BRIGHT PATTERN

Serving Customers Globally from the Cloud

Bright Pattern, Inc. September 2016

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Introduction

Globalization used to only be a consideration by the world's largest corporations and enterprise companies across the globe. Today, global companies are not necessarily limited to large enterprises. Every day, more medium sized and small companies are growing into global operations. There are many medium sized companies who do business in more than one country or continent. Typically, global companies have their headquarters in one country and a number of local offices in other countries with customers and local representatives.

If your company is thinking of expanding, that's great, as this means that your business is thriving and turning a great profit. But before you celebrate your expansion, you must secure a flawless delivery of customer service.

While expanding your international footprint is exciting, deploying a global contact center can be exhausting and there are a few different technology models to consider. This whitepaper will discuss challenges and considerations for taking your contact center operations global and explain the latest architecture options to address them.

Current Scenarios of Global Expansion and The Problems Associated

You are probably starting from one of the two primary scenarios that companies experience when going global and expanding to a secondary call center location.

1. You might already have operations in multiple countries, serving locally your customers using each, for historical reasons, their own set of technologies and applications. You have moved your contact center to the cloud in North America or considering to do it. You are looking at expanding its coverage across the globe.
2. You also might have customer service operations in North America and are looking at expanding service in other regions.

In both cases,

- You are likely to have local resources or not that want to serve out of a single application stack using a consistent set of rules that provide the desired customer experience.
- You need to provide local toll free number for your customers to call.
- You want to optimize 24/7 service to your customers using representatives in various timezones and/or ensure load sharing.
- Maintain consistent quality of the service being provided.

Single Global Cloud Deployment

The natural inclination consist in building or leveraging your cloud platform to serve all associates across the globe and have your local telecom provider secure for your local toll free numbers. It unfortunately can present a few challenges:

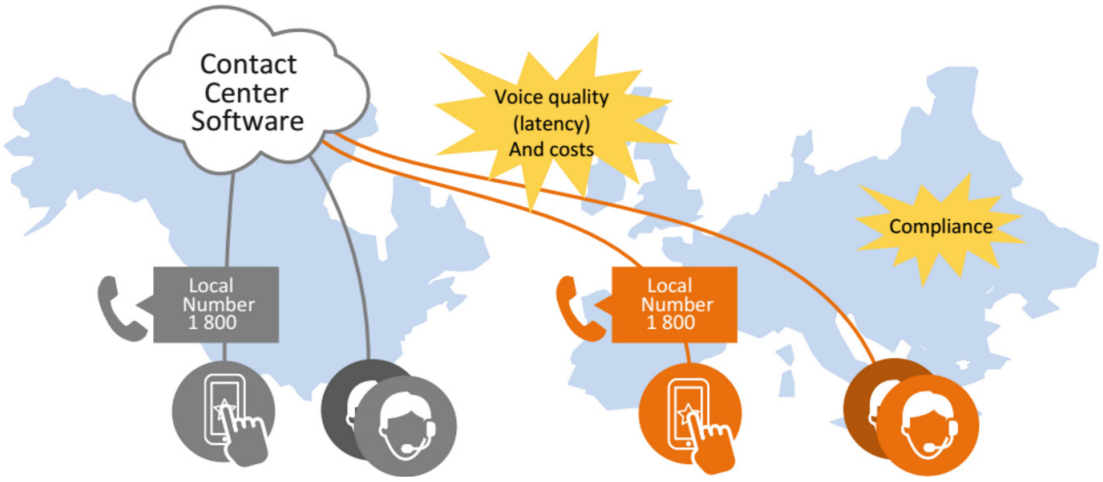

Figure 1: Global contact center operation with single contact center software supporting both locations

Figure 1 illustrates the first scenario in which a global company decides to have a single contact center software support both locations. This is a very common way to grow globally, because companies can continue to manage all contact center operations in the same software. This scenario also comes with common problems such as; latency in the secondary region, higher cost associated with acquiring local telephone numbers, lack of redundancy/disaster recovery, language barriers, as well as regulatory compliance in the secondary location associated with holding the technology and call data outside of the country.

Let's take a deeper look at these problems:

Latency - With VoIP, each network transit translates into a little voice delay. A round trip is typically under 100ms and is not noticeable. It is recommended that there is a maximum of a 150ms one-way latency in order to maintain the quality of the call. In the above scenarios, calls need to transit through your cloud contact center where treatment such as supervisor listening or simply call recording will take place.

Too many hops between calling customers and agents serving them can degrade the voice quality. Example: Serving calls originating from one region with a data center located in a different region can lead to reduced voice quality. When a client is using standard cloud based contact center solution they have the following problem (See Figure 1): When a representative in Europe is talking with a customer in Europe the total latency could reach 300+ms if the data center is located in the United States. In the telecom industry, callers usually notice roundtrip voice delays with 250-300ms of latency and it is then perceived as bad quality. If a customer in Europe is served by representative in US, latency will be less with one data center deployment configuration.

Cost of Local Telephone Numbers - Because the software for the contact center is outside of the country, it is more difficult to procure local telephone numbers economically.

Lack of Redundancy/Disaster Recovery - A single contact center instance might not be desirable for redundancy and/or business continuity.

Language Barriers - Under this model it is necessary to hire agents in the US that are fluent in the language of the secondary location or hire agents in the secondary location. Hiring these agents in the US can cause language or cultural differences which can lower customer satisfaction. Hiring the agents locally will solve language and cultural problems, but the company with incur double latency for each local phone call terminate after looping to the US.

Regional Regulations - There are certain countries that have very specific laws for data center recordings, trunk connections, and more. In some countries there are requirements to keep recordings and other personal information locally. Brazil for example, is increasing telecom regulatory compliance where media/recordings must not be moved out of the country. Protection of personal data is a huge driving force in Europe. Some telecom providers prohibit trunk connection from another country, for example, NTT and KDDI in Japan. Therefore, you need to have a local data center in Japan in order to comply with their local regulations.

Multi-Cloud Deployments

You might then decide to replicate local clouds deployments, each serving a region or group of countries.

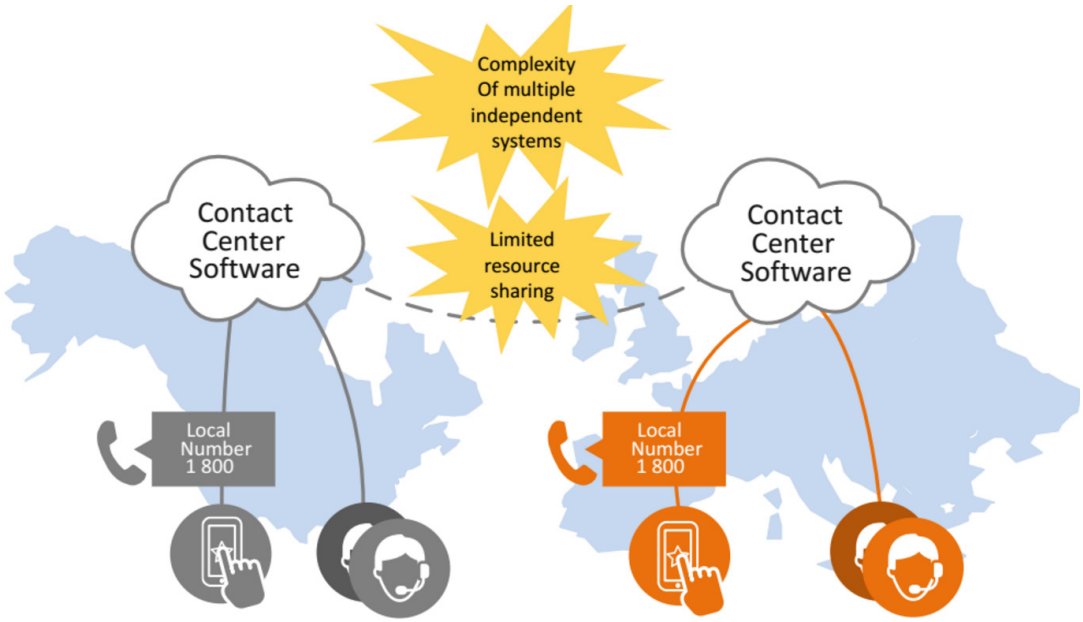

Figure 2: Global contact center operation with two separate contact center vendors supporting the different locations

Figure 2 illustrates the second scenario in which a global company decides to acquire additional software to be hosted in the secondary location. This is another common way to globally expand call center operations into a secondary location because it can cure three problems

detailed above (latency, cost associated with procuring local numbers, and local compliance), but it has its own hurdle to consider. The main problem to consider with this scenario is the lack of resource sharing that comes with operating two separate contact centers and two separate softwares and maintaining consistent quality of the service being provided, as there is no unified view into the operation, it has to be created separately.

Let's take a deeper look at this operational hurdle:

Disparate services and software will cause information to be siloed. For example, suppose you have a call center in Europe and a call center in the U.S (See Figure 2). These services need to communicate with each other and share data, which can be difficult without the right technology. Under this model you also need separate sets of managers and supervisors at both locations, opposed to having higher management at the primary location overseeing both locations.

As you can see there are many challenges to deploying a global contact center, but in most cases, there are more benefits involved in creating local points of presence with virtual contact centers with local representatives. The promise of cloud solutions is to virtualize contact centers, allowing an agent to connect transparently from any location and take calls from consumers anywhere in the world. The next sections will show more advanced models that can help global companies seamlessly provide support using unified management by utilizing the benefits of a single platform in various locations.

Distributed Cloud Technology

It is possible to establish local presence including local toll free numbers, local processing and recording of calls.

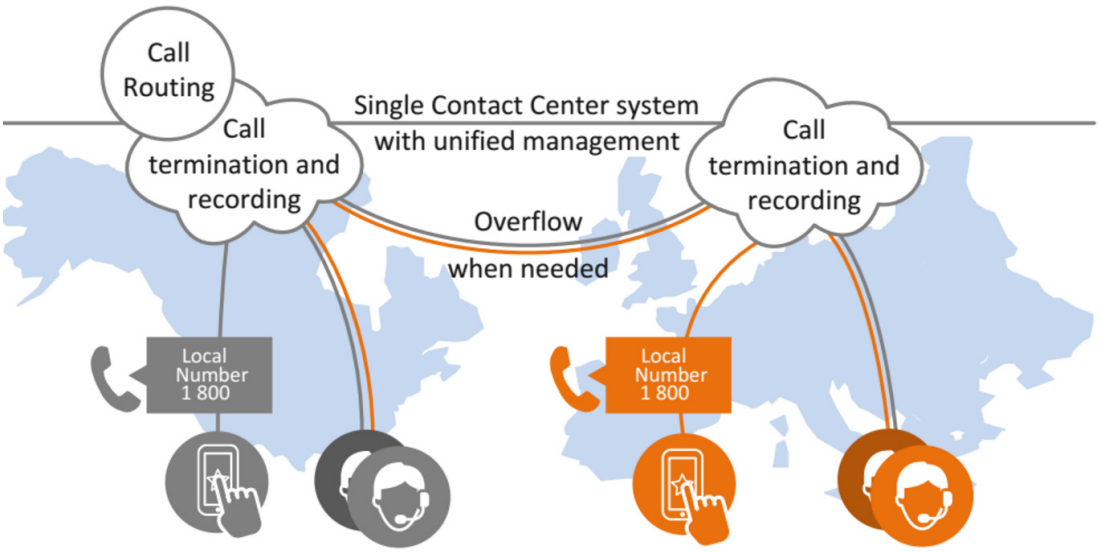

Figure 3: Global contact center operation using a single cloud contact center vendor with Edge Device functionality

The concept has been available in the form of an “edge device” enabling to control remotely VoIP telephony offered by some legacy Contact Center providers. It now possible to take this concept into the cloud and implement it with software, hosted in a local cloud. This technology advancement allows companies to virtualize the call termination and recording in a local cloud provider.

Figure 3 illustrates Edge Device functionality in which a global company decides to work with a cloud contact center vendor to support both locations. Because all data is being stored within the local cloud and all calls are being terminated locally, there are no problems with latency, compliance or costs associated with procuring local numbers. The operational problems outlined in Figure 2 are also removed under this scenario because the company is now using a single vendor for their contact center technology in all global locations.

Federated Clouds

A new architectural development allows companies to run multiple instances of a cloud contact center software managed as one single tenant.

Furthermore, if your cloud contact center provider supports hosting on any cloud, you can choose to host several instance of your contact center locally in a Data Center provider of your choice.

Under a Multi-tenant contact center approach to global contact center support, the company would partner with a single cloud contact center software provider that can run their software in two different clouds (one at the original contact center site and one at the secondary location). This multi-cloud approach would solve all problems previously discussed while allowing operations to manage both instances as one contact center.

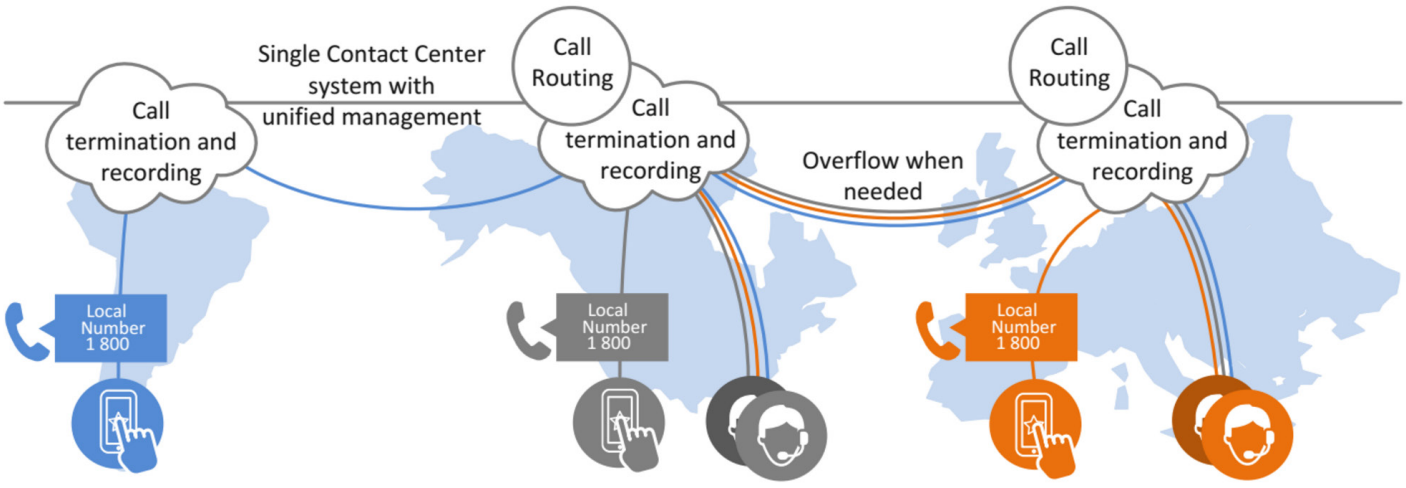

Figure 4: Global contact center operation using a single cloud contact center vendor with multi-tenants and multi-clouds

Figure 4 illustrates how a company can use a multi-tenant model to expand contact center operations globally. Under this scenario there are no latency or compliance issues because all data and calls are being handled and stored in the regional cloud. There is also more flexibility in procuring local telephone numbers and companies are able to terminate the calls locally. Under this model the company can select whichever cloud provider they are most comfortable with. Lastly, this method of globalizing the contact center improves redundancy and disaster recovery. If one system goes down, the calls can be routed through the secondary location for business continuity.

Final Thoughts

Ultimately, determining the best model depends on the current structure of your organization as well as your future need for multiple remote locations in order to provide seamless support to your customers.

Some questions you should ask when determining which model is best for your company:

- What are the regulations of the region you are servicing?
- What local labor market advantages exist in the regions?
- What level of voice quality is necessary in your contact center?
- Do you have SLAs to consider when deploying a regional site?
- What contact center provider offers the model that fits best with your company?
- What KPIs do you need to measure when implementing a multi-site model?

Deploying a True Global Contact Center Operation

Bright Pattern can supply you with the technology needed to achieve your global contact center goals. There are few cloud contact center vendors that are actually delivering what it takes to provide a seamless and cost effective global contact center deployment, and Bright Pattern is leading the industry. Centers looking at deploying globally can achieve this through a single partner by selecting Bright Pattern for their communication needs.

Why Bright Pattern is the leading provider of global contact center software:

- Ability to be hosted in different clouds (multi-tenant model)
- Flexibility to choose from leading clouds such as Amazon Web Service, Microsoft Azure, Rackspace and more
- Ability to host local calls through local cloud provider
- Excellent disaster recovery with 99.99% uptime

About Bright Pattern, Inc.

Bright Pattern was founded in 2010 by the team of contact center industry veterans with over 20 years of experience building customer service software for enterprise-grade companies.

Bright Pattern's founding team includes engineers who created enterprise contact center software while working at Genesys and Aspect and CRM solutions at FrontRange. From their prior work experience, they bring to Bright Pattern a profound understanding of what it takes to build feature rich customer service technology and have a deep commitment to the success of their customers. Today, Bright Pattern is combining these experiences to create cloud contact center solutions empowering mid and enterprise size businesses to offer great customer experience across all communication and messaging channels.

Our team prides itself on being at the forefront of technology innovations and market trends for communication. We invest heavily in research and development to bring those innovations to our customers and partners. Our 30+ engineers hold over 100 contact center technology patents.

Contact us at 1-855-631-4553 if you are ready to discuss taking your contact center global!

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