



## G7 Improves Efficiency During Their Busiest Season with Bright Pattern's Flexible Contact Center Platform

### Background

G7 Strategy Group has 30 years of experience in outbound messaging services for political campaigns and government organizations, performing outbound campaigns on behalf of state assemblies, congressional races, local elections, and the local and state census. G7 Strategy Group also helps local communities and advocacy groups, like local school districts, with outbound campaigns to help bring awareness to their causes. The audience of their campaigns can range from 8,000 constituents all the way to statewide elections with hundreds of thousands of constituents.

### Challenges

G7 relied on CallFire, which was a simple web-based solution that allowed users to upload a list of contacts to manually dial. This system was very inefficient since it involved a lot of manual dialing with no automation. As a result, G7 was struggling to reach the hundreds of thousands of constituents they needed to. G7 Strategy Group was also facing issues scaling up the number of agents during their busy season. G7 was being charged based on the max number of agents used in any given year, resulting in months where they were charged very high rates for their amount of usage.

### Objectives



Predictive dialing system for increased efficiency



Ability to scale call volumes based on seasonal demand



Ability to process large amounts of data and queries



Cloud-based platform to keep costs minimal



Quick setup and deployment time for fast turnaround



Reduce agent training time with an easy-to-learn platform



Training agents is super simple with Bright Pattern's intuitive platform. I hate it when technology hinders the process of having a human interaction. Technology needs to be good and smooth for a great conversation to happen.



## Solution

A combination of a fully cloud platform with powerful predictive dialing capabilities and high amounts of scalability convinced G7 Strategy Group to partner with Bright Pattern. Bright Pattern helped G7 quickly deploy a fully capable predictive dialing system along with easy-to-use templates to capture data from constituents. The flexibility of Bright Pattern's support team, as well as the power platform, enabled G7 Strategy Group to overhaul their existing systems quickly.



Bright Pattern's predictive dialing has really helped us process all of the calls to constituents. Very few of my colleagues can do as many phone calls in a day and be able to get constituents on as quickly as G7 can with Bright Pattern.



## Results

With Bright Pattern's predictive dialing solution, G7 was able to make calls much faster compared to their old solution. In a typical campaign with their old platform, G7 was only able to make around 9,000 calls a day. With the same number of agents and Bright Pattern's platform, however, G7 was able to massively improve their outbound calling speed, making 80,000 phone calls a day. During a large Los Angeles county campaign, G7 was able to make all 2+ million outbound phone calls in only half the time with Bright Pattern's predictive dialing software.

Bright Pattern's platform was easy-to-use and had an intuitive agent desktop. G7 Strategy Group was able to train agents in a fraction of the time, allowing them to focus the bulk of agent's training on interacting with callers and teaching them the content of the scripts.

In the future, G7 Strategy Group is looking to implement Bright Pattern's built-in CRM and outbound text messaging capabilities as part of an omnichannel strategy during their outbound campaigns.

**60%**

60% costs savings on outbound campaigns

**10X**

10x more phone calls made a day

**100%**

100% remote workforce with strong connectivity



High scalability between peak seasons

**50%**

50% reduction in average handling time



Streamlined, effortless outbound dialing



I know that Bright Pattern is extremely powerful with even the most basic outbound dialing functionality, and I'm excited to see what more Bright Pattern can do for me.

