



CORE UC ANALYTICS

Using Brightmetrics Business Intelligence to Improve Customer Experience

Having the right data is invaluable in making your phone system a strategic asset for your enterprise contact center. Brightmetrics makes it easy to tap into the vast amount of data that the ShoreTel system collects. Use the power of Brightmetrics analytics to gain insights that turn your ShoreTel system into the ultimate business intelligence resource.

Here are just a few examples of the business intelligence insights Brightmetrics can deliver:

We're Not Like any Analytics Tool You've Used Before

Many other companies can give you basic reporting for your ShoreTel phone system. Brightmetrics is not just another reporting tool. We deliver business intelligence analytics that matter to the success of your company. We deliver the full breadth of data necessary to make informed business decisions in a single pane of glass, with the opportunity to manipulate that data in any way you need to find what you're actually looking for. We even provide the ability to drill down into that data for a cradle-to-grave report that paints a true picture of your greatest tool for customer satisfaction.

Understand Your Customer's Experience

The foundation of your company success is the customer experience. Do you really know what those experiences are when customers call your company? Do they get to the right person quickly and on the first try? Are they transferred unnecessarily? How long do they wait on hold? How long are they willing to wait? With the data that Brightmetrics gathers from your ShoreTel phone system, you can build stronger relationships with your customers as it enables you to understand their experience when they reach out to your company.

Measure Your Employee Productivity

Data is vital to managing your organization. If you have employees who's job it is to be on the phone with customers, productivity metrics include how long it takes to handle a call, what percent of calls are handled on the first touch and many other factors. Without specific metrics, you may not be able to identify who the top performers are in your company. Brightmetrics allows you to dive deeper into the data, to quantify what makes them a top performer and identify where other agents can improve to reach that top performance level.

4 Areas Brightmetrics Enables Call Center Intelligence

Customer Satisfaction

Uncover the metrics that show your true customer experience

Staffing Levels

Where do you need to increase your staff?
Where can you make cuts or shifts for better results?

Employee Productivity

Discover where employees are in need of more training and which employee activities can be replicated for maximum success.

Employee Training

Answer questions about which employees need training and the types of coaching that would be most beneficial.

21-Day Free Trial

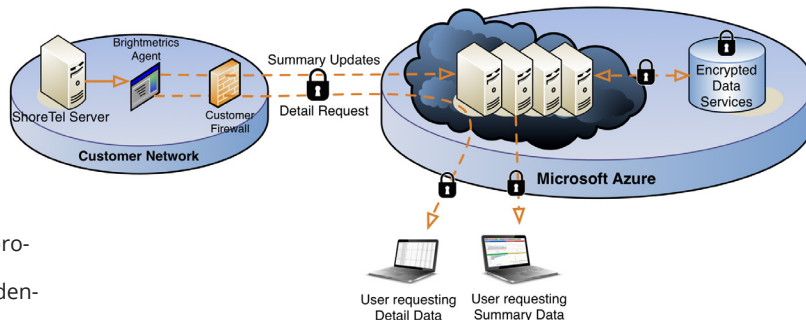
Start benefitting from the Brightmetrics business intelligence today, check out our free 21-day trial to discover what your ShoreTel data is telling you!

Brightmetrics and Data Security

Brightmetrics takes data security very seriously. Our service provides multiple levels of protection to make sure customer data is never exposed to unauthorized parties. We break our security into four distinct areas:

Secure Hosted Facilities

Our first level of protection is a secure hosting environment. Brightmetrics is powered by Microsoft's Windows Azure, meaning our services run in one of Microsoft's secure Azure datacenters. Microsoft's Azure platform is ISO 27001, SAS70 Type II, and HIPAA certified. Read more about Microsoft Azure's commitment to security.



Beyond the security offered by the Azure platform itself, we pro-

tect customer data by encrypting it within our database. All identifiable text data such as workgroup names, trunk group names, employee names and extensions, site names, etc., are all encrypted using 256-bit AES encryption¹, the same level of encryption required by the U.S. government for top-secret information².

Encrypted Data Storage

The data is not encrypted with a single key that our front-end systems use to connect to the database, but rather with each user's password. This means that the application-level controls that restrict each user to their own company's data cannot be subverted to allow access to another company's data. Unless you have a valid username and password, that grants access to a company's data, that company's data simply cannot be decrypted.

Think of it like this: each company's data is stored inside a locked box. Each user who has been granted access for the company has a copy of the key to that locked box, which is stored in another locked box. The key to each of those user's boxes is that user's password. If a user is removed from a company, their lockbox and the key it contains are destroyed, and they can no longer unlock the company's data.

As is best practice, we do not store any user passwords in the clear or even with reversible encryption. We store only a one-way SHA-256 hash³ of each user's password, which is sufficient to determine if the correct password has been provided when the user logs in, but does not give anyone a way to determine the actual password itself. For system maintenance we do have our own key to the lockbox as well, which we need if you forget your password. You can think of it like an emergency key that's kept in a safe in a different building that only authorized people can access. Our general support and systems management staff does not have access to this master key. Thus, for support you will need to explicitly add a Brightmetrics engineer as a user for your company and can then remove them after any necessary support is provided.

Limited Data Storage

All of those protections are in place for what is necessarily a limited set of data. We do not store detailed call records, only summary aggregate data (the total number of calls and call minutes for a given user during a given hour according to call type, for example). We do not store the CallerID of callers, the numbers to which users dial out, or any such detailed or protected information. We only retain the bare minimum that is required to provide our dashboard data and to run summary reports. Whenever you drill down through the charts to the individual call level or run a detail report, we are making a live query to the ShoreTel MySQL database to get that data and then sending the results to the browser -- it is not retained in any permanent storage.

Encrypted Transmissions

Finally, all data transmitted from the agent to our servers and from our servers to the end user is encrypted with the highest level of SSL encryption available. <https://webapp.brightmetrics.com/> has a 2048-bit Extended Validation (EV) SSL certificate, capable of 256-bit AES data encryption.

1 http://en.wikipedia.org/wiki/Advanced_Encryption_Standard 2 <http://csrc.nist.gov/groups/ST/toolkit/documents/aes/CNSS15FS.pdf>

3 <http://en.wikipedia.org/wiki/SHA-2>



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