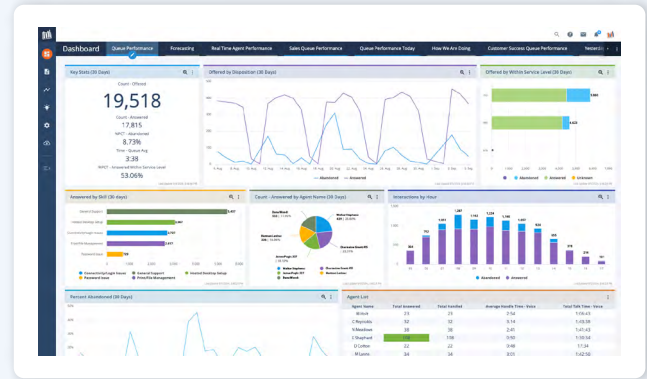




Brightmetrics for Genesys Cloud

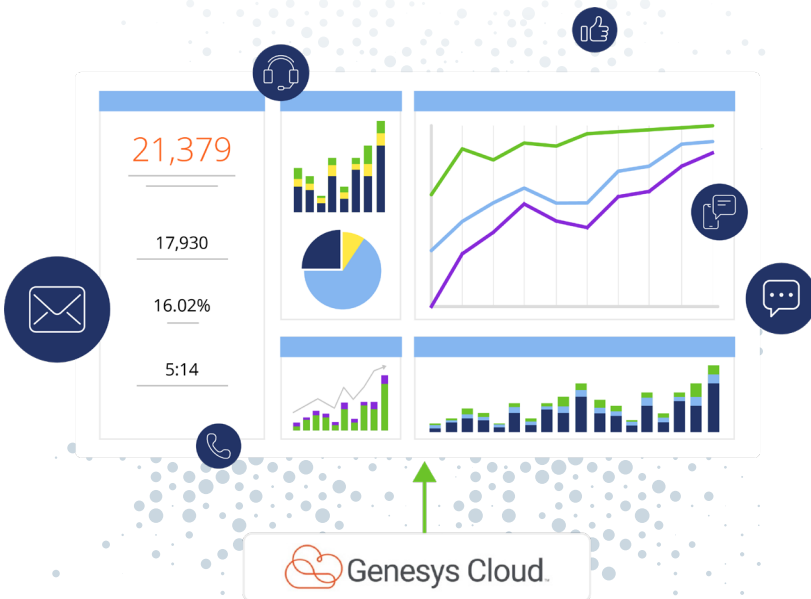
Transform Data into Actionable Insights

Enhance your Genesys Cloud deployment with Brightmetrics to elevate your contact center's performance and contributions to your business's bottom line.



A Powerful Combination

Our intelligent analytics platform is designed to maximize your contact center's performance and enhance the business value of your Genesys investments. By transforming Genesys Cloud data into actionable insights, we drive superior customer experiences, boost agent productivity, facilitate faster decision-making, and optimize operational efficiency, ultimately delivering substantial ROI.



Intelligent Data for Smarter Decision-Making

Brightmetrics provides critical metrics to help you make smarter decisions, including (but not limited to):

- ✓ Service Level and Average Speed of Answer
- ✓ Average Handle Time (AHT)
- ✓ Call Abandonment Rate (ABR)
- ✓ Agent Utilization, Occupancy, and Adherence
- ✓ Quality Assurance
- ✓ Demand Forecast and Schedule Accuracy
- ✓ And, hundreds more metrics...

Unlock the Power of Your Genesys Data with Brightmetrics

Seamless Genesys Cloud Integration:

The Brightmetrics platform is available via the AppFoundry and can be set up and connected with Genesys Cloud in under 10 minutes. This enables immediate access to crucial insights with no training, complex configurations, or consulting services required, minimizing downtime and accelerating time to value.

Unified Data Analytics:

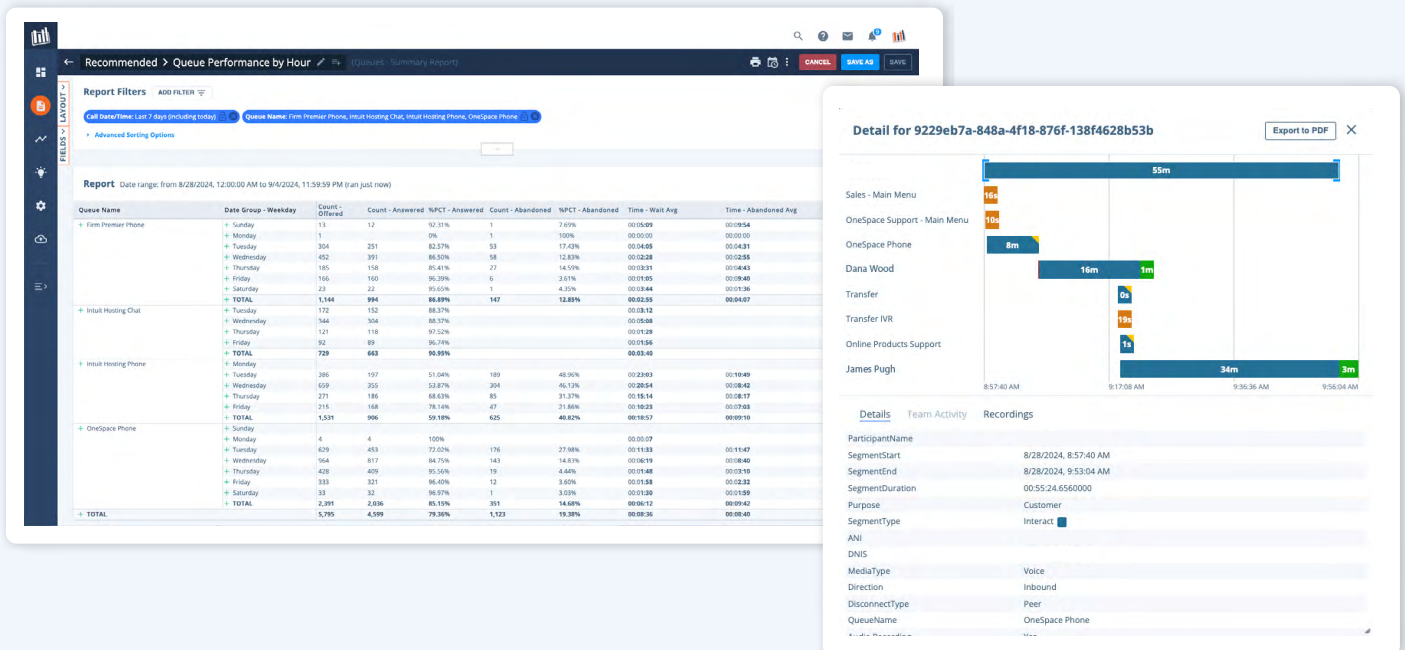
Brightmetrics delivers a comprehensive view of your contact center's performance by transforming Genesys API outputs into actionable KPIs. With extensive customization options and detailed call-level data, Brightmetrics ensures your data is ready for integration into data warehouses and popular BI tools. This streamlined approach simplifies data management, preventing any critical insights from being overlooked. Users gain access to a clean, consolidated data stream that can be seamlessly shared with preferred third-party tools, removing the complexities of navigating Genesys APIs.

Optimize Your Contact Center with Historical Analysis

With Brightmetrics, you'll have the insights to answer critical questions about your customer interactions, such as whether your agents are building relationships and loyalty with your customers or if customers are waiting too long to connect with your team.

In-Depth Historical Analysis:

Use historical data to uncover trends, benchmark performance, and guide strategic decisions within the Genesys framework, driving continuous operational improvement for long-term cost savings and efficiency gains. Download and play recordings of individual calls to evaluate agent performance and identify coaching opportunities. Perform comprehensive drill-throughs to zero in on the data that matters most. Identifying patterns and root causes of issues leads to better long-term strategy and planning.



Actionable Insights:

Advanced analytics highlight critical metrics and trends for timely, effective decisions. They provide clear guidance that helps prioritize efforts and focus resources on high-impact areas, resulting in more proactive and effective decision-making. Create and automatically distribute regular email reports to select stakeholders. Keep your team aligned with the metrics that drive success. Ensure that everybody has timely access to the same data for faster decision-making.

Optimize Resource Allocation:

Analyze recent forecasts and schedules to identify areas where staffing should be adjusted. Brightmetrics allows you to access your data, quantify what makes your top performers unique, and identify areas for improvement to reach and sustain peak performance levels. Discover your most successful team members' key metrics to promote their best practices. Identify which team members need training and what types of coaching they'll benefit from most.

Agent Name	Status	Status Duration	Average Handle Time	Total Answered	Total Handled
M Holt	Interacting	0:04	2:27	41	41
C Reynolds	Interacting	0:47	2:41	36	36
N Meadows	Interacting	0:07	0:48	112	112
E Shepherd	Idle	0:29	0:31	21	21
D Cotton	Interacting	4:20	2:57	31	31
M Lyons	Interacting	3:02	2:09	20	20
A Gutierrez	Interacting	1:00	2:33	38	38
B Norris	Idle	0:05	1:11	27	27
A Brown	Interacting	0:21	0:50	108	108
R Shepherd	Interacting	0:03	0:47	111	111
D Alvarez	OnQueue	0:16	0:27	22	22
R Beck	Interacting	0:23	0:50	108	108
T Hines	Interacting	3:10	2:49	35	35
A Olsen	Interacting	1:00	0:49	104	104

Drive Contact Center Excellence with Real-Time Monitoring

Stay Ahead with Real-Time Monitoring

Enhancing Genesys-native analytics, Brightmetrics offers the granularity, flexibility, and customization necessary to fully understand your contact center's operations.



Live Agent Activity Tracking

Track daily KPIs like Average Handle Time (AHT), total answered, total transfers, and exception time to make sure your agents are performing their best.



Proactive Queue Management

Use up-to-the-minute data to dynamically manage call queues, minimizing wait times and enhancing customer satisfaction.



Instant Data Drill-Throughs

Investigate issues and trends as they develop with real-time drill-throughs, addressing problems before they impact performance.



Dynamic Resource Allocation

Optimize resource allocation on the fly, ensuring efficiency even during unexpected spikes in call volume.



Immediate Response to Changing Conditions

React quickly to shifts in call patterns or agent availability, maintaining high service levels.



Enhanced Decision-Making

Provide supervisors with the data they need to make informed, on-the-spot decisions, keeping operations smooth and customers satisfied.

Boost Your Team's Performance with Dynamic Dashboards

Pre-built and Customizable Dashboards for Genesys Cloud:

Contact center management teams can design and customize dashboards to monitor KPIs and SLAs specific to Genesys Cloud. Dashboards can support comprehensive, flexible drill-throughs and include charts and widgets. This allows teams to analyze or visualize data further with their preferred tools.

Use dashboards as wallboards to motivate agents and teams, enable front-line managers to make time-sensitive decisions about queue staffing, and identify and handle trouble calls more quickly. Dashboards make critical data clear and visible to all stakeholders, improving operational efficiency and resource allocation. Customizable views help focus teams on the most relevant metrics, reducing inefficiencies and enhancing performance.

User-Friendly Design:

Brightmetrics combines customizable dashboards with an intuitive, easily navigable interface for users of all technical levels, including users without technical knowledge or assistance. This ensures rapid adoption across all organizational levels and enhances engagement and productivity with the analytics platform.

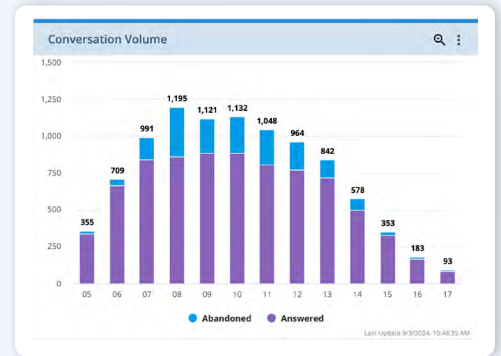


Chart Options

DATA SOURCE: Brightmetrics | DATA SET: Queues

CHART TYPE: Bar | Time Series | Pie | Text

CHART TITLE COLOR: [Color Picker]

TIME DETAIL: Daily

TIME RANGE: Last 30 Days

Include today

CHART VALUES: %PCT - Abandoned (Percentage)

CATEGORY: Queue Name

Brightmetrics Solutions: Faster ROI and Optimized Operations

Brightmetrics delivers benefits that directly and positively impact your organization's bottom line. Rapid setup and integration with Genesys Cloud, combined with ease of use, produce faster ROI compared to traditional analytics solutions. Enhanced customer experiences and higher satisfaction rates drive customer loyalty, repeat business, and increased revenues. Optimized operations and improved agent performance lead to measurable financial gains. At the same time, streamlined processes and better resource management enable your contact center to handle higher volumes with the same or fewer resources. Data-driven strategic insights support long-term planning and investments, driving business growth, competitive advantage, and profitability.



Brightmetrics equips contact centers and enterprises with intelligent analytics and reporting solutions to convert data into actionable insights. Our platform supports real-time and historical analysis, improving customer experience by driving strategic decisions and operational improvements. With Brightmetrics, businesses achieve smarter decisions, enhanced efficiency, and sustained growth through comprehensive data insights.