

BRIGHT PATTERN

Gartner

Gartner Names Bright Pattern a CCaaS FrontRunner for Fourth Consecutive Year



Bright Pattern Recognized as a FrontRunner in the 2021 Gartner Digital Markets Reports for CCaaS, Predictive Dialer, and Auto Dialer.

Out of over 100 products evaluated by Gartner, Bright Pattern was named a leader in the 2021 Call Center Software FrontRunners Quadrant with customer ratings higher than Five9, Genesys PureCloud, NICE inContact, RingCentral, 3CLogic, and Talkdesk.

Bright Pattern leads the call center category with a customer rating of 4.74 out of 5 with perfect ratings for customer support and value for money. Additionally, Bright Pattern ranks No. 1 for ROI out of all CCaaS vendors per customer reviews with a deployment time that's nearly half the industry average at just 1.6 months.

Top Takeaways From 2021 Quadrants:

- **CCaaS Leader:** Bright Pattern as a leader in 2018, 2019, 2020, and 2021
- **Beats Leading CCaaS Providers:** Bright Pattern received customer ratings higher than Five9, Genesys PureCloud, NICE inContact, RingCentral, 3CLogic, Talkdesk, and more
- **Outstanding Reviews:** Leads the call center category with a rating of 4.74 out of 5, with perfect ratings for customer support and value
- **FrontRunner in Multiple Categories:** Not only leading the CCaaS quadrant but also a top performing vendor for predictive dialer and auto dialer

Bright Pattern ranked as a leader in all three of the Gartner Digital Markets which consist of Capterra, GetApp, and Software Advice.



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We are happy to be a leader in the FrontRunners quadrant yet again. This is our fourth consecutive year in the quadrant which highlights our high scores in usability and customer satisfaction. Recognition as a FrontRunner by Gartner is incredible validation as we continue to innovate our product to build better customer experiences."

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Michael McCloskey | CEO | Bright Pattern

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| + Add Product |  Five9 by Five9 |  NICE inContact CXone by NICE inContact |  Bright Pattern by Bright Pattern |
|-------------------------|--|--|--|
| Rating | ★★★★★ 4.2 / 5 (376) Read All Reviews | ★★★★★ 4.1 / 5 (329) Read All Reviews | ★★★★★ 4.7 / 5 (89) Read All Reviews |
| Customer Support | ★★★★★ 4.3 / 5 + "The level of technical support you receive is amazing. Frequent updates throughout the day on the status of your case really help move issues forward towards resolution." + "The customer service was excellent; they were attentive and readily available. You could listen live to calls, recordings, etc. to aid in complaint resolution." | ★★★★★ 3.8 / 5 - "Bad UI, slow customer service, difficult reporting, limited integrations." + "Best support staff in the industry. Our Technical Account Manager Rep is one of the best in the business." | ★★★★★ 4.8 / 5 + "Great product and very rich features. Easy to implement and they have an awesome and highly responsive support team." + "I was part of implementing this software, it was easy to train and easy for agents to learn. The software has great documentation if you need assistance, otherwise their support team has been great." |
| Value for Money | ★★★★★ 4 / 5 + "The benefits I got from this software is a great quality inbound call service center for a reasonable cost. It is incredibly easy to learn and use regularly." + "The cost of this product is very inviting. The reporting is very extensive and takes some getting used to, but it's also very thorough." | ★★★★★ 3.9 / 5 - "In the year we have had them, there have been at least three times we suffered a complete outage. We obtain a large portion of our revenue from customer calls and thus the outages had a major impact." + "Quality call recording options (useful for escalations or PIP). Cost effective due to the entire company using the platform (may be expensive for smaller teams)." | ★★★★★ 4.8 / 5 + "Cost savings, unified desktop for agents, the enhancement requests we wanted, the peace of mind that we have a team that really cares about helping us meet our goals." + "Again I love how stable it is. When we're down, we lose money." |

★★★★★
4.7 / 5 (89)
[Read All Reviews](#)

>> View Live Vendor Comparison on Gartner Digital Markets <<

Improve your customer experience faster than ever before

1.6 months

2.8 months
G2 Average

Learn more

