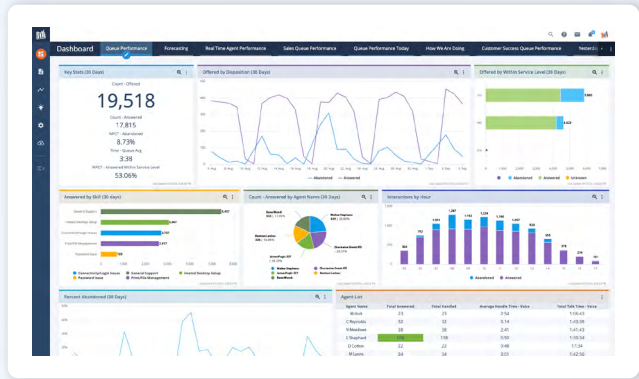![brightmetrics logo]

Brightmetrics for RingCentral

Transform Data into Actionable Insights

As the perfect complement to RingCentral, Brightmetrics provides clear, focused insights through easy, intuitive, customizable analytics and data visualizations.

A Powerful Combination

Our intelligent analytics platform is designed to maximize your RingCentral system's performance and enhance the business value of your RingCentral investments. By transforming RingCentral data into actionable insights, we drive superior customer experiences, boost user 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):

- ✔ Average Speed of Answer (ASA)
- ✔ Average Handle Time (AHT)
- ✔ Call Abandonment Rate (CAR)
- ✔ Extension Utilization
- ✔ Detailed Call Journey Records
- ✔ And, hundreds more metrics...

Unlock the Power of Your RingCentral Data with Brightmetrics

Seamless RingCentral Integration:
The Brightmetrics platform is available via the App Gallery and can be set up and connected with RingCentral in under 10 minutes. This enables immediate access to crucial insights into your voice traffic, with no training or complex configurations required, minimizing downtime and accelerating time to value.

Unified Data Analytics:
Brightmetrics provides a unified view of your RingCentral system's performance, transforming output from RingCentral APIs into ready-to-use, call-level data. This simplifies data management and ensures no critical insights are missed. Users benefit from a clean, consolidated data stream that can be effortlessly shared with preferred data warehouses or business intelligence (BI) tools, eliminating the need to grapple with complex RingCentral APIs.

# Optimize Your Customer Relationships with Advanced Reporting

Brightmetrics provides a comprehensive understanding of your customer experience, enabling decisions that foster more robust, loyal customer relationships. With Brightmetrics, you'll have the insights to answer critical questions about your customer interactions, such as whether your team members 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 RingCentral framework, driving continuous operational improvement for long-term cost savings and efficiency gains. Download and play recordings of individual calls to evaluate user 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 can improve customer relationships and 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. Use pre-built reports and custom-built scorecards to showcase noteworthy performance and enable effective coaching. Keep your team aligned with the metrics that drive success. Ensure everybody has timely access to the same data for faster, better-informed decision-making.
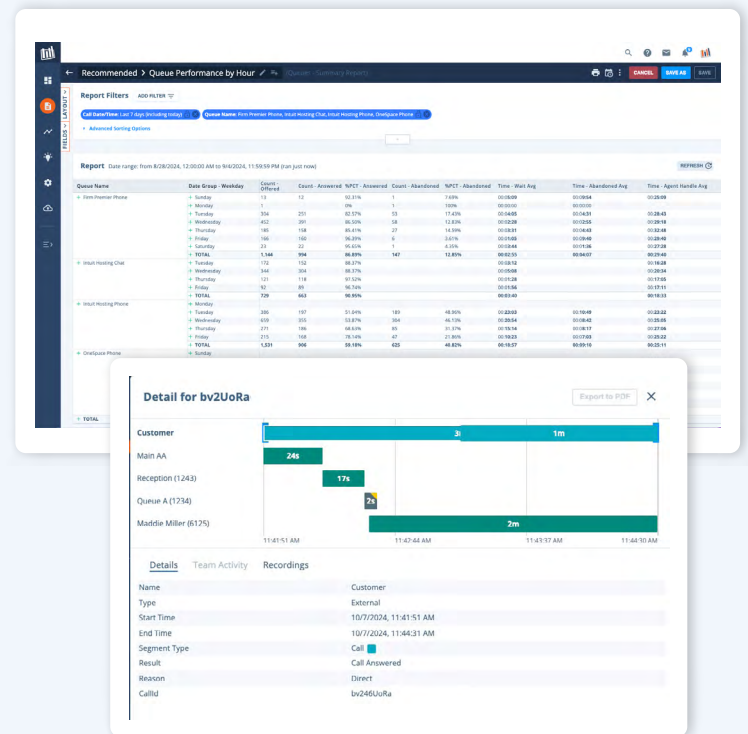
Real-Time Monitoring for RingCentral

Replacing RingCentral-native analytics, Brightmetrics offers the granularity, flexibility, and customization necessary to fully understand how well your system and your people are performing.

Live User Activity Tracking

Monitor real-time critical user metrics like Average Handle Time (AHT), Queue Times, and Call Abandons to ensure quick interventions.

Proactive Queue Management

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

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 user availability, maintaining high service levels.

Instant Data Drill-Throughs

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

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 RingCentral:
Managers and supervisors can design and customize dashboards to monitor KPIs and SLAs specific to RingCentral. Dashboards can support comprehensive, flexible drill-throughs and include charts and widgets. Brightmetrics data can also be exported to multiple formats. This allows teams to analyze or visualize data further with their preferred tools.

Use dashboards as wallboards to motivate users 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.
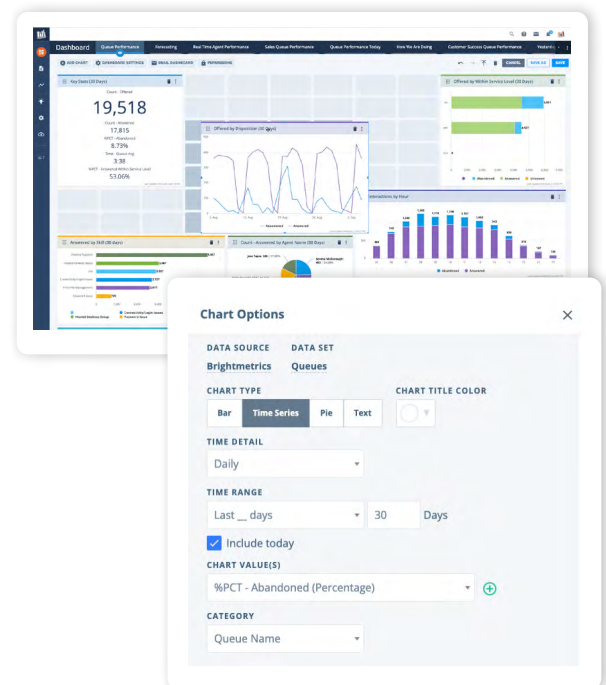
Brightmetrics Solutions: Faster ROI and Optimized Operations

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 setup and integration with RingCentral combine with ease of use to produce faster ROI than possible with traditional analytics solutions. Enhanced customer experiences and higher satisfaction rates increase customer loyalty, repeat business, and revenues. Optimized operations and improved user performance provide measurable financial benefits. Streamlined processes and better resource management enable your response teams to handle higher volumes with the same or fewer resources, boosting ROI.