

# **BRIGHT SOFTWARE RECEIVES THE 2023 CUSTOMER VALUE LEADERSHIP AWARD**

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*Identified as best in class in the North American  
performance management in contact centers industry*



## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Bright Software, Inc. excels in many of the criteria in the performance management in contact centers space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

### *Customer Purchase Experience*

The contact center industry has typically been divided into a few core segments; while each has evolved independently, now they overlap. Traditional segmentation includes inbound contact routing, self-service, performance management (PM), workforce management (WFM), and analytics, but over time, umbrella categories have emerged. They include workforce optimization (WFO), which encompasses PM, WFM analytics, and other components to optimize the workforce; and workforce engagement management (WEM), which draws from those components and adds applications to engage employees and improve the employee experience (EX). This presents a confusing landscape that is only getting more complicated.

Peripheral categories play equally as well in the front and back office yet cannot be relegated to any one department. The area of learning and development (L&D) is one of those and represents a substantial

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Senior Industry Director, Customer Experience Practice*

corporate investment. In fact, according to the 41st annual edition of *Training* magazine’s 2022 Training Industry Report, published in November 2022, US training expenditures surpassed \$100 billion for the first time in 2021-2022. While training initiatives are corporate wide, L&D has been a subset or application within customer contact for

decades but often a checkmark on a request for proposal under the heading of eLearning. However, with the surge in focus on improving EX to positively impact the customer experience (CX), it is imperative that organizations take a fresh look at employee training and development.

The reality is that in the contact center, modern L&D tools need to address the entire employee life cycle from pre-hire to ongoing advancement to produce more engaged and higher-skilled employees and reduce costs from the ever-expensive employee churn cycle. Rather than the one-to-many L&D programs that lean on classroom training and eLearning (sometimes offsite through third parties), organizations must adopt tools that hyper-personalize the learning experience, automate processes, and are more in tune with how humans learn and retain information and training. Adding a layer of AI-enhanced automation enables organizations to coach and train consistently across agent pools rather than provide limited coaching and training that is dependent on the availability of staff.

Bright Software, Inc. provides an answer to cross-organizational L&D needs, but in particular provides a wealth of tools and expertise that address the high-churn aspects specific to the contact center arena. Bright provides a fully immersive learning experience platform (LXP) that addresses the entire learning journey for the employee and supervisor. The company developed its platform based on four pillars: design for hybrid, digital-first experiences; provide simulation and practice at scale; evolve the L&D practitioner role to serve as performance coach; and capture, analyze, and utilize skills data.

To this end, the Bright platform employs a modern user interface suited to younger generations flooding the workforce today, including a Gmail-style inbox for training and coaching, and supervisor workspace for coaching and analytics. Bright provides scenario-based simulation, real-life practice, and AI-powered coaching using engaging training techniques including interactive voice, chat, and video. It goes beyond typical simulations by training for non-technical skills such as decision-making.

The company provides the optimal purchase experience for businesses that matches the training needs of all company departments to the platform. Taken in a contact center setting, the Bright platform enables agents to experience and practice the lifelike scenarios that they will be encountering on the job across a number of factors including technical knowledge, soft skills such as empathy, and the communication skills required of voice and text interactions. It then provides human or AI-powered coaching to fill out the experience.

### ***Customer Ownership Experience***

Of particular value is that Bright provides an immersive learning experience platform that addresses the needs of the entire organization, from the contact center to the back office. For example, while it can train agents through simulations of customer interactions, it works equally well training back-office employees in software applications. For instance, it can train employees on how to use Epic medical record software for electronic health record (EHR) input in the healthcare industry.

The old adage “practice makes perfect” is applicable to training because it deeply reinforces what an employee is instructed to do. Here Bright shines, but frames this as “practice makes permanent” because knowledge and skills stick but simple training and testing is less permanent. Bright designed its system to emulate scenarios to be as true to life as possible, letting employees practice with AI-enhanced simulations that mimic daily work items or customer interactions. In the contact center, for instance, while

many L&D platforms create simulations by scripting calls, the Bright platform adds the ability for its clients to break apart the micro skills they are training on by ingesting the client's own customer calls into the system so that agents can hear how their own customers communicate. This is further extended to allow agents to hear how they sound during calls, providing a self-review function as part of the training.

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To make the training as real as possible, Bright takes screens of a client's production systems and then uses Bright Canvas, its authoring and simulation building tool, so the screens look like production systems the agent is used to, with every field, dropdown, date picker, and radio button a working button. A prototype then looks and feels like the client's systems, and it

remembers information and does not require integration. As an example, if an agent is used to working in a Salesforce client, the training module mirrors the Salesforce desktop, including having live code fields that the agent would be required to type information into to proceed as if in a production environment. If the data is not captured correctly, the system will ask the agent whether help is needed or offer a prompt to fill in the required field. With full simulations, the system emulates the entire scenario for the agent, including if the simulation calls for having the agent leave the Salesforce screen for another application. Therefore, as the business needs to change and new applications are added or changed, training can keep pace.

The Bright LXP is designed to be flexible, providing options such as letting customers choose which mix of automated versus live coaching suits which situation. Bright believes that competence drives confidence, so one of its most important differentiators is providing the option to deliver multiple simultaneous conversation/chat threads alongside its software simulations so as not to force agents into a rigid training scenario in which there are right and wrong answers. Instead, it allows them to fail and continue on with the training to learn from that. For example, it can be set up to stop learners when they do something wrong, but optionally can be set up to give a partial score and let them continue and see whether what they say next elicits a different response, which is very much in tune with how humans learn through trial and error.

Just as powerful is that the platform tests for judgment and decision-making, not just hard skills such as technical knowledge or compliance. For instance, in a health insurance scenario, the system will test that the agents properly gather information and fill out a claim form, and then whether the form was sufficient for processing or what the output should be, so that agents can make a recommendation about how to move forward including potential claim payment. In this way agents also learn by doing, which builds confidence.

### **Customer Acquisition**

The flexibility and breadth of function of the Bright platform continues to draw in well-established enterprises, including a leading US insurance advisory company that reported associate speed-to-

proficiency reduction of more than 50% while achieving record sales performance. The company reported similar results with the use of its platform at Inova Health System. Inova used Bright in its primary and emergency care registration, scheduling, and billing roles for digital lesson creation and in creating simulations for both patient experience conversation creation and Epic EHR simulations. The company did A/B testing to assess the efficacy of immersive learning for patient outcomes, and within 30 days saw a 22% increase in responses related to the campaign.

Results like these, along with Bright's modern design from the employee training screens and training inbox to the supervisor's workstation and detailed reporting and analytics, are proving an attractive draw as companies seek more out of training initiatives. Learners can see at a glance where they stand in categories ranging from soft skills and system skills to back-office applications, and get details about their training, attempts, scores, and certifications.

### ***Price/Performance Value***

Frost & Sullivan believes that Bright can deliver immediate value in tackling two of the biggest pain points in the contact center industry: the cost of hiring and onboarding agents because of traditionally high levels of employee churn, and employee retention by creating more engaged agents. Bright has noted solid metrics from its customer base in price/performance value that back up this assumption. For example, it has seen a reduction in training hours and costs of as much as 50%, with comparable or notably better performance in business outcomes such as average handle time, Net Promoter Scores, first call resolution (FCR), and sale closure. Its customers have moved nearly 95% of side-by-side shadowing time (made particularly difficult in a remote setting) into Bright or replaced it with more interactive/valuable practice.

The system also makes the training environment more effective by enabling training at scale with fewer full-time trainers required to oversee individual training, freeing them up to invest time in other parts of the business or more personalized face-to-face or video coaching. Rather than repetitive delivery of the same class, they can spend more time actively coaching agent performance.

An engagement with Bright does not demand extensive IT involvement or application integration because no download is required. As a SaaS-based product, it is available via a modern browser.

### ***Customer Service Experience***

Bright provides comprehensive service throughout the customer engagement in both a traditional sense of providing customer support and by using its own platform to supercharge the self-service experience, which Frost & Sullivan believes is fairly unique in the industry. The company provides a white glove experience that starts with assigning each customer an account manager who stays with the customer "for life"—from initial rollout to acting as a strategic advisor—at no extra cost to the company.

But customer enablement is an elevated component of its service strategy. While the account exec is there from the start, Bright uses its own platform with the same authoring tools to onboard customers and train them how to use it. This helps clients in creating new simulations without reliance on Bright. Bright Academy provides a self-guided learning experience with a 10-plus hour certification program and a library of digital lessons and videos to train the customer, just as the platform is used to train the customer's employees. As new features are launched, new training is inserted into Bright Academy as

well. The customer can then build new simulations and training for employees and submit them through the inbox without any assistance from Bright, which is often not the case with other L&D simulation products. If exceptions arise, the account exec is available for assistance.

### ***Growth Potential***

Frost & Sullivan sees significant growth potential for Bright because it addresses an essential but often underappreciated contact center operations area that is mired in antiquated ideas and applications. In an era in which the entire contact center industry has elevated AI as a core area of investment, applying it to training and coaching is becoming more important as a way of improving EX and operational efficiencies. And results like those discussed above are paying off. Take Blue Cross Blue Shield of Minnesota, which used the Bright system to simulate call handling, healthcare product knowledge, legal compliance, and system usage for onboarding. The company saw stellar results in a side-by-side comparison of new hires trained via Bright versus traditional training methods. Shortly after launching Bright, the customer saw the highest FCR numbers ever, and new hires outperformed veteran agents by resolving 6% more calls with 8% higher FCR. Additionally, FCR was almost 100% for almost all new hires.

While a boon to the contact center, Bright's growth is certainly not limited to the contact center; it can be used for any department needs in any vertical market. The company has numerous use cases that have delivered superlative performance in areas as wide reaching as telemedicine and retail goods and services.

Most recently, Bright was recognized for its partnership with TruGreen, a leading lawn care company, receiving a gold medal in L&D through the Brandon Hall Group HCM Excellence Awards program. Bright and TruGreen jointly submitted the award application for the TruGreen immersive learning onboarding transformation. The submission outlined exceptional metrics that included how together they reduced training time by 50%, saving the company more than \$2 million by reducing onboarding time by 30% in three divisions and improving year-over-year sales closure. The Bright platform has now delivered content modernization, digitization, and simulations to more than 20,000 employees. This includes bespoke digital lessons, conversation simulations, and Microsoft Dynamics software simulations across employee devices.

Industry award recognition coupled with ramping up of marketing efforts, including presence at industry shows, will further increase Bright Software, Inc.'s growth.

### **Conclusion**

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Bright Software, Inc. is a leader in modernizing L&D corporate wide with an immersive learning platform that is easy to use and helps Bright's clients evolve training as their needs change. Its modern user interface and AI-enhanced development and training tools address the needs of an evolving, digitally engaged workforce. The platform's ability to provide practice at scale and be easily tuned and added to improves EX while reducing business costs. For these reasons, Bright Software, Inc. earns Frost & Sullivan's 2023 North American Customer Value Leadership Award for performance management in contact centers industry.

## What You Need to Know about the Customer Value Leadership Recognition

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Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

### Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Business Impact*

**Financial Performance:** Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

