



The YMCA of the North Chooses Bright Pattern for Tightest Integration with ServiceNow, Microsoft Dynamics, and Microsoft Teams

Background

The YMCA of the North is a leading nonprofit dedicated to strengthening communities through youth development, healthy living and social responsibility. Established 165 years ago, the Ys provide life-strengthening services across the greater Twin Cities metro region, southeastern Minnesota and western Wisconsin communities. The 29 Y locations and program sites, eight overnight camps, 10 day camps, and more than 90 child care sites engage more than 370,000 men, women and children of all ages, incomes and backgrounds. To learn more about the Y's mission and work, visit www.ymcnorth.org.

Challenges

The YMCA of the North experienced challenges with their previous contact center provider. They relied heavily on ServiceNow for their ticketing and CRM systems, Microsoft Dynamics for info gathering, and Microsoft Teams to tie together approximately 3,800 employees. The previous system lacked the APIs to seamlessly integrate with ServiceNow, Microsoft Dynamics, and Microsoft Teams, increasing onboarding times for agents, hampering internal communication, and leading to a disjointed experience for both contact center administrators, agents, and customers. The YMCA of the North also needed a capable partner that could help them adapt to the new digital age of customer service.

Objectives



APIs to seamlessly integrate third-party software



Direct integration with ServiceNow



Direct integration with Microsoft Dynamics and Teams



Functional, capable chatbot with best-of-breed AI



Fast deployment and ROI times



Omnichannel with the support of mobile digital channels



Bright Pattern's Microsoft Teams integration allows our approximately 3,800 employees to connect seamlessly with the call center, allowing our organization to function like an octopus. Employees bring in data, which is aggregated in a central hub for all to access. Information access is easy and we can seamlessly deliver a great customer experience.



Solution

Bright Pattern was able to demonstrate a seamless, effortless integration with ServiceNow, Microsoft Dynamics, and Microsoft Teams through the use of deployable APIs, something that other providers weren't able to show. As noted by Darren Alick, Senior Director of Customer Experience at the YMCA of the North, "Bright Pattern showed us a great demo, demonstrating a quickness in understanding what we wanted and being able to articulate how they can help us achieve our goals.

PP Bright Pattern understood our use cases and our needs, and they were able to show and articulate them during the demo. Bright Pattern deeply understood the technology they have created and could live up to what they were selling us. QQ

Bright Pattern's professional service team helped the YMCA of the North integrate the Bright Pattern with their existing ServiceNow, Microsoft Dynamics, and Microsoft Teams. The implementation was quick and easy. Darren recalled, "Bright Pattern simply flipped a switch, and our ServiceNow, Microsoft Dynamics, and Microsoft Teams integrations worked perfectly.

Results

After turning on Bright Pattern's cloud contact center platform, the YMCA of the North saw results immediately. Through automation features on Bright Pattern's platform, the Y was able to automate much of their business process and in return do more tasks with fewer agents, decrease the amount of time needed for onboarding customers, and save several minutes per agent per ticket.

So far, only a couple months after implementing Bright Pattern's contact center solution in their customer service, the YMCA of the North was able to save around \$36,000 due to decreases in agent time spent on phone, increasing agent efficiency, and automation of routine tasks. The YMCA of the North predicts that through Bright Pattern's software, they will be able to recoup the full cost of Bright Pattern's platform in only seven months.

By implementing Bright Pattern's contact center solution, the YMCA of the North was able to meet all of its goals and even exceed expectations in some aspects. The Y was able to seamlessly integrate their own third-party software with Bright Pattern's platform, and the YMCA experienced drastic improvements in KPIs and realizing a quick ROI payback.



Decrease in customer onboarding time



Immediate cost savings of \$36,000



Seamless integrations to Microsoft Teams



Several minute decrease in handle time



Quick ROI payback of just 7 months



Seamless integration to ServiceNow



When it comes to integrating a call center platform with our existing call center technology like ServiceNow and Microsoft Teams, we don't want to have to do a lot of manipulating and tinkering, we want to flip a switch and get right to it. Bright Pattern provided an actual API that truly integrates Bright Pattern with ServiceNow, making implementation easy and quick.

