

B R I •
• G H T
P A T •
T E R N

Success Starts Here

Bright Pattern Customer Success Series

AFLIGO

Fortune 1000 Company, Afligo, Boosts Agent Productivity by 25%, with Use of Multichannel Cloud Contact Center Technology

Company Profile

Afligo, a registered trade name and business unit of Systemax Inc., provides clients with a full suite of promotional marketing services to help its clients attract and retain more customers, sell more products, reward employees and deliver an exceptional customer experience.

Industry: Marketing

Website: Afligo.com

Overview

Afligo provides exceptional customer experience by leveraging technology to bring innovative ideas to the marketplace. Bright Pattern helps by providing Afligo with the multichannel cloud contact center solutions necessary to increase agent productivity and utilization in order to satisfy customers throughout the entire customer journey regardless of their channel of choice. Afligo also wanted to automate some of the agent workload with conversational AI from SmartAction.

Objectives

- Provide seamless omnichannel customer service to clients
- Be able to perform quality management and reporting on entire customer journey
- Decrease cost and increase agent productivity
- Offer better self-service options to customers with an integrated conversational AI solution

“When a cloud contact center provider offers so many different channels on one platform, experimentation is easy.”



Rachel Haber
Director, Client
Services at Afligo

“When a cloud contact center provider offers so many different channels on one platform, experimentation is easy. You can easily see which channels work best for you. Plus, it is convenient to add a new channel to your existing software because you don’t have the hassles of implementation, as you would with new vendors.”

Rachel Haber
Director of Client
Services,
Afligo

The Problem: Afligo’s Need for Flexible Multichannel Services

Afligo’s contact center technology at the time didn’t provide a simple to use, all-in-one solution, so they had separate providers for contact center management, reporting, and the various channels leading to unnecessary overhead costs and additional labor.

Afligo needed a flexible, cost-effective multichannel cloud contact center vendor that would provide the tools necessary to handle multiple types of customer interactions including voice, email, web chat, and SMS, with cross-channel reporting capabilities in order to analyze the entire customer interaction from beginning to end through a single easy to use agent and administrator interface. In addition, in order to support their future growth, Afligo needed a solution with Interactive Voice Response (IVR) and speech recognition.

They also needed a cost-effective offering, flexible enough to support their growth and changing business strategy. With team members in both Florida and the Philippines they needed a solution that could be accessible via the cloud with ease-of-use for managing a remote workforce.

Bright Pattern and Afligo: Uncompromised Support

Bright Pattern provided the cost-effective and flexible multichannel cloud contact center solution that Afligo was looking for. Afligo started on the Bright Pattern platform using only inbound voice, but added other channels as business needs dictated. Afligo is currently using inbound/outbound voice, email processing, and web chat. They plan to add SMS capabilities soon, which will give customers the option to receive notifications via text.

PARTNER SPOTLIGHT

SmartAction
Automating Customer Service. Intelligently.

AI Integration with SmartAction

SmartAction makes it easy for Afligo customers to self-serve. Afligo is able to deflect low value, high volume calls from the contact center by using conversational AI self-service. Specifically, the company automates rebate status calls for more than 30 lines of business, allowing customers to obtain their rebate status without speaking to an Afligo representative. Eighty percent (80%) of customers successfully self-serve using the SmartAction rebate application, which is integrated into the overall Bright Pattern contact center environment. This helps Afligo save money and optimize their workforce. Afligo is working with SmartAction to provide self-service in multiple languages in the future, as the application is currently English only.

Scalable Multichannel Solution to Support Growth

Using a multichannel cloud contact center technology like Bright Pattern’s platform continues to be a highly effective solution for Afligo. Afligo plans to grow in the next year using Bright Pattern technology to achieve their communication and service goals.

**B R I •
• G H T
P A T •
T E R N**