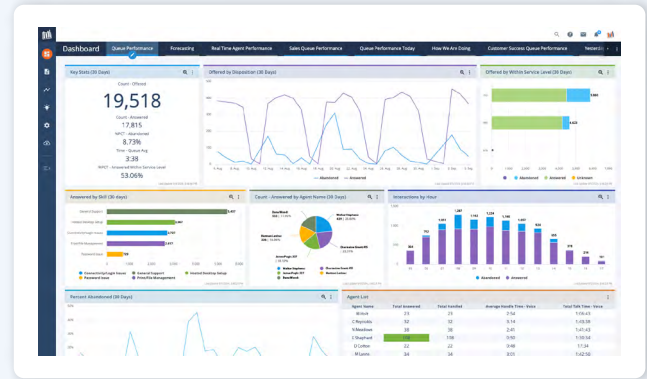




Brightmetrics for Mitel MiContact Center Transform Data into Actionable Insights

Optimize Your Contact Center Operations for Maximum Impact
Enhance your Mitel MiContact Center (MiCC) deployment with Brightmetrics to elevate your contact center's performance and contributions to your business's bottom line.



A Powerful Combination

Designed to deliver features that drive superior customer experiences, boost agent productivity, and facilitate faster decision-making, Brightmetrics can help you maximize your contact center's performance and enhance the business value of your Mitel investments. Our intelligent analytics platform transforms Mitel MiCC data into actionable insights. Whether running your MiCC system on a MiVoice Connect or MiVoice Business PBX, Brightmetrics can help you optimize your operational efficiency and achieve substantial ROI.



Intelligent Data for Smarter Decision-Making

Brightmetrics provides hundreds of 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 (CAR)
- ✓ Agent Utilization, Occupancy, and Adherence
- ✓ Quality Assurance
- ✓ Demand Forecast and Schedule Accuracy
- ✓ And, hundreds more metrics...

Unlock the Power of Your MiCC Data with Brightmetrics

Brightmetrics is the perfect complement to Mitel MiCC and brings more capable, flexible, and actionable data analytics to that environment. It provides the insights you need with easy, intuitive, customizable analytics and data visualizations to help you realize your team's full potential for delivering exceptional customer experiences.

Seamless MiCC Integration:

The Brightmetrics platform seamlessly integrates with MiCC for quick set-up and operational readiness. Brightmetrics also offers training and assistance during and after your initial deployment. This enables immediate access to crucial insights with no complex configurations required, minimizing downtime and accelerating time to value.

Unified Data Analytics:

Brightmetrics consolidates data from Mitel MiCC, MiVB, MiCollab, and MIR Call Recording systems, offering a unified view of your contact center's performance. This integration eliminates the need to manage Mitel's raw data sources directly, streamlining data management and ensuring that no critical insights are missed.

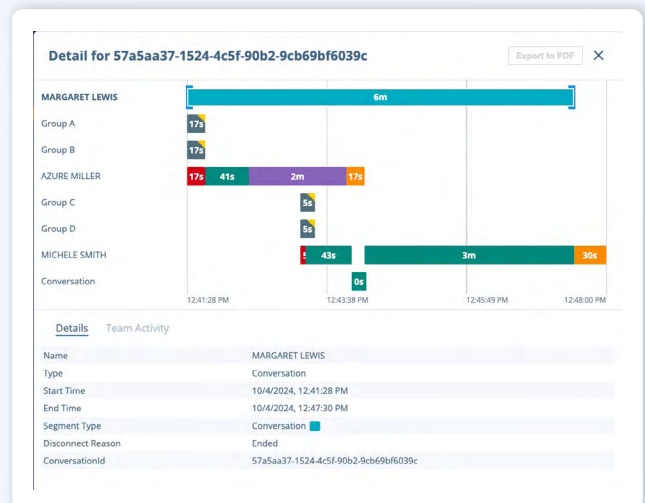
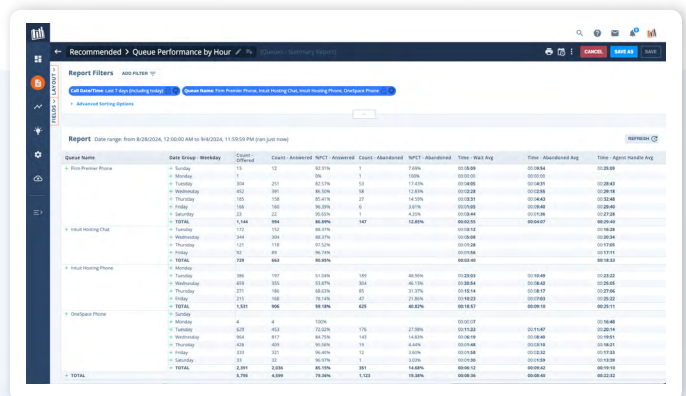
Brightmetrics elevates Mitel-native analytics by providing the granularity, flexibility, and customization necessary to fully understand your contact center's operations. It seamlessly integrates diverse data sources from deep within your MiCC system, including historical call events, detailed call records, conversation summaries, and real-time call data. This holistic approach offers comprehensive performance visibility, ensuring closer alignment with goals and performance metrics and supporting more effective strategic planning.

Optimize Your Contact Center with Advanced Reporting

Brightmetrics provides a comprehensive understanding of your customer experience, enabling decisions that foster more robust, loyal customer relationships. Brightmetrics gives you the insights to answer critical questions about how actual performance compares with your operational and agent performance goals.

In-Depth Historical Analysis:

Use historical data to uncover trends, benchmark performance, and guide strategic decisions within the MiCC framework, driving continuous operational improvement for long-term cost savings and efficiency gains. Download and play recordings of individual calls for faster issue resolution and higher retention rates. 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.



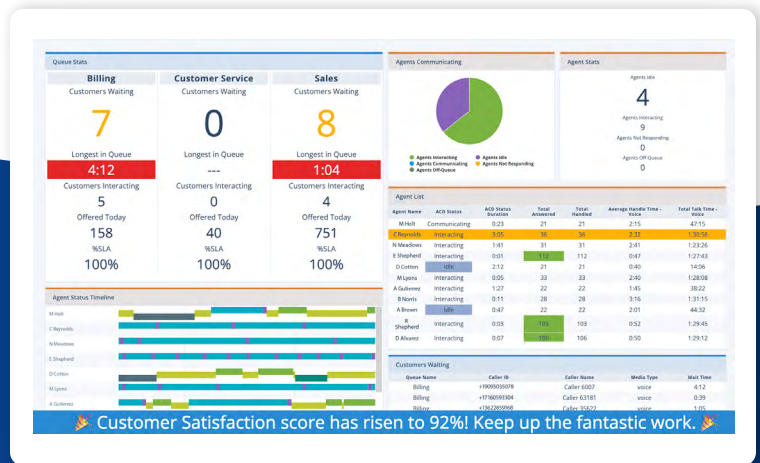
Actionable Insights:

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. Use pre-built reports and custom-built scorecards to showcase noteworthy performance and enable effective coaching. Create and automatically distribute regular email reports to select stakeholders, enabling immediate, data-driven adjustments that enhance customer satisfaction and operational efficiency.

Optimize Resource Allocation:

Identify where to increase your staff and quickly determine where to cut or shift resources for better performance and resource management. 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.

Drive Contact Center Excellence with Real-Time Monitoring



Stay Ahead with Real-Time Monitoring

Brightmetrics' real-time monitoring gives you instant access to vital metrics, enabling proactive adjustments for optimal performance.



Dynamic Resource Allocation

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



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.



Immediate Response to Changing Conditions

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



Proactive Queue Management

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



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

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.



Pre-built and Customizable Dashboards for MiCC:

Contact center management teams can design and customize dashboards to monitor KPIs and SLAs specific to MiCC, with support for comprehensive and flexible drill-throughs. These features allow you to start with an overview of your entire contact center's performance, then quickly drill down into individual queue and agent metrics, and finally examine specific calls and interactions that impact your outcomes.

Dashboards can incorporate various chart types, including those from third-party tools, enabling you to visualize data according to your exact needs. Teams can further analyze or visualize data using their preferred tools. The "Dashboard Ticker" feature also enables users to update dashboards via SMS text messages.

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.

Improve Your Strategic Decision-Making – And Your ROI

Detailed insights inform the decisions that drive business growth and profitability, ensuring well-informed strategic choices that lead to a high ROI on your investment in Brightmetrics solutions. Strategic insights support long-term planning and investment in areas that drive growth and competitive advantage.

Brightmetrics delivers features that directly and positively affect your organization's bottom line. Rapid deployment and ease of use result in faster ROI than traditional analytics solutions. Optimized operations and improved agent performance provide measurable financial benefits. Enhanced customer experiences and higher satisfaction rates increase customer loyalty, repeat business, and revenues. Streamlined processes and better resource management enable your contact center to handle higher volumes with the same or fewer resources, boosting ROI.



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.