



Bright Communication  
...always on the Bright side!

# Business presentation



... always on the Bright side!

# WHO IS BRIGHT ?

BRIGHT COMMUNICATION IS A ROMANIAN PRIVATELY HELD CONTACT CENTER, BPO SOLUTIONS AND STAFF LEASING SERVICES PROVIDER.

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- ✓ Founded in 2019, Bright Communication is lead by a team of Senior Executives with deep experience in multiple industries such as: Consultancy, Financial Market, Business & Environment Management, Cost Optimization & Business Transformation, Contact Center Services, BPO, Staff Leasing Services, etc.
- ✓ **We are** a provider of business services and Business Process Outsourcing solutions, including: customer care, technical support, retention, Telesales & lead generation, collection, staff leasing services to both the private and public sectors and we strive to create a positive impact by helping ambitious companies progress.
- ✓ Stable, privately owned, debt-free and profitable, **Bright Communication can deliver breakthrough results** that will help your business grow; we do it by embracing out-of-the-box thinking and create innovative solutions that will help clients to achieve their goals.
- ✓ We strongly believe that the following items are very important for great Customer Service & the Highest Consumer Experience:
  - **deep knowledge** of the products and services is the most significant advantage in the business for achieving great Customer Experience;
  - **trust, honesty, transparency, value** and an exemplary **discipline of execution**: if you want to compete, you have to satisfy your audience constantly and consistently.
- ✓ With our **innovative approach**, we help our clients develop a **different mindset** and create suitable and cutting edge solutions **to strengthen their position** and be a leader in a constantly changing Business Environment.



## **Bright Contact Center Solutions**





# How do We work?

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We are wholly focused on creating **comprehensive solutions** that meet our clients' complex, multi-dimensional needs.



We recognize the mission-critical nature of our clients' challenges and approach each with a **"can-do" attitude**.



We believe value is best built through **long-term partnerships** with our clients — and act accordingly.



## Challenges

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- **Customer experience** as a differentiator;
- **Consumer expectation** for anytime, anywhere access & support;
- **Flexibility to scale** as markets change;
- **Staying current** with new & emerging technology.

## How we can help?

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- **Custom-built solutions** across channels that combine big-company capabilities with a small company personal touch. Dedicated as opposed to shared queue approach.
- **Scalability:** prepared to scale up or down quickly in response to market.
- **Problem-solving:** our agents are highly-trained problem-solvers rather than script-readers, prepared to handle rapidly changing technologies and business needs. 70% of our agents have a college degree and/or an advanced certificate in their field of support.

# Client Portofolio

IT & C					
Retail					
Financial Industry					
Food and hospitality					
Health and Wellness					
Other					





# Contact Center Services

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## Customer Care

- Inbound/ outbound support;
- Customer retention/save;
- After Sales support;
- Loyalty & rewards;
- Customer satisfaction survey;
- Account management.

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## Customer Acquisition

- Account activation;
- Outbound sales;
- Lead generation/ qualification;
- Nurture campaigns;
- Win-back programs;
- Channel management.

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## Help Desk Support

- Depot & dispatch;
- Escallation & Correlation;
- Web-base service;
- Resolution & reporting;
- Change management.

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## Customer Technical Support

- Multi Channel;
- Hardware/software support;
- Installation & operation.

# Bright Contact Center Solution

## Make Every Point of Contact Matter

### CAPABILITIES

- Inbound Contact Management
- Customer Acquisition
- Technical Support
- Business Process Outsourcing
- Staff Leasing Services



### INDUSTRIES

- Technology /Corporate Helpdesk
- Wireless& Cable
- Customer Products
- Financial Services
- Healthcare
- Retail & Hospitality

***"Going beyond the KPI's to produce positive ROI's."***



# We Brightly go beyond the KPI's because **WE BELIEVE** that **EVERY** point of contact matters

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## Entrepreneurial Culture

- ✓ Empowered and skilled employees at every level;
- ✓ Result oriented and “Can Do” attitude/culture;
- ✓ Creativity & flexibility.

## Process Excellence

- ✓ COPC aligned;
- ✓ Six Sigma Methodology;
- ✓ Continuous improvement.

## True Problem Solving

- ✓ Educated agents;
- ✓ Analytical and creative approaches based on a case to case scenarios;
- ✓ Tools to enable positive outcomes.

## Flexible & Comprehensive

- ✓ Ability to scale up and down;
- ✓ Researching Skills and Team Working spirit;
- ✓ Full suite of technology solutions.

***“Delivering Positive ROI Aligned with Your Objective.”***



## Located in **Bucharest, 24 DV Business Park**

- Business Friendly Environment;
- Class A facility building;
- Available space from Landlord to expand;
- 7 min distance by foot from subway;
- important nod of alternative transport connections -2 min distance;
- University (labour force pool): 3 min distance.

## **Second site** opened in July 2020

- Contract already signed;
- Steady state and go live in July;
- Fully networked and integrated with Bucharest site;
- Location established, country side.

## State of the art **Technology Solutions**

- **Network redundancy:** internet and telephony providers;
- **Generator and UPS backup** for network operation;
- Professional telephony platform/ CTI/ ACD/Monitoring/ Recording Technology;

## **Multi-channel** Interaction Solutions

- Phone, chat, email, text;
- Social Media;
- Intelligent, advanced and self-service IVR;

## **Agent Enablement** Solutions

- Call flow optimization;
- Integrated knowledge management solutions;
- Interactive ongoing learning tools;

## **Analytics** Solutions

- Call driver analytics;
- Satisfaction & loyalty research;
- Customer experience advisory.

## CAPABILITIES

### Multi-Channel environment:

- ✓ Phone, text, Chat and E-mail;
- ✓ Web application support;
- ✓ Social Media;
- ✓ Superior case & knowledge management tools;
- ✓ Empathetic Agents;
- ✓ Ticket Management;
- ✓ Flexibility to integrate with proprietary or off-the-shelf systems and tools;
- ✓ Quality monitoring technology & Quality assurance processes.

## APPLICATIONS

### Order support

- ✓ Reservations
- ✓ Device / Service Activation
- ✓ Verifications

### Customer Care

- ✓ Inbound/ outbound support;
- ✓ Customer retention/save;
- ✓ Brand Management;
- ✓ Support & Warranty Claims;
- ✓ Issue Resolution;
- ✓ Scheduling & Referrals;
- ✓ Requests for maintenance;
- ✓ Customer satisfaction survey.

### Account Management

- ✓ Inquiries & Balances;
- ✓ Personal information; update;
- ✓ Billing Inquires
- ✓ Loyalty and rewards Programs

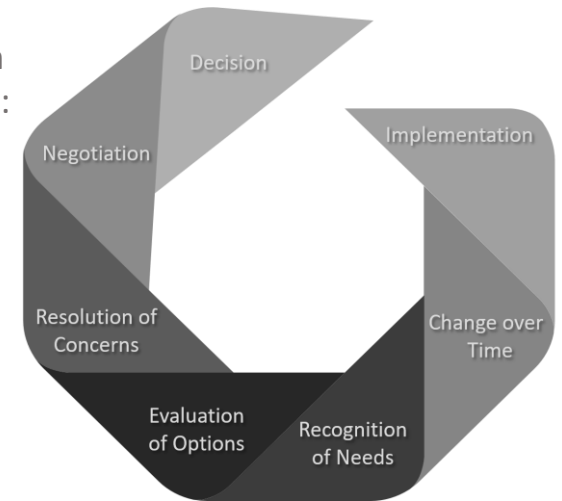
**"Bright's** inbound contact management expertise spans all channels and can be custom tailored to your specific needs."



## CAPABILITIES

An efficient sale should consider customers' perspective with regards to the sales process, as described in the Buying Cycle:

- ✓ Changes over Time;
- ✓ Recognition of Needs;
- ✓ Evaluation of Options;
- ✓ Resolution of Concerns.



## APPLICATIONS

### Customer acquisition

- ✓ Telesales - UpSell & Cross Sell;
- ✓ Lead Generation;
- ✓ Channel Enablement;
- ✓ Customer Satisfaction Survey;
- ✓ Loyalty and Retention;
- ✓ Telemarketing

### Customer Analytics

- ✓ Market Segmentation;
- ✓ Competitive Intelligence;
- ✓ Market Research;
- ✓ Database Marketing;
- ✓ Profitability Analysis;
- ✓ Market Penetration;
- ✓ Customer Satisfaction Analysis;
- ✓ Test Marketing.

### SPEV Selling Technique

- ✓ **S** (Situational Questions)
- ✓ **P** (Problem Identifying Questions)
- ✓ **E** (Questions to point out the Effect (Impact / Consequences))
- ✓ **V** (Value Questions)

## CAPABILITIES

- ✓ Multi-Channel Solutions
  - ✓ Choice of highly customized or out- of-the-box solution
  - ✓ Invoice to cash process management
  - ✓ Flexible & skilled labor resources
  - ✓ 24/7/365 support services

## APPLICATIONS

### Corporate Help Desk

- ✓ Tier I & II support;
- ✓ Mobile and Bring Your Own Devices;
- ✓ Dedicated or shared queues;

### Site Operations support

- ✓ POS devices;
- ✓ On-Site Hardware & Software;
- ✓ Facilities & Systems;
- ✓ Off-The-Shelf and proprietary products;

### Customer and User support

- ✓ Consumer electronics
- ✓ Networking;
- ✓ Specialized Technologies;
- ✓ Novice and professional users.

**“Bright** can help your company grow with proven customer acquisition expertise, channel enablement tools and processes.”

# Business Process Outsourcing

## CAPABILITIES

- ✓ Multi-Channel Solutions
  - ✓ Choice of highly customized or out-of-the-box solution
  - ✓ Invoice to cash process management
  - ✓ Flexible & skilled labor resources
  - ✓ 24/7/365 support services

## APPLICATIONS

### Collection services

- ✓ 1st and 2nd collection
- ✓ Payment reminder;

### Back Office Solutions

- ✓ Finance & Accounting Outsourcing;
- ✓ Order processing and provisioning;
- ✓ Correspondence processing.

### Back Office Solution MRO

- ✓ Spare parts dispatch and field technician coordination;
- ✓ On-site break/fix scheduling
- ✓ “Back to green” management.

### Account Management Services

- ✓ Finance & Accounting Outsourcing;
- ✓ Order processing and provisioning;
- ✓ Correspondence processing.

**“Bright’s BPO capabilities enable you to focus on core operations while gaining efficiencies leveraging our processes and skilled agents”**





## CAPABILITIES

Our top 5 human capital objectives are:

- ✓ Attract the best and brightest
  - ✓ Provide regular training to up-skill all employees
  - ✓ Provide clear career development opportunities
  - ✓ Develop programs to increase retention rates
  - ✓ Be the employer of choice in all our markets.

### Project Management

The Project Manager assigned to each of our projects is responsible for overall performance, by planning, organizing controlling and evaluating day-to-day operations to ensure completion of goals and objectives, develops action plans to meet the objectives, cascades general objectives to individual and team objectives and commitments.

### Team Leading

The Team Leader provides leadership, guidance, inspiration to the team and is also responsible with the biggest part of the evaluation process by employing one-on-one coaching sessions and training. He is also responsible for meeting the monthly key performance goals and monitoring and evaluating agent monthly performance. Furthermore, he is in charge with creating and updating the procedures and processes needed.

*“Human capital management is the **backbone** of our organization.”*



**Solutions for Industries  
and our Value Proposition**

# WIRELESS & CABLE

## What We Can Do

- ✓ Customer care;
- ✓ Device activation and troubleshooting;
- ✓ Sales;
- ✓ Order support / verifications;
- ✓ Account maintenance;
- ✓ Technical support;
- ✓ Brand advocacy;

## Results We Can Deliver

- ✓ Enhanced customer satisfaction;
- ✓ Improved cross-sell and up-sell;
- ✓ Reduced fraud;
- ✓ Improved ROI;
- ✓ More loyal customers;
- ✓ Improved first call resolution;
- ✓ Channel enablement.

## Industry addressability

- ✓ Cable;
- ✓ Satellite;
- ✓ Wireless;
- ✓ Wire-line;

Bright has the knowledge to support all aspects of telecommunication industry in an efficient, accurate and with superior customer satisfaction.



## Industry addressability

- ✓ Manufacturers;
- ✓ Personal products;
- ✓ Appliances;
- ✓ Electronics;
- ✓ Consumer brand.

## What We Can Do

- ✓ Sales;
- ✓ Full spectrum product support;
- ✓ Warranty claims management;
- ✓ Customer loyalty programs;
- ✓ Customer care;
- ✓ Brand advocacy;

## Results We Can Deliver

- ✓ Improved cross-sell and up-sell;
- ✓ Reduced fraud;
- ✓ Enhanced customer satisfaction;
- ✓ Improved ROI;
- ✓ More loyal customers;
- ✓ Improved first call resolution;
- ✓ Channel enablement.

Bright can represent your brand and help you provide superior support to your customers.

# CORPORATE HELP DESK

## What We Can Do

- ✓ Tier one and two technical support helpdesk;
- ✓ Password resets;
- ✓ Ticket management & escalation;
- ✓ Mobile and BYOD support;
- ✓ Dedicated or shared agent environment;

## Results We Can Deliver

- ✓ Reduced cost;
- ✓ Improved call handling metrics;
- ✓ Faster speed to resolution;
- ✓ Higher first call resolution rates;
- ✓ Higher employee satisfaction scores;
- ✓ Enhanced controls;
- ✓ Streamlined ticket management process;
- ✓ Reduced waste.

## Industry addressability

- ✓ Corporations;
- ✓ Government entities;
- ✓ Foundations;

Bright knows that your IT staff is too busy to handle the routine and our agents can help deliver better results at lower costs.



## Industry addressability

- ✓ Financial institutions
- ✓ Card servicers / networks
- ✓ Card providers
- ✓ Payment processors
- ✓ Insurance companies

Bright can represent your brand and help you provide superior support to your customers.

## What We Can Do

- ✓ Card services support;
- ✓ Account maintenance;
- ✓ Balance inquiries;
- ✓ Transaction and exception approvals;
- ✓ F&A outsourcing (invoice to cash).

## Results We Can Deliver

- ✓ Increase share of wallet;
- ✓ Enhance frequency of card use;
- ✓ Improved customer retention;
- ✓ Superior customer satisfaction;
- ✓ Reduced errors and omissions;
- ✓ Faster speed to cash/collection.



## What We Can Do

- ✓ Card services support;
- ✓ Account maintenance;
- ✓ Balance inquiries;
- ✓ Transaction and exception approvals;
- ✓ F&A outsourcing (invoice to cash);

## Results We Can Deliver

- ✓ Faster speed to resolution;
- ✓ Fewer missed appointments;
- ✓ Comprehensive patient follow-up;
- ✓ Better patient outcomes;
- ✓ More efficient operations;
- ✓ Higher accuracy;
- ✓ Higher customer satisfaction scores.

## Industry addressability

- ✓ Hospitals & Clinics
- ✓ Medical technologies
- ✓ Pharmaceutical companies
- ✓ Insurance companies
- ✓ Employers

**Bright** understands that patients come first and our agents are trained with empathy and a focus on positive outcomes.

## Industry addressability

- ✓ Retailers;
- ✓ Hospitality (e.g. hotels);
- ✓ Restaurants;
- ✓ Franchises / Franchisers;
- ✓ In-Store Vending Equipment.

## What We Can Do

- ✓ Sales & reservations;
- ✓ Technical Support: Hardware & Software;
- ✓ Operations Support;
- ✓ Loyalty Programs;
- ✓ Brand Advocacy;

## Results We Can Deliver

- ✓ Increase revenue per contact;
- ✓ Faster return to service;
- ✓ Reduced downtime of operations;
- ✓ Enhanced customer experience;
- ✓ Improved first call resolution and eliminated technician on-site visits;
- ✓ Channel enablement.



# Business Process Outsourcing (**BPO**) is best defined as:

*“CONTRACTING WITH AN EXTERNAL ORGANIZATION TO TAKE PRIMARY RESPONSIBILITY FOR PROVIDING A BUSINESS PROCESS AND/OR FUNCTION.”*



## The philosophy behind BPO is simple:

- ✓ **concentrate on what you do best** and leave secondary functions to business process outsourcers;
- ✓ many companies are out-shifting their non-core business processes because BPO **saves critical management time and resources** and **allows companies to manage** crucial operations functions **cost-effectively and efficiently**;
- ✓ your company can **focus** on its **core competencies** by leveraging Bright Communication expertise in business process functions.
- ✓ today, small to mid-sized companies **can outsource** business functions **at a reasonable cost** because of increased productivity and improved communications technology.
- ✓ while the dominant players in outsourcing, including IBM, EDS, Microsoft, Reebok, Sears, Computer Sciences Corp., Arthur Andersen (now renamed Accenture), have benefited the most from outsourcing, **now medium and smaller players have joined in the savings and simplicity as well.**





## Why outsource to **Bright Communication?**

- ✓ Bright Communication offers a **cost advantage** for **high quality services**.
- ✓ Bright Communication is **completely committed** to each client's business, and works with each client to produce a team committed to **your goals and requirements**.
- ✓ Bright Communication provides clients an exciting opportunity not only to save money but also to provide extended services and support at the same time.

### Bright Communication Quality Standards:

- ✓ our business model adopts a **flexible approach** to creating **processes tailored** to your requirements.
- ✓ implementation focuses on the **needs of your company**, and the ways we can help **improve the quality** and **effectiveness** of your operations.
- ✓ we remain **flexible to changes** in process and procedures.
- ✓ our management team and agents are **willing** and **able** to make the **necessary changes for success**.



## Process Level Impacts..... Business Level Impacts ..... Strategic Level Impacts

- ✓ Decrease ongoing policy maintenance costs;
- ✓ Unify strategies, missions, visions;
- ✓ Align targets;

- ✓ Improve new business processing times;
- ✓ Reduce not-taken cases;
- ✓ Increase underwriting productivity;

- ✓ Shift costs from fixed to variable;
- ✓ Increase distributor, partners and customer satisfaction (single point of contact with consistent message and approach).





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