brightmetrics

Brightmetrics Helps Five Star Call Centers Improve Agent Performance and Save Managers Up to 20 Hours Each Month

FIVE STAR CALL CENTERS™

Location
North and South America

Industry
Business process outsourcing (BPO)

Products/Services
Customer experience (CX) management services, including outsourced call/contact center, technology, and consulting.

Overview

Five Star Call Centers delivers outsourced customer service solutions across various industries, each supporting multiple interaction platforms, reporting requirements, and operational complexity. Managing performance across this landscape required extensive manual effort, with some managers spending up to an hour each day pulling reports from multiple systems.

With Brightmetrics, Five Star has cut that reporting time in half, saving individual managers 10 to 20 hours per month. Monthly business review prep, which once took up to 4 hours, is now automated. The platform's real-time dashboards and flexible reporting also reduce reliance on IT and give managers instant access to the performance insights they need to act quickly.

By consolidating data across internal operations and client environments, Brightmetrics has helped Five Star improve agent performance, streamline decision-making, and scale reporting across more than 50 managers, making it an essential part of daily operations.

Outcomes

✓ Cut reporting time in half, saving individual managers 10 to 20 hours per month

✓ Compiling data for monthly business reviews, which once took 2 to 4 hours, has now been automated

✓ Expanding access to over 50 managers

"Before Brightmetrics, our managers spent a significant portion of their day pulling reports from various systems. With Brightmetrics, that time has been significantly reduced, freeing up valuable hours each month that they can reinvest in coaching agents and improving client outcomes. It's been a game-changer for our efficiency."

Nick Ramstad, Operations Manager, Five Star Call Centers

About Five Star Call Centers

With over 35 years in the contact center industry, Five Star Call Centers offers the latest cloud-based contact center software and AI solutions to help businesses achieve their goals, all with a tailored approach to each client's specific needs. Their clients span healthcare, product support, retail, and more, with each client having distinct interaction platforms, CRMs, and reporting requirements. The company also supports over 1,000 agents across the U.S. and South America.

Challenge

Five Star Call Centers manages its internal operations and supports a wide range of clients, each with unique interaction platforms, reporting needs, and KPIs. This complexity makes it difficult to generate timely, actionable insights across the board.

Operations Manager Nick Ramstad and his team oversee around 1000 internal agents and scale up to 1,500 during seasonal peaks. Pulling consistent performance data from multiple platforms required building APIs, running custom queries, and stitching together reports manually. Even with IT support, managers spent 10 to 20 hours gathering and consolidating data each month.

This manual, time-consuming process slowed decision-making and limited the team's ability to proactively respond to performance issues or evolving client needs. A more scalable, efficient solution was required.

Solution & Implementation

With nearly 15 years of experience at Five Star, Operations Manager Nick Ramstad knows what it takes to turn performance data into meaningful action. Today, he works closely with supervisors, interaction platform managers, and account managers to optimize performance for internal teams and clients.

Brightmetrics delivered the flexible, integrated solution they needed. Its seamless compatibility with Genesys, Mitel, and Tableau eliminated the need for custom APIs and manual reporting. Instead, Nick and his team quickly built custom dashboards and performance summaries that combined data from multiple sources into clear, actionable views.

Nick initially used Brightmetrics to help managers monitor agent performance, spot anomalies, and adjust quickly. Later, he expanded his usage to real-time dashboards accessible on computers, mobile devices, and internal dashboards monitored by the team. These dashboards gave teams and clients instant visibility into queue volumes, agent activity, and call performance.

Results

Brightmetrics has delivered significant time savings and efficiency gains across Five Star's operations. Thanks to Brightmetrics' real-time dashboards and consolidated views, managers who previously spent up to an hour each day pulling multiple reports now spend half that time—or no time at all. That reduction translates to 2.5 to 5 hours saved per manager weekly or 10 to 20 hours monthly.

In addition, compiling data for monthly business reviews, which once took 2 to 4 hours, has now been automated. The ability to view all key metrics in one place has eliminated the need for multiple manual reports and reduced dependence on IT support.

As adoption has grown—from fewer than 10 users to over 50 managers—Nick's team has created onboarding resources to help new users get started in minutes. Brightmetrics is now deeply embedded in Five Star's daily workflows, giving teams faster access to insights, improving accountability, and strengthening internal operations and client relationships.
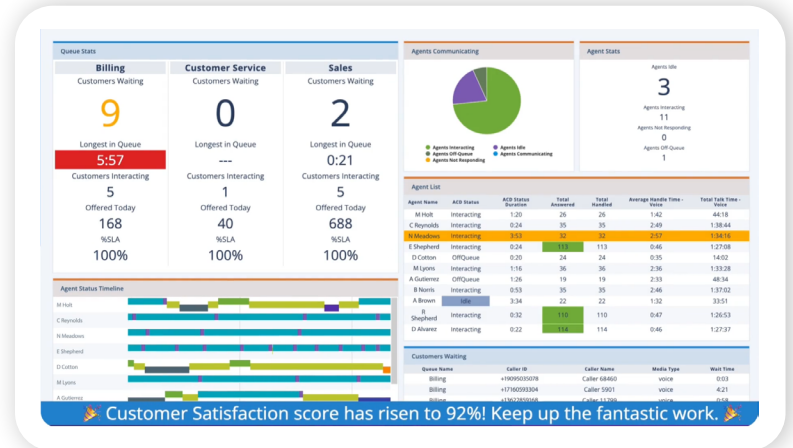
2.5 to 5 hours saved per manager weekly or **10 to 20 hours** monthly

Automated monthly business reviews

Adoption has grown from fewer than **10 users** to over **50 managers**

Conclusion

The challenges of managing performance across multiple systems, locations, and client requirements are complex, but Brightmetrics has helped Five Star Call Centers overcome them with speed and efficiency. By cutting time to insight, consolidating reporting workflows, and expanding access to over 50 managers, Brightmetrics has become an essential part of daily operations.

Beyond saving time, the platform has improved agent accountability, strengthened client relationships, and freed up IT resources for higher-value initiatives. These wins position Five Star to scale smarter and respond to change more proactively.

For any organization that depends on phone-based operations and wants faster, more actionable insights, Brightmetrics delivers the clarity and agility needed to drive results.