

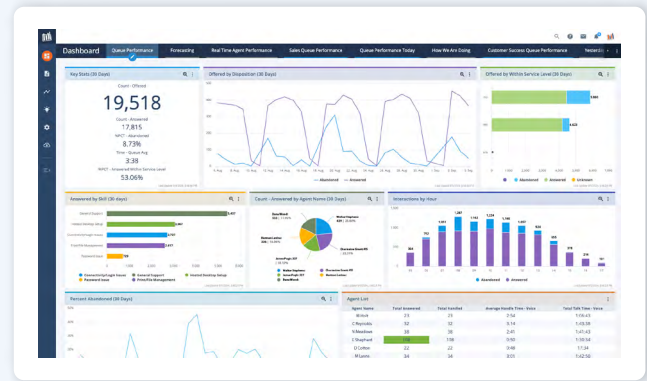


Brightmetrics UC Analytics for Mitel MiVoice Business

Transform Data into Actionable Insights

Optimize Your Contact Center Operations for Maximum Impact

Enhance your Mitel MiVoice Business (MiVB) deployment with Brightmetrics to elevate your contact center's performance and contributions to your business's bottom line.



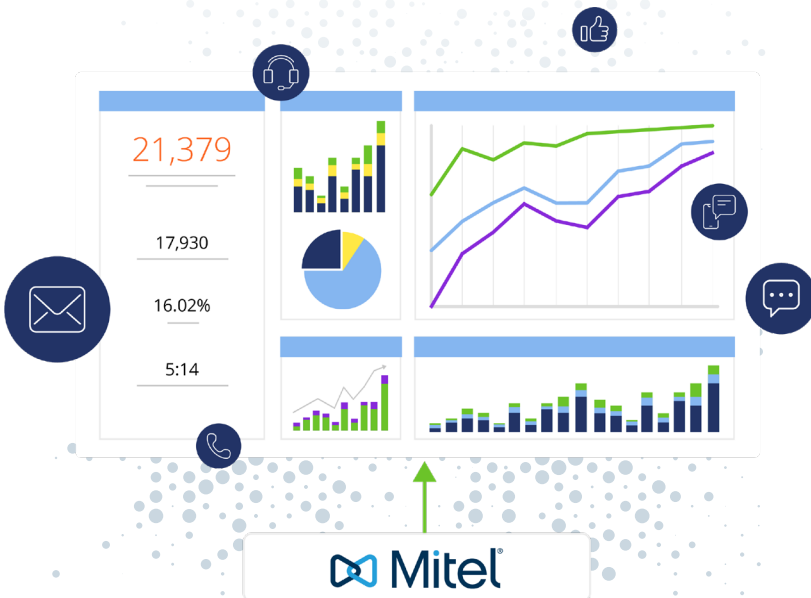
A Powerful Combination

Designed to deliver features that drive superior customer experiences, boost user productivity, and facilitate faster decision-making, Brightmetrics can help you maximize the performance of your Mitel contact center and unified communications (UC) deployments and enhance the business value of your Mitel investments. Our intelligent analytics transform Mitel MiVB data into actionable insights. Whatever the size, configuration, or complexity of your MiVB environment, Brightmetrics can help you optimize your operational efficiency and achieve 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)
- ✓ Agent Activity
- ✓ And, hundreds more metrics...



Unlock the Power of Your MiVB Data with Brightmetrics

Seamless MiVB Integration:

The Brightmetrics platform seamlessly integrates with MiVB 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 integrates data from Mitel MiVB, MiCollab, and MIR Call Recording systems. This provides a unified view of your system's performance, simplifies data management, and ensures no critical insights are overlooked. Users get a clean, consolidated data stream they can share with their preferred data warehouse or business intelligence (BI) tools without wrestling with Mitel's raw data streams.

Brightmetrics enhances Mitel-native analytics with the granularity, flexibility, and customization you need to tell a complete story about what's happening in your environment. Your analytics can also easily include datasets extracted from other Mitel systems and products. This holistic view enables comprehensive performance visibility, closer goals and performance metrics alignment, and better strategic planning.

Active Monitoring for MiVB

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



Smarter Call Routing

Get insights into ring group status, including the number of callers in line, their average wait time, and current abandonment rates. Easily fine-tune your ring group configurations and ACD paths to optimize callers' experiences.



User Productivity Tracking

Track user activity throughout the day, from who is on calls to who is on break, while accessing key performance indicators to assess and enhance productivity.



Customer Call Details

Access detailed information about customers waiting in each ring group, including their wait times, the numbers they call from, and the numbers they dialed.



Instant Data Analysis

Leverage real-time drill-throughs to investigate emerging issues and trends, enabling proactive problem-solving before performance is affected.



Adaptive Resource Management

Dynamically allocate resources as demand shifts to optimize your ring group configurations, ACD paths, and user efficiency during unexpected call volume spikes.



Rapid Response to Changes

Quickly adapt to shifts in call patterns or user availability, ensuring consistent service levels even in changing conditions.



Enhanced Decision-Making

Provide supervisors with the data 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 MiVB:

Contact center management teams can design and customize dashboards to monitor KPIs and SLAs specific to MiVB. Dashboards can support comprehensive, flexible drill-throughs. These let you start with KPIs to describe your system's performance, dig deeper into individual queue and agent performance in a few clicks, and then dive into individual calls and interactions that drive your outcomes. Your dashboards can also include various chart types, including charts from third-party tools, so you can visualize your data exactly as needed. A "Dashboard Ticker" feature lets users 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.

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 VALUE(S): %PCT - Abandoned (Percentage)

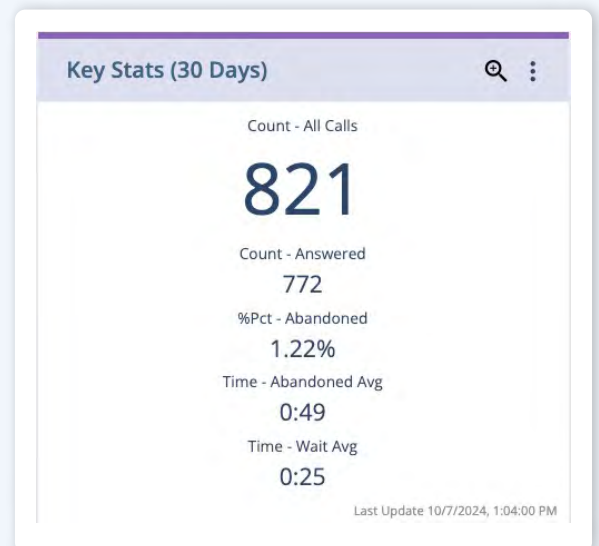
CATEGORY: Queue Name

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. With Brightmetrics, you'll have the insights to answer critical questions about how actual performance compares with your operational and agent performance goals, giving you a sense of reassurance and confidence in your decision-making.

In-Depth Historical Analysis:

Use historical data to uncover trends, benchmark performance, and guide strategic decisions within your MiVB environment, driving continuous operational improvement for long-term cost savings and efficiency gains. 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.

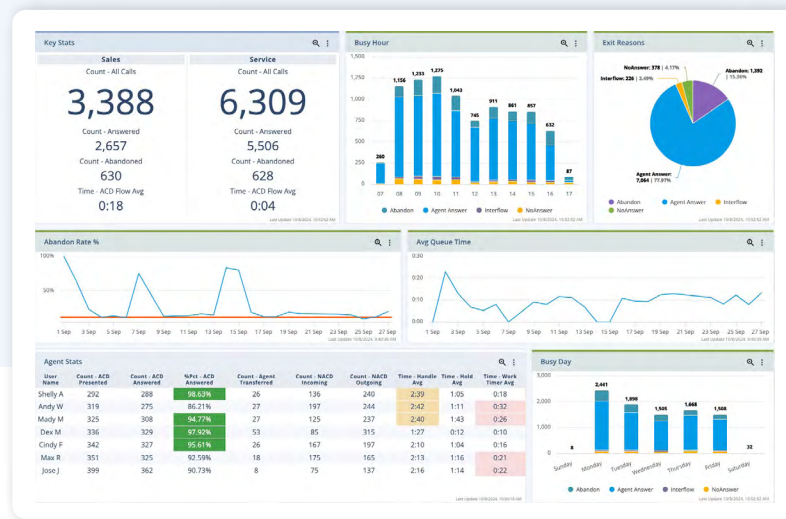


Actionable Insights:

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.



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.