



## REAL TIME DASHBOARDS



## Brightmetrics REAL TIME Analytics™ empowers you to change the customer experience as it happens

If you're a call center manager, you're familiar with this scenario: you have a few members of the team out on break when, out of nowhere, a tsunami of calls floods your phone lines. Your agents on queue manage the best they can, but soon you start to experience increased abandon rates or customer complaints about wait times. Wouldn't it be better if you could easily visualize the operational data that alerted you to this increasing volume as it happens, so you could solve the issue before it gets out of hand? With Brightmetrics REAL TIME, you can.

### Here are 3 Ways Brightmetrics Helps your Team in the Moment:

#### It's in the Trenches

The perfect complement to historical based analytics, REAL TIME delivers up to the second data perspectives. Managers directing the intra-daily operations will have flexible, easy to read visualizations of data to make decisions on the fly to deliver optimal customer experience. Whether it's a wallboard, a tablet, mobile device or a desktop PC, the data that leads to insights driving better business decisions is always available and easily customized and configured to what's most important for your team.

#### It Provides a New Layer of Transparency

Everyone on the team can benefit from the expediency of REAL TIME. Empower everyone to easily monitor the calls in the queue and adapt their work style to meet customer needs. For example, if there are too many calls in the queue, agents can handle calls more quickly to help get that queue cleared. If they see that their colleague has taken 3 times as many calls as they have, they have the ability to step up to pull their weight. If you have quotas or goals agents need to achieve, simplified dashboards focused on these metrics make it easy for them to see where they're at and help them stay on target. Instant data empowers employees who directly interact with your valuable customer base to take responsibility and ownership of their performance.

#### It Drives Tactical Decisions on the Fly

Genesys Cloud's native Queue Activity perspectives provide good information, but they don't empower you to configure the visuals and metrics that are most important for you and your team to see in the way that makes the most sense for you. With Brightmetrics, you can use one of our easy templates, customize from scratch and set alert thresholds for your own SLAs and KPIs. It's time to focus your team on what drives your business.

### Examples of metrics available in REAL TIME:

- Customers Currently in Queue
- Longest Queue Time of Customers in Queue
- Average Queue Time of Customers in Queue
- Agent Routing and Presence Status, Time in Current Status
- Agent Daily Timeline (everything the agent has done that day up to the current second)
- Time in Queue for Each Interaction, and many more

### 30-Day Free Trial

Start benefitting from the Brightmetrics business intelligence today! Check out our [free 30-day trial](#) to discover what your Genesys Cloud data is telling you!