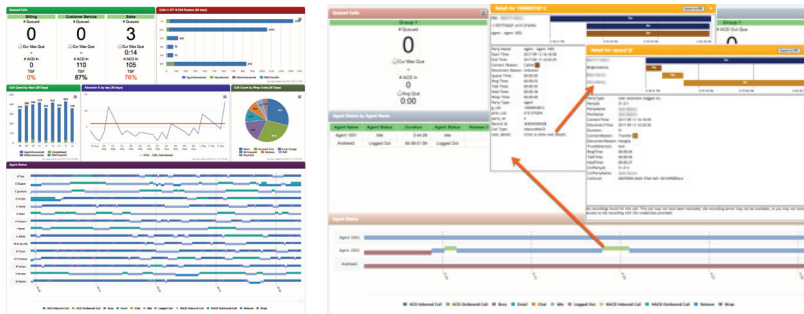


Brightmetrics ECC Analytics VS ShoreTel ECC Reports

Contact center managers with ShoreTel phone systems and Enterprise Contact Center know they need to make data-driven decisions, but have found that getting to the data to discover insights can be incredibly difficult. For that reason, Brightmetrics developed the Enterprise Contact Center (ECC) Analytics add-on service. We wanted to develop a service that democratized access to the most important metrics for delivery of this business intelligence to the fingertips of every key stakeholder involved.

Let's see how ShoreTel's native ECC reports stack up against the quantity and quality of data available through Brightmetrics services:

BRIGHTMETRICS AFFORDS A SINGLE PANE OF GLASS: STRATEGIC ANALYSIS AND TIMELY TACTICAL PERSPECTIVES



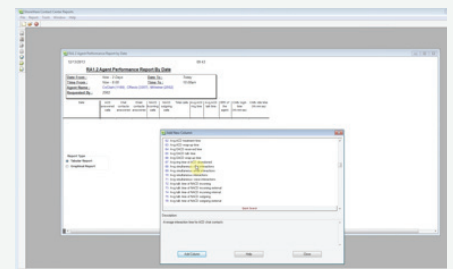
BRIGHTMETRICS

- ✓ The only reporting solution to give you all your ShoreTel perspectives in one place:
 - Easily configure dashboards with all the perspectives you need
 - Drill right through your historical charts to detailed reporting beneath, all the way into a Cradle to Grave visualization of ECC calls

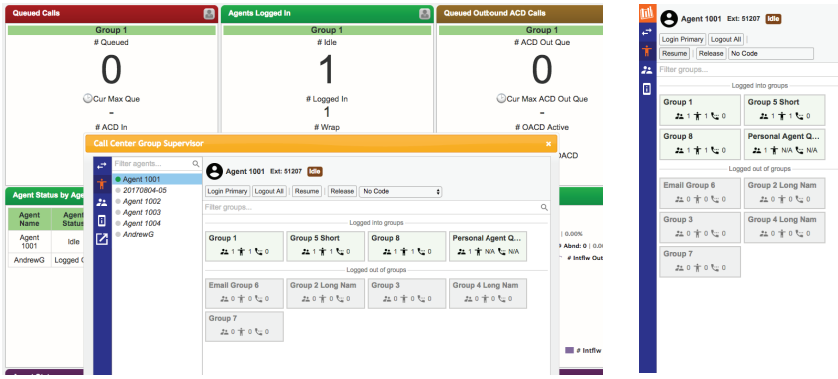
SHORETEL ECC

- ✗ You would need these applications and offerings to afford similar perspectives
 - ShoreWare Contact Center Reports
 - Contact Center Interaction Viewer
 - Agent Manager
 - Contact Center Agent Dashboard

My Brief Group Report [1]	
Group	Count
My Group Report - Primary Voice	7
Agents Active	0 / 2
Calls Abandon	2
Calls in Queue	0
Answer Rate	80%
Avg Wait	00:01:49
Max	00:0:
TSF	71%
Avg Talk	00:01:38
Max Talk	00:04:56



CONTROL THE CUSTOMER EXPERIENCE FROM BRIGHTMETRICS



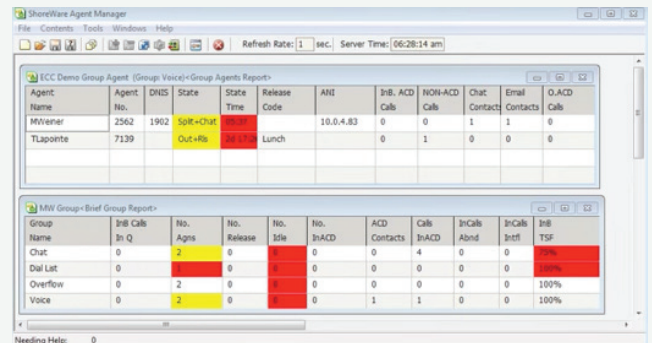
BRIGHTMETRICS

- ✓ Easily Manage Agents & Groups Login / Logout / Release / Resume
 - From within the Dashboard in Brightmetrics
 - On your Mobile Device, on the go
 - With perspectives of what's happening right now in your contact center

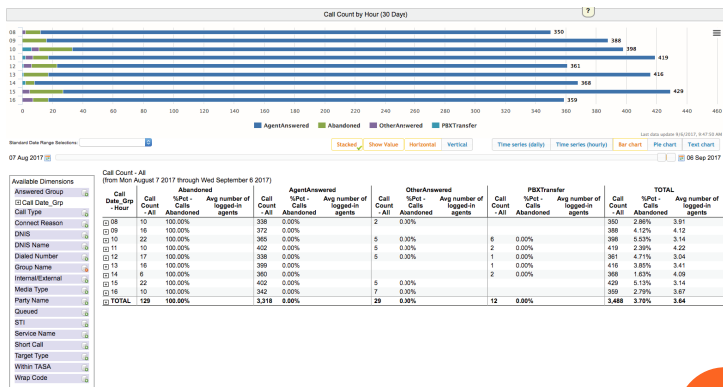


SHORETEL ECC

- ✗ Cumbersome, Restricted Management of Agents & Groups Login / Logout / Release / Resume
 - Requires Additional Supervisor User(s) to run Contact Center Agent Manager
 - Only available in another window open on your desktop
 - No mobile access



CUSTOMIZING DATA PERSPECTIVES



BRIGHTMETRICS

- ✓ Web based, easy user creation and management
- ✓ Intuitive Drag and Drop, easy configuration
- ✓ Easily automate share/distribution of insightful | reports and dashboards
- ✓ Any organizational stakeholder



SHORETEL ECC

- ✗ Limited Server-side Admin Access
- ✗ Technical Skills
- ✗ Typically IT or Analyst

