, scalable, and easily adaptable to work with diverse enterprise clients. Uptime and availability are essential.

## Results

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Bright Pattern's superior cloud architecture is built for security and stability. Because it easily scales from 5 to 20,000 agents, Omni Interactions can offer virtual contact centers that flex up and down with clients' needs. With a broad set of APIs for customization and enterprise integration, the Bright Pattern platform enables Omni Interactions to connect its at-home agents seamlessly and securely with clients' enterprise apps and CRMs.

At-home agents log in through a secure virtual desktop and have access to all the tools that would be available in a "brick-and-mortar" or enterprise embedded contact center, including the CRM and knowledge base. The agents see customer information in context, which helps accelerate resolution. All information is captured and consolidated in a timely fashion. Bright Pattern's intuitive Agent Desktop is easy to use, which means new agents get up to speed quickly and can focus on serving customers efficiently. Because these agents work remotely, it's critical that they have built-in tools to communicate with their managers, team leaders, and other colleagues for oversight and support. With a real-time chat feature, team leaders can assist immediately if an agent needs help to move a call to resolution, so the agents, though working remotely, are never working "alone."

Contact center operations managers and enterprise clients also have full transparency into real-time monitoring, reporting, and quality management controls. "From a quality standpoint, the feedback mechanisms within the system are essential," says Duncan. "Our clients have to know that these at-home agents are providing very high-quality support."

With the Bright Pattern platform, Omni Interactions has an ideal solution for Fortune 1000 companies looking to transform their traditional contact centers with true omnichannel capabilities. As Omni Interactions keeps adding agents, new clients, and new channels for those clients, Bright Pattern technology is easy to implement and easy for both at-home agents and operations managers to use. It's an all-in-one solution that is designed and engineered to give Omni Interactions what it needs.



Bright Pattern makes it very easy for us to deliver the omnichannel experience our clients need. When they are ready to add SMS, chat, or social, it's easy to make that happen through the Bright Pattern platform.

