

Case Study

Enabling seamless number provisioning and regulatory compliance for Bright Pattern

About our client

Bright Pattern is a global leader in AI-powered omnichannel contact center software, serving a rapidly expanding global customer base. As they grow, reliable number provisioning and carrier partnerships are critical to their success.



The challenge

Bright Pattern faced critical challenges during global expansion: call completion failures preventing UK customers from reaching UK numbers due to routing complexities, difficulty navigating diverse regulatory requirements across markets (10DLC, EU rules, portability), unreliable carrier partnerships that risked complete operational shutdowns, high platform fees from existing providers, and limited global coverage in key expansion markets. These issues threatened both service reliability and profitability as the company scaled internationally.

BICS Cloud Communications solution



Zero Outages: No service disruptions since adoption; resolved UK call completion failures



Regulatory Expertise: Consultative guidance on 10DLC, EU compliance, and portability requirements



Partnership Approach: Reliability, rates, and support without least-cost routing tradeoffs



Reliable Caller ID: Successful CLI delivery where other carriers failed

The result



90% of Bright Pattern's voice traffic with BICS is for the UK market



Zero outages reported since adopting BICS Cloud Communications solutions



Seamless expansion across 6+ strategic global markets with minimal friction



Simplified compliance through built-in regulatory intelligence and consultative support

“You give us the numbers we need when we need them, with the reliability to keep everyone happy at a price point that makes business sense for everyone. You guys check off all those boxes, and it makes a lot of sense to continue and grow this relationship.”

BICS has invested in improving its API, which will be very helpful for our end customer experience.”



Keith Mitchell,
Telecom Manager

**BRIGHT
PATTERN**

BICS

- BICS supports global cloud telephony deployments with coverage that includes 40+ PSTN-replacement countries, enabling enterprises to modernize their corporate telephony and replace legacy PSTN systems with scalable cloud numbers.
- Cloud communications demand reliability, speed, and scale. BICS delivers global cloud communication capabilities, combining carrier-grade reach with cloud flexibility. Over 90% of top UCaaS and CCaaS providers in Gartner's Magic Quadrant trust BICS for global reach and compliance. Our solutions integrate seamlessly, support hybrid workforces, and ensure always-on customer engagement.

Learn more about BICS Cloud Communications
<https://www.bics.com/cloud-communication/>

Learn more about Bright Pattern
[Best Omnichannel Call Center Software | Bright Pattern](#)

Proximus Global, combining the strengths of Telesign, BICS, and Route Mobile, is transforming the future of communications and digital identity. Together, our solutions fuel innovation across the world's largest companies and emerging brands. Our unrivaled global reach empowers businesses to create engaging experiences with built-in fraud protection across the entire customer lifecycle. Our comprehensive suite of solutions – from our super network for voice, messaging, and data, to 5G and IoT; and from verification and intelligence to CPaaS for personalized omnichannel engagement – enables businesses and communities to thrive. Reaching over 5 billion subscribers, securing more than 180 billion transactions annually, and connecting 1,000+ destinations, we honor our commitment to connect, protect and engage everyone, everywhere.

Learn more at proximusglobal.com



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