

brightlink IP

Brightlink IP delivers easy-to-deploy voice solutions for UC&C, contact center and cloud PBX technologies, all with superior quality. It also offers an advanced messaging platform that enables businesses to economically grow their messaging capabilities. Since Brightlink's network was built to service the world's largest telcos and providers, they do not resell any other products and services. Brightlink IP protects customer transactions with constant global monitoring. Its end-to-end security solutions -- from private line, encryption, MPLS and VPN connections-- are capable of handling over 10,000 messages per second per customer. Joe White, Chief Technology Officer, elaborated further.

How does having a customizable, cloud-based UC PBX platform enable companies of all sizes to better manage support /customer service call flows, recordings, queues and more?

Firstly, it empowers Brightlink partners to service their customers and end users. It grants their business customers the freedom to use the product the way their business dictates and not the "predefined" way that a service provider typically sells. Secondly, whether they have five seats or five thousand seats, companies will be able to continue expanding globally without committing to any extensive, and expensive, hardware investments.

In what ways does your messaging platform enable businesses to communicate more effectively and securely with their customers?

Brightlink has a unique messaging platform in a few ways. First, every single number that we provide to our customers is messaging-enabled by default. So, if a potential customer is already using messaging they don't have to worry about "SMS Enabling;" a number in the Brightlink network, they are all natively SMS capable. Second, we have tremendous scale, security, and routing capabilities as well as geo-redundant networks which provide our customers with on-demand capacity, encryption solutions and reliability that isn't available from traditional carriers.

How does network traffic transparency help companies measure the right call and messaging metrics to improve the customer experience?

Transparency enables companies to monitor traffic shifts, trends and common network issues, choppy audio, jitter etc. and bring them to the business's attention in real time. Instead of waiting hours, sometimes days, for insight, companies can interact with data in the carrier network almost instantaneously and with visibility unmatched by any other provider. In addition, Brightlink's Liveview platform also allows companies to compare current statistics against historical data, giving them the power to identify trends, improvements and changes.

What differentiates your solutions from other offerings available on the market?

Customer Contact Week 2018 Onsite Review

Brightlink delivers services throughout the world on its fully redundant, capacity-rich voice and data network which drives not only carrier services but also software and voice applications. Brightlink solutions encompass more than just transport and network services. We offer our customers a full suite of UCC and hosted platforms that can interact with customer solutions through IP-based communications, web portals and robust API's.