



# How a Leading Biotech Company Reaches Over 95% CSAT With Data-Driven Insights



## Customer

Biotech Company

## Industry

Healthcare

## Services

Antibody-drug conjugates (ADC) technology and cancer care

## Overview

A pioneering biotech company committed to transforming cancer care faced limitations with Genesys' analytics in their contact center. Seeking a better solution, they turned to Brightmetrics, which delivered the data insights and metrics needed to identify growth opportunities, meet patient needs effectively, and recognize top-performing agents. Within months of using Brightmetrics, the company saw a significant improvement in customer satisfaction and more.

Today, the company's patients receive prompt, effective support while the contact center team continuously refines best practices to enhance the patient experience.

## Challenge

The company's customers frequently call with urgent medical needs, requiring rapid, efficient support. However, without detailed insights into call metrics and KPIs, agents and supervisors lacked visibility into their performance. This made it challenging to identify training opportunities, optimize staffing, or meet key benchmarks like a 15-minute talk time target.

## Outcomes

- ✓ Customer Satisfaction (CSAT) increased from 85% to over 95%
- ✓ Ticket handling time and average talk time consistently met the 15-minute target
- ✓ Agent satisfaction and overall performance rose
- ✓ Managers could quickly identify peak hours and ensure full staffing

“Once I started using Brightmetrics, I never looked back. All our key metrics and KPIs improved thanks to Brightmetrics.”

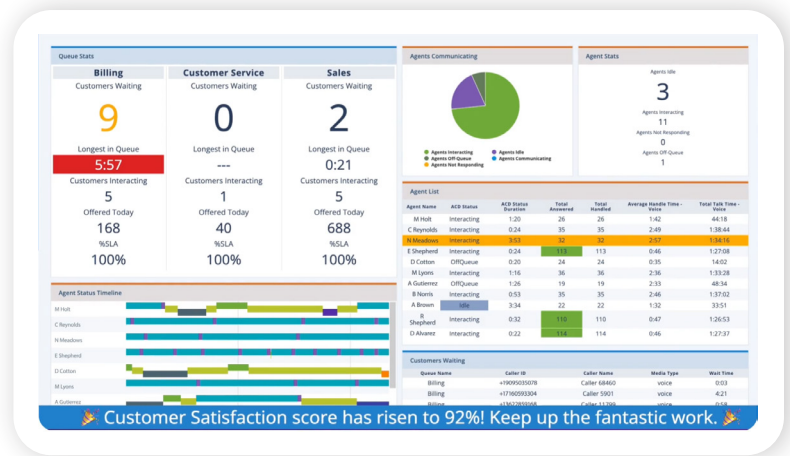
Quality Support Reporting Analyst


Despite using the Genesys contact center system for support tickets and patient interactions, the company found its native dashboards and reporting inadequate. Supervisors struggled to access essential metrics—such as average handle time (AHT), wait times, and agent performance—making it challenging to track progress and provide targeted guidance. Call auditing was also cumbersome, requiring manual form completion and spreadsheet imports. To overcome these inefficiencies, the company needed a robust analytics platform to deliver clear, actionable insights and daily reports, empowering supervisors to track key metrics and support agents in continuously improving performance.


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## Solution & Implementation


Brightmetrics provided the ideal solution by offering customizable dashboards, daily summaries, and an intuitive interface that streamlined access to critical data. Seamlessly integrating with Genesys Cloud, the platform gave the company's team complete visibility into the customer experience, allowing them to track KPIs and SLAs while optimizing team performance in real time. Supervisors could now monitor key metrics at a glance, including:




 Callers waiting

 Average handle and wait times

 Idle agents

 Tickets in queue

 Call abandonment rate

By delivering data-backed reports and automated daily summaries, Brightmetrics enabled the company to optimize staffing, improve call routing, and pinpoint areas for agent development. Supervisors could efficiently manage peak hours and make informed scheduling decisions while agents gained instant access to performance reports, fostering continuous improvement and professional growth.



## Results

With Brightmetrics, the company gained deep insights that immediately improved operations. Customer satisfaction (CSAT) surged from 85% to over 95%, while ticket handling and average talk times decreased. This allowed agents to consistently meet their 15-minute target and assist more customers efficiently. Tracking performance in real time gave supervisors the tools to address challenges and proactively refine workflows.

Agents now have clear visibility of their performance, fueling a culture of motivation and friendly competition as they strive to reach the top of the leaderboard. The platform recognizes top performers, ensuring employees feel valued and appreciated. Monthly roundtable meetings foster collaboration, encourage best practices, and celebrate achievements. By leveraging Brightmetrics' insights, the company has established an environment where agents excel, and customers receive prompt, high-quality support.

"I hear appreciation often, especially from agents who perform well. They know their efforts are seen and appreciated, and our team hasn't been this strong since 2020."

Quality Support Reporting Analyst

## Conclusion

Before Brightmetrics, the company's contact center struggled to track key performance metrics, making it difficult to identify top performers, plan for peak call times, or drive meaningful improvements. Limited visibility into agent performance and customer interactions led to inefficiencies that impacted service quality and operational effectiveness.

Now, with Brightmetrics, the company seamlessly monitors KPIs, optimizes workflows, and implements best practices to enhance efficiency and service quality. Agents respond faster, supervisors make data-driven decisions, and customer satisfaction continues to climb. By transforming complex data into clear, actionable insights, Brightmetrics empowers healthcare contact centers to elevate patient experiences, improve staffing strategies, and drive continuous growth.



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.