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GENESYS CLOUD ANALYTICS

Using Brightmetrics™ Business Intelligence to Improve Customer Experience

By running your engagements on Genesys Cloud, there are a few things we already know about your organization:

- You're driven to connect the different moments that build exceptional customer experience.
- You're nimble, relentless in seeking efficiency, and committed to enabling your contact center team with flexible, modern cloud engagement platforms.

Brightmetrics is the perfect complement to Genesys Cloud. We give you the insights you need with easy, intuitive, customizable analytics and data visualizations that help you realize the full potential of your team delivering customer experience.

Contact Center Analytics: Trends → Moments. Simple. Easy.

Brightmetrics is the only analytics service available for the Genesys Cloud platform that allows you to navigate from the intrigue of high-level trends down to the details within discrete interactions. More powerful than "just another reporting" tool, Brightmetrics delivers intelligence that directly drives the success of your contact center. We help you become empowered with the breadth of data to make informed business decisions to deliver optimal customer experience & create better operational processes.

Understand Your Contact Center Customer Experience

Your contact center exists to shape the moments that create your customer experience. Are you able to answer these questions with your current reporting tool?

- Are your agents building relationships and loyalty with your customers?
- Is it possible that customers are waiting long periods of time to connect with your team? Are they getting transferred around and growing more frustrated with every bounce?
- How long are they willing to wait for that connected moment?

With Brightmetrics, you'll have a comprehensive understanding of your customer experience to make decisions that influence stronger, more loyal customer relationships.

Improve Efficiency and Productivity

Data driven insights are vital. Running a team that's responsible for engaging with your customers requires your decision cycles to revolve around productivity metrics like:

- The time it takes for an agent to handle an interaction
- The number of people available to serve your interaction volume
- The percentage of interactions that are handled on the first touch
- The percentage of interactions that are handled by agents with certain skills

Without these specific metrics, you may not be able to identify who the top performers are on your team. Brightmetrics allows you to access your data, quantify what exactly makes them special, and identify where other agents can improve to reach peak performance levels.

4 Areas Brightmetrics Enables Contact Center Intelligence

Customer Experience
Empower your team with the metrics that show your true customer contact center experience.

Staffing Levels
Identify where you need to increase your staff. Quicky determine where can you make cuts or shift resources for better results.

Employee Productivity and Training
Discover your most successful team members' key metrics to promote their best practices to be replicated. Identify which team members need training and what types of coaching they'll benefit from most.

Maximize the Potential of Your Platform
Make your system work for you in finding opportunities for IVRs to gather information, configuring advanced routing with callbacks and presenting alternate paths for callers nearing average abandon thresholds.

Want To See How it Works?

Watch our product overview video here to learn more! Check out our free 30-day trial to discover what your Genesys Cloud data is telling you!

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Email: info@brightmetrics.com   Visit: www.brightmetrics.com

Brightmetrics and Data Security

Brightmetrics takes data security very seriously. Our service provides multiple levels of protection to make sure customer data is never exposed to unauthorized parties. We break our security into four distinct areas:

Secure Hosted Facilities

Our first level of protection is a secure hosting environment.

Brightmetrics is powered by Microsoft's Windows Azure, meaning our services run in one of Microsoft's secure Azure data centers. Microsoft's Azure platform is ISO 27001, SAS70 Type II, and HIPAA certified. Read more about Microsoft Azure's commitment to security. Beyond the security offered by the Azure platform itself, we protect customer data by encrypting it within our database. All identifiable text data such as queue names, trunk group names, employee names and extensions, site names, etc., are all encrypted using 256-bit AES encryption[1], the same level of encryption required by the U.S. government for top-secret information[2].

Encrypted Data Storage

The data is not encrypted with a single key that our front-end systems use to connect to the database, but rather with each user's password. This means that the application-level controls that restrict each user to their own company's data cannot be subverted to allow access to another company's data. Unless you have a valid user name and password, that grants access to a company's data, that company's data simply cannot be decrypted. Think of it like this: each company's data is stored inside a locked box. Each user who has been granted access for the company has a copy of the key to that locked box, which is stored in another locked box. The key to each of those user's boxes is that user's password. If a user is removed from a company, their lock box and the key it contains are destroyed, and they can no longer unlock the company's data. As is best practice, we do not store any user passwords in the clear or even with reversible encryption. We store only a one-way SHA-256 hash[3] of each user's password, which is sufficient to determine if the correct password has been provided when the user logs in, but does not give anyone a way to determine the actual password itself. For system maintenance we do have our own key to the lockbox as well, which we need if you forget your password. You can think of it like an emergency key that's kept in a safe in a different building that only authorized people can access. Our general support and systems management staff does not have access to this master key. Thus, for support you will need to explicitly add a Brightmetrics engineer as a user for your company and can then remove them after any necessary support is provided.

Limited Data Storage

All of those protections are in place for what is necessarily a limited set of data. We do not store detailed call records, only summary aggregate data (the total number of calls and call minutes for a given user during a given hour according to call type, for example). We do not store the CallerID of callers, the numbers to which users dial out, or any such detailed or protected information. We only retain the bare minimum that is required to provide our dashboard data and to run summary reports. Whenever you drill down through the charts to the individual call level or run a detail report, we are making a live API call to your Genesys Cloud instance to get that data and then send the results to the browser -- it is not retained in any permanent storage.
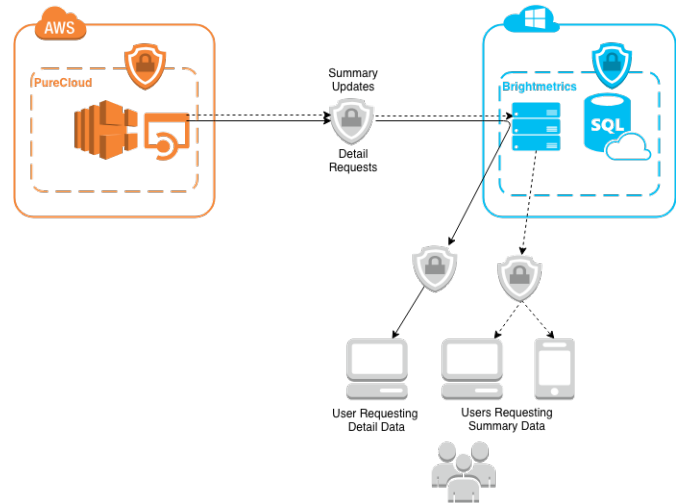
Encrypted Transmissions

Finally, all data transmitted between your Genesys Cloud API to our servers and from our servers to the end user is encrypted with the highest level of SSL encryption available.

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1 http://en.wikipedia.org/wiki/Advanced_Encryption_Standard   2 http://csrc.nist.gov/groups/ST/toolkit/documents/aes/CNSS15FS.pdf
3 http://en.wikipedia.org/wiki/SHA-2