

Bright Pattern Omnichannel Agent Assistance



Bright Pattern's Omnichannel Agent Assistance features can utilize Bright Pattern's natively-built AI or works with best-of-breed AI, like IBM Watson, Microsoft AI, Google AI, and Amazon Lex, to help agents deliver exceptional customer experiences on all channels of communication, like voice, email, SMS/text messaging, messenger apps, and web chat. Bright Pattern Omnichannel Agent Assist empowers agents by providing key features and tools, like suggested responses and sentiment analysis. Improve agent productivity, reduce average handle time, empower agents, and increase customer satisfaction.

Natural Language Processing for Agent Assistance and Quality Assurance

Bright Pattern's platform utilizes Natural Language Processing to understand the customer's natural voice and gauge customer's moods by analyzing factors like their tone, choice of words, and conversation content. Utilize NLP on all digital channels to assist agents. Data from NLP can be utilized to assist agents during conversations through suggested responses, and data from NLP can be utilized in Bright Pattern's omnichannel quality management system, Omni QM, to help supervisors more accurately monitor 100% of interactions on all channels. Natural Language Processing can also help supervisors intervene in real-time when an interaction is detected as having negative sentiment.

Real-Time Sentiment Analysis to Gauge Customer Mood

Bright Pattern's platform utilizes AI to perform real-time sentiment analysis during customer interactions. During an interaction with a customer, Natural Language Processing gauges the customer's mood by analyzing their tone, choice of words, and conversation content. The NLP software then displays to the agents in real-time the sentiment of the conversation as the conversation is happening. Agents can then tailor the conversation based on the customer's mood.



Omnichannel Agent Assistance Capabilities on All Digital Channels



Integration with Best-of-Breed AI



Suggested Response During Real-Time Interactions



Real-Time Sentiment Analysis and Mood Gauge



Self-Service Capabilities with NLP



Escalation to Agent with Context



Omnichannel Quality Management with NLP Data

Suggested Responses During Live Conversations

Through AI integrations, Bright Pattern can track the conversation on all channels of communication and provide suggested responses in real-time that the agents can use during conversations with customers. By monitoring the contents of the conversation through text analytics, Bright Pattern's platform can display suggested responses that the agents can click on to quickly reply to a customer's message.