BRIGHT PAT•TERN + Kifinti Solutions inc.
"Never Better"

Improve Your Service Management ROI with an Omnichannel Communication Interaction Platform

In an increasingly virtual world and remote workforce, communications are key. Bright Pattern's AI-powered omnichannel communication interaction platform enables your service management solution to communicate on all voice and digital channels (chat/SMS/MMS/email/messengers) while providing advanced automation of incidents, problems, changes, requests and more. Our solution will dramatically improve the return on investment of your service management solution by enabling you to communicate on any channel and providing features such as automated password reset, automated incident creation and resolution, status updates, and notifications, voice self-service, and automated routing of all communications. Measure employee performance and customer satisfaction with advanced quality management features to improve every interaction and outcome.

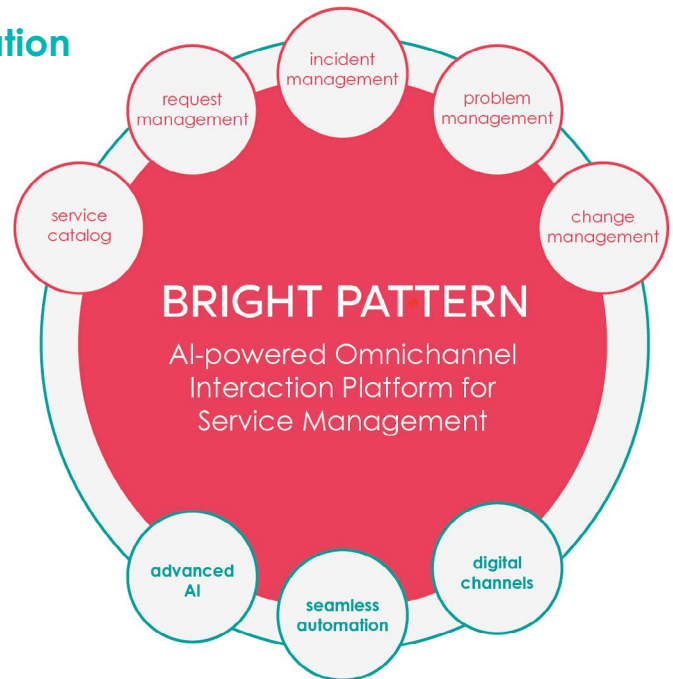## Increase Your ROI with Advanced Automation

Incident Management:

- Automated password reset to reduce calls by 30%
- Automated voice calls, texts, and emails to notify clients and agents about incident status
- AI-powered voice self-service for user identification and authentication
- Automated routing and escalation of incidents to the right personnel
- Automated attachment of activity history to any incident for quick service
- CMDB interrogation of services
- Co-browse for faster incident resolution

Request Management

- Automated status updates of service requests
- Proactive notifications to keep users updated about status changes
- AI-powered self-service to streamline the process
- CMDB interrogation of services and user relationships

Problem and Change Management

- Advanced routing capabilities
- AI-driven analytics (speech and text analysis)
- Automated chat responses
- Automated outbound notification of outage on any channel
- Automated notification to Change
- Advisory Board members about change status and change requirements

BRIGHT PATTERN
AI-powered Omnichannel Interaction Platform for Service Management

(incident management, problem management, change management, digital channels, seamless automation, advanced AI, service catalog, request management)

Service Catalog

- AI self-service
- Proactive updates about status changes
- Automated routing to get users to the right resource quickly

Service Management Contact Center

- Omnichannel conversations
- Quality assurance for improved customer and agent performance
- AI-powered agent assistance and bots
- Fully compliant with best-of-breed integrations

"At Randstad we've started looking at how to do things smarter. With Bright Pattern we delivered advanced functionality and automation and had an ROI payback of just a few months."

–IT Support Services Operations Manager at Randstad

Incident Management

Automated Password Reset: Password resets are often the single highest volume incident coming to the service desk. Automate this simple task utilizing Bright Pattern's advanced speech and text analysis combined with intelligent conversational IVR. Allow users to provide identifying information, complete multi-factor authentication, and allow them to reset their password, all without requiring a call center agent. *Reduce call volume by 20-30% and provide 24/7 support for password resets.*

Automated Creation of Incident Record:
When a user calls the service desk, the Bright Pattern IVR responds with options for the caller to choose from. Upon selecting their option, they will be asked for identifying information that will allow the system to automatically access the user profile, create the incident record, and populate it. *Reduce hold times by 10-20% and average call duration by 20%.*

Smart Routing for Escalations: Bright Pattern's communication platform has the ability to perform intelligent skills-based routing to deliver escalation calls and follow-up calls to designated senior analysts and highly skilled resources. *Reduce resolution time by up to 30% for escalations and increase user satisfaction by up to 15%. Reduce cost of resolving escalations by up to 20%.*

Create Incident on Any Channel: Allow employees and customers to choose the channel of communication that is most convenient for them. Provide the ability to create an incident through email, phone call, voicemail, SMS, chat, self-service, and event monitoring. Choosing any of these options will provide a standard and consistent Incident record. *Improve customer satisfaction by up to 10% and reduce volume by up to 30%.*

Proactive Notification of SLA Breach: Upon identification of a breach of an SLA against a current incident, a breach summary is provided to Bright Pattern. Bright Pattern's system automatically places a phone call or sends an SMS to the impacted individuals. Continually update users on the status of a breach. *Improve customer satisfaction, reduce call volumes, and improve organizational perception.*

Co-Browse: Allow analysts to experience what the customer is seeing to boost analyst productivity and customer satisfaction. Give customers the option of a BP co-browse session to allow agents to see the customer's screen. The analyst can then guide the customer more clearly, *boosting first call resolution rates by up to 20% and customer satisfaction rates by up to 10%.*

Problem Management

Automated Notification of Outage: Mitigate the impacts of an outage through proactive notification and status updates. Provide impacted individuals with comprehensive information like a summary of the outage, individuals affected, and planned next steps. Keep impacted individuals regularly updated on any communication channel. *Reduce call volumes by up to 60% during an outage.*

Automated Notification of Service Degradation: Service degradations can impact employee morale and productivity. Mitigate the effects through rapid identification and notification. Utilize Bright Pattern's platform to quickly place phone calls and send SMS to affected individuals. Provide additional information and updates to status to all affected individuals. *Reduce call volumes by up to 60% on the day of service degradation.*

Request Management
Automated Creation of Service Request
Fast and easy creation of service requests. Give customers and employees flexibility in creating requests. Allow them to create requests through their mobile device over a conversational IVR. Then, easily keep them updated about the status of their request through SMS or email. *Reduce the total time required to create a service request by 80% and reduce the number of calls by 20-30%.*

Service Catalog
Automated Service Catalog Access:
The Service Catalog enables customers and employees to quickly request popular services that can be fulfilled quickly and in a highly automated manner. Allow customers to create Service Requests quickly through the automated Service Catalog and keep them updated on the status. Improve customer satisfaction due to convenience, *give 24/7 access to the Service Catalog, and reduce agent-based call volume by 10-20%.*

Change Management

Automated Notification of Planned Outage:
Proactive communication can keep employees and teams well informed. Through Bright Pattern's service management communication platform, inform teams about planned change, type of change, groups impacted, change window, and more. Utilize any channel to inform impacted individuals. *Reduce the volume of calls to the service desk by up to 30% in the week following the planned outage.*

CMDB Interrogation:
CMDB holds all of the information that describes the relationships between users, assets, and IT services. Extracting information quickly and accurately is crucial for improving communication and planning. Through BP's CMDB Search Platform, return results quickly to users and proactively notify users of any changes that will happen. *Reduce calls to local service desks by up to 30%.*

Automated Voting of CAB on Change Request:
The change approval process presents risks and delays. Proactive and automated voting processes can greatly reduce risk and compress the timeline for change approval. When a change goes to the CAB for review, allow members to view these changes through channels like call or SMS, and allow them to respond through these same channels. *Reduce the total time for change approval by up to 75%.*

Accelerate the ROI of your service managemenet solution by adding Bright Pattern's omnichannel communication interaction platform

Calculate Your ROI

All Service Management Processes

Service Desk Quality Management: Improve the performance of all center agents and ensure proper training of new agents with our quality management system. Monitor interactions on all channels of communication with the assistance of powerful best-of-breed AI and comprehensive call recording. Evaluate performance of agents easily. *Reduce the training cycle by up to 40% and improve customer satisfaction by developing accurate improvement plans.*

CSAT Scoring on all Interactions: Through Bright Pattern's Omni QM quality management system, monitor all interactions using best-of-breed AI. Through a combination of AI, sentiment analysis, and speech/text analysis, accurately and automatically score all interactions. Then, *calculate an accurate CSAT score based on all interactions.*

# Customer Satisfaction Initiative

Outbound Customer Care Outreach: Improve relationships with customers and customer satisfaction through proactive follow-ups on Incidents and Service Requests. Identify a period of low call volume and create a customer outreach Task in the service management application. Utilizing Bright Pattern's automation features to identify Incidents and Service Requests that require follow-up. *Reduce time required to close an incident by up to 20% and improve customer satisfaction by 10%.*

Case Management

Service Management Call Center: Bright Pattern's platform complements the full service management process, from case creation to resolution, by providing communication and interaction capabilities that boost overall call center performance. *Resolve cases 25% faster with service management automation and reduce resolution cost by up to 15%. Increase customer satisfaction by up to 10%.*

Read the Randstad Success Story
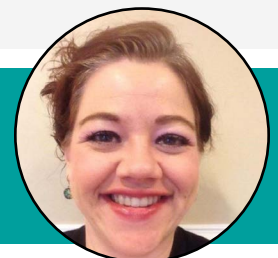
Bright Pattern partners with the best-of-breed ITSM technology platforms to help companies automate and turbocharge their service management

with more being added every month!

Bright Pattern provides the simplest and most powerful AI-powered omnichannel communication interaction platform for innovative IT teams. Bright Pattern offers true omnichannel with embedded AI that can be deployed quickly and tailored to any situation. Intelligently route clients to the right service and automate the IT service management process. Reach clients and send automated notifications through channels like voice, text, chat, email, video, messengers, and bots. Bright Pattern also allows CIOs and IT managers to measure and act on every interaction on every channel with its AI-powered omnichannel quality management. Bright Pattern's platform is used globally in over 26 countries and is supported in 12 languages.