



# Brightmetrics Empowers Leading Steel Distributor with Advanced Reporting to Transform Operations and Boost Productivity



**Client**  
Acier Picard

**Industry**  
Construction,  
Manufacturing

**Location**  
Quebec, Canada

**Website**  
groupepicard.ca

## About Acier Picard

Acier Picard is a leading provider of steel and aluminum products to construction and manufacturing clients across Quebec. Ensuring timely delivery of steel is essential for construction and manufacturing industries, and Acier Picard excels at this by leveraging a talented team and data-driven decision-making. As part of Groupe Picard, a leading supplier of steel and aluminum products to over 5,000 clients, Acier Picard has steadily grown since 2020. The company serves clients from three locations in Quebec, supported by extensive purchasing power, large warehouses, and a growing fleet of trucks.

With a hybrid workforce of up to 100 team members, including 35 salespeople actively using their phone system, Acier Picard has seamlessly transitioned from an in-office setup to a hybrid model since the pandemic. This adaptability, driven by strategic planning, efficient logistics, and advanced technology, has allowed the company to consistently meet and exceed client expectations.

## Challenge

Acier Picard sought to leverage data from its Mitel MiVoice Connect (MiVC) telephone system to boost agent productivity and enhance customer experiences. However, the system's limited analytics and reporting capabilities restricted their ability to gain the necessary insights. Acier Picard's telephone system is vital to its success, with 85% of calls from clients looking to make purchases, as noted by Karine Picard, VP of Finances. Each client is assigned to a specific salesperson, fostering solid and personalized relationships but also resulting in a high volume of call transfers, complicating call management.

## Outcomes

- ✓ Brightmetrics significantly improved employee morale by using engagement data to identify and address sources of frustration.
- ✓ Reliable access to comprehensive call data has streamlined call routing, optimized team performance and strengthened client relationships.
- ✓ Enhanced team productivity, improved customer satisfaction, and established a strong foundation for ongoing growth.

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Karine Picard, VP Finances & Directrice Informatique, Groupe Picard

Acier Picard switched from the Xema/ShoreTel platform to Mitel MiVoice Connect (MiVC) to improve its telephone system. It aimed to leverage interaction data to reduce abandoned and misrouted calls and provide agents with better insights into call routing. It believed detailed data on call volumes, missed calls, agent activity, and traffic trends could enhance productivity and improve client interactions.

However, the Mitel system's native analytics and reporting capabilities were inadequate, failing to provide comprehensive insights into client interactions and hindering effective decision-making. Karine Picard also observed that abandoned and unanswered calls increased when new team members joined, highlighting the need for data-driven training and support. The limitations of the Mitel system underscored the need for a more advanced solution to optimize call routing and operational efficiency.

**“We send automatic weekly and monthly reports to our managers.”**

Karine Picard  
VP Finances & Directrice Informatique,  
Groupe Picard

## Solution

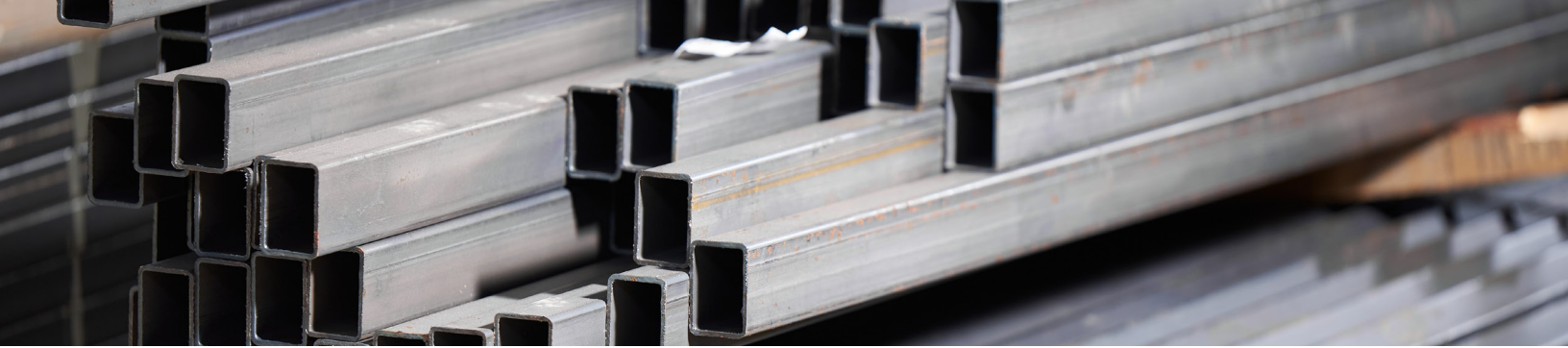
To overcome their challenges, Acier Picard's leadership implemented Brightmetrics, a decision that quickly proved transformative. With Brightmetrics, the company gained the ability to access, analyze, and utilize data in new, meaningful ways, leading to more informed decision-making and improved operational efficiency.

Brightmetrics provides Acier Picard with comprehensive insights into agent activity and performance through advanced reporting features, such as customizable dashboards and detailed drill-throughs. This functionality lets the company focus on the most relevant data, enhance understanding of call handling and incident management, support performance reviews, and reduce agent frustrations. By consolidating data from multiple sources within the Mitel MiVC environment, Brightmetrics delivers a unified view of client engagements, simplifying data management and providing a complete performance overview.

The platform's real-time data collection and reporting capabilities ensure that teams and executives can access critical performance metrics immediately. “We send automatic weekly and monthly reports to our managers,” Picard explains. This instant data access allows for timely interventions and adjustments, optimizing resource allocation and enhancing customer satisfaction. Additionally, Picard relies on Brightmetrics to review specific calls when issues arise or when detailed information is needed, facilitating rapid resolution and continuous improvement.



Brightmetrics' intuitive, user-friendly interface makes gathering information for reports straightforward and efficient. “Every time I look for something, I find it. The data is all there. There's a way to find everything I want,” Picard notes. With Brightmetrics, Acier Picard has fully leveraged its data capabilities to optimize operations, improve agent performance, and deliver exceptional customer experiences, setting a new standard for operational excellence and strategic insight. By implementing Brightmetrics, Acier Picard can access precise, actionable data that enables more effective strategic decision-making, stronger customer relationships, and increased employee satisfaction.



## Results

Brightmetrics has enabled Karine Picard and her colleagues to significantly increase employee satisfaction by using engagement data to identify and address sources of frustration. Insights from call data have also allowed the company to route customer and supplier calls more efficiently and consistently, enhancing callers' overall experience and satisfaction.

Access to comprehensive data and powerful analytics has empowered Acier Picard's sales and customer service teams to improve performance and strengthen client relationships. According to Picard, when data reveals an employee handling a high volume of calls, managers can use this information to validate the employee's perception and offer support. Fast-paced teams greatly appreciate this responsive approach, which acknowledges their challenges and provides immediate assistance.

Focusing on employee well-being not only boosts morale but also enhances retention. "What we want most is for our employees to be happy, to stay with us for a long time, and to enjoy their work. If you don't like what you do, life can feel very long," Picard remarked. To foster a positive work environment, Picard uses data-driven feedback to address team dynamics rather than singling out individuals, promoting productivity without making anyone feel monitored or targeted.

As a result, Acier Picard's employees view access to detailed data as a valuable resource and support system. They know that if they encounter a problem, have a question, or need clarity, the company provides the necessary insights and resources to help them. This approach boosts productivity and provides reassurance to employees, creating a supportive workplace culture.

Thanks to Brightmetrics, Acier Picard delivers exceptional support and guidance to those managing client and supplier relationships. This has directly contributed to the company's success and provided a solid foundation for continued growth, as resilient as the steel they provide.

## Conclusion

Acier Picard is reaping significant business benefits from the in-depth analysis and actionable reporting of its telephone system data. The company's employees are more productive and satisfied, salespeople are more engaged with their clients, and caller experiences have improved. With Brightmetrics, any organization that relies on telephone interactions can harness this data to achieve similar advantages and a strong return on investment.

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Karine Picard  
VP Finances & Directrice Informatique,  
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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.