BioSpectrum
the business of Bio & Health Sciences
ASIA EDITION

South Korea revolutionizing contact tracing programme

June 22, 2020 | News

South Korea launched a massive, technology-reliant testing and tracing campaign to combat the spread of COVID-19



US based Bright Pattern, a leading provider of AI-powered cloud contact center software for innovative companies, has announced that it was deployed by South Korea's Center for Disease Control for citizen outreach and contact tracing during the COVID-19 pandemic.

South Korea launched a massive, technology-reliant testing and tracing campaign to combat the spread of COVID-19. Their efforts have been meticulous and includes entry registration for nightclubs and gyms, health-monitoring phone apps, and a high-tech remote contact center powered by Bright Pattern, the No. 1 provider of omnichannel cloud contact center technology.

Publications such as Forbes and the Guardian noted their leadership in containing the virus was a direct result of their contact center tracing using the Bright Pattern platform.

The Center for Disease Control selected Bright Pattern because of its innovative cloud-based software, speed of deployment, and ease of use requiring little to no product training for remote workforces.

As reported by the national news in South Korea, the largest obstacle faced when deploying the remote agents was security issues, such as personal information leakage. By using Bright Pattern, a 100% cloud-based contact center platform, employees can connect directly to the cloud server from their home. Cloud contact center technology is being deployed in all of the 339 Center for Disease Control call centers.