



ENTERPRISE CONTACT CENTER ANALYTICS



Using Brightmetrics to Improve the Contact Center Customer Experience

Managing an enterprise contact center comes with a unique set of challenges. It is a complicated balancing act to maximize customer satisfaction while, at the same time, controlling costs. Brightmetrics makes it easy to tap into the vast amount of complex data that is aggregated within the MiVoice Connect Contact Center (formerly ShoreTel Enterprise Contact Center/ECC) solution. Use the power of Brightmetrics ECC Analytics to gain insights that turn your Mitel MiVoice Connect system into the ultimate enterprise contact center business intelligence resource.

Here are just a few examples of the business intelligence insights Brightmetrics can deliver to your enterprise contact center:

Contact Center Analytics Like You've Never Seen Before

Brightmetrics is the only tool available to access true data analytics for the MiVoice Connect Contact Center. Much more than just another reporting tool, we deliver business intelligence analytics that can directly drive the success of your call center. We deliver the full breadth of data necessary to make informed business decisions in a single pane of glass, with the opportunity to manipulate that data in any way you need to find what you're actually looking for. We even provide the ability to drill down into that data for a complete cradle-to-grave report that paints a true picture of your greatest tool for customer satisfaction.

Understand Your Contact Center Customer Experience

The foundation of contact center success is the customer experience. Do you really know what those experiences are? Do they get to the right person quickly and on the first try? Are they transferred unnecessarily? How long do they wait on hold? How long are they willing to wait? With the contact center data Brightmetrics gathers from your MiVoice Connect Contact Center system, you can build stronger relationships with your customers as it enables you to understand their experience when they reach out to your company.

Improve ECC Agent Productivity

Data is vital to the contact center manager. If you run a customer service center, productivity metrics include how long it takes to handle a call, what percent of calls are handled on the first touch and many other factors. Without specific metrics, you may not be able to identify who the top performers are in your call center. Brightmetrics allows you to dive deeper into the data, to quantify what makes them a top performer and identify where other agents can improve to reach that top performance level.

4 Areas Brightmetrics Enables Contact Center Intelligence

Customer Satisfaction

Uncover the metrics that show your true customer call center experience

Staffing Levels

Where do you need to increase your staff? Where can you make cuts or shifts for better results?

Employee Productivity

Discover where employees are in need of more training and which employee activities can be replicated for maximum success.

Employee Training

Answer questions about which employees need training and the types of coaching that would be most beneficial.

21-Day Free Trial

Start benefitting from the Brightmetrics business intelligence today, check out our free 21-day trial to discover what your Mitel data is telling you!