

## Hurtigruten Improves International Travel Customer Experience with Bright Pattern's Omnichannel Cloud Contact Center Software



### Background

In business since 1893, Hurtigruten operates premium expedition cruises to Alaska, Antarctica, the Caribbean & Central America, Greenland, Iceland, North America, the Northwest Passage, Norway, South America, and Svalbard. Hurtigruten provides sustainable, unique, and personalized experiences when customers travel, and its vacations have been described as “the World's Most Beautiful Sea Voyage”. Much like the personalized vacations, Hurtigruten also delivers personalized customer experience when callers interact with customer support representatives in their call center.

### Challenges

Hurtigruten's previous system lacked flexibility and limited the support they could provide. The company wanted to expand customer self-service options and make omnichannel customer journeys seamless. Hurtigruten was also looking for a partner that could adapt to their needs and grow with them. “We gave so much feedback to Aspect and they did nothing with it. Anything we recommend to Bright Pattern is immediately implemented,” said Marc Bainbridge, Head of Operations Support at Hurtigruten.

### Objectives



Out-of-the-box integration with their current Salesforce CRM



Integration to best-of-breed AI technology including IBM Watson



Customizable platform that could be adapted for unique business processes



Omnichannel for voice, email, SMS, IVR/Conversation IVR, and Bots



Empower agents with AI-powered agent assistance



100% cloud platform for business continuity and ability to deploy remote agents



Expand customer self-service with drag-and-drop IVR builder and conversational IVR



When you work with an Aspect or a Genesys, you have to do it their way. With Bright Pattern, they dedicated their time to understand our specific needs so that we can utilize the power of the Bright Pattern platform in a way that makes sense for our business.



## Challenges

Impressed by the “aesthetically amazing user interface” and the eagerness of Bright Pattern developers to adapt the system to their needs, Hurtigruten saw a partner in Bright Pattern. The implementation of Bright Pattern began with Hurtigruten's first point of contact with customers, the IVR. Bright Pattern's contact center software was integrated with Salesforce so that customers are automatically identified for a more personalized experience. “The IVR drag and drop builder is very easy to use. I can build out a new IVR in just 30 minutes!” exclaimed Bainbridge.



If you can think of it, the Bright Pattern platform can do it. The technology is so good, there is nothing you can't do. There is still so much more we could be doing to utilize the full strength of the Bright Pattern platform.



Amid the global pandemic, Hurtigruten saw an increase in customer calls and needed innovative solutions to help assist remote agents. Bots and AI were integrated for agent assistance to provide recommendations from the knowledge base. Agent directories were also added immediately to help monitor remote teams. “The ease of use and flexibility of the Bright Pattern platform greatly helped us shift to a remote workforce during the COVID-19 pandemic,” continued Bainbridge. Finally, Hurtigruten is expected to roll out a payment system through automated SMS, further expanding self-service features for their clientele.

## Results

Since the implementation of Bright Pattern, Hurtigruten has been able to customize the platform to the exact specifications and configurations that were desired. Hurtigruten gained the ability to monitor and track all of their work emails. Agent training times were also reduced due to the ease of use of the platform.

Bright Pattern has also helped Hurtigruten streamline their operations through its dynamic customer journey builder. Usage of Bright Pattern by Hurtigruten is expected to increase dramatically in the future as Hurtigruten expands and adds new services and features for its customers.



Improved email functionality



Advanced remote workforce capabilities



Less business rules streamlining operations



Historical omnichannel reporting



Decrease in agent training time by 50%



Decrease in IVR set-up time by 25%



I feel like the Bright Pattern team and the Hurtigruten team are more friends than business associates. Whenever I think up a business process I'd like to implement, the Bright Pattern team is always ready to help me make my vision a reality.

