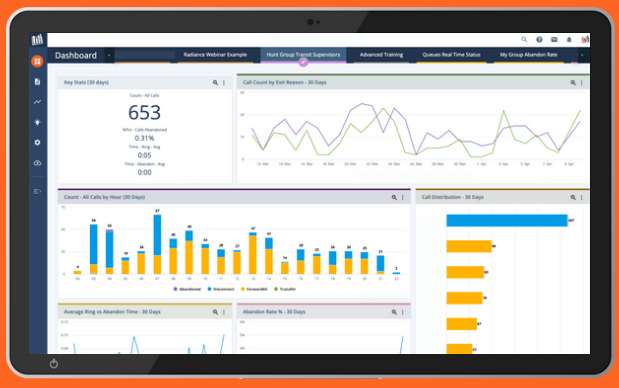
brightmetrics

Brightmetrics UC Analytics™ for RingCentral

Use the power of Brightmetrics analytics to gain insights that turn your RingCentral system into the ultimate business intelligence resource.



Why Brightmetrics?

We're Not Like Any Analytics Tool You've Used Before

There are plenty of companies that offer basic reporting services for your RingCentral phone system, but Brightmetrics stands out from the crowd.

With Brightmetrics, you get:

- The data you need to make informed decisions that impact the success of your company.
- Easy access and customization of your data to uncover insights that matter.
- Drill-down capabilities that allow you to dive deeper and create cradle-to-grave reports that paint a clear picture of your customer satisfaction levels.

Fully Understand Your Customer's Experience

Do you really know what your customers are experiencing when they call your company? Are they connected with the right person on the first try, or are they being bounced around needlessly? How long are they waiting on hold, and how long are they actually willing to wait? These are the crucial questions that Brightmetrics can help you answer. With Brightmetrics, truly understand your customers' experiences and build stronger, more valuable relationships.

Easily Measure Your Employee Productivity

To effectively manage your organization, you need access to reliable data. That's where productivity metrics come into play.

They can help you understand:

- How long it takes to handle a call?
- What percentage of calls are resolved on the first try?
- Other key factors that impact your company's success.

Without these insights, you may struggle to identify top performers in your team. With Brightmetrics, dive deep into your data to uncover what sets your top performers apart, and even identify areas where others may need additional coaching or support.

Customer Satisfaction

Uncover the metrics that show your true customer 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.

Team Training

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

So glad we found Brightmetrics!

"Before Brightmetrics, we had very limited reporting capabilities. Now, we can provide our call center supervisors with dashboards including who is actively on a call, who is on release and why, the number of calls answered by each person, the total number of calls per day, and more! It is user-friendly, easy to set up, and offers great insights."

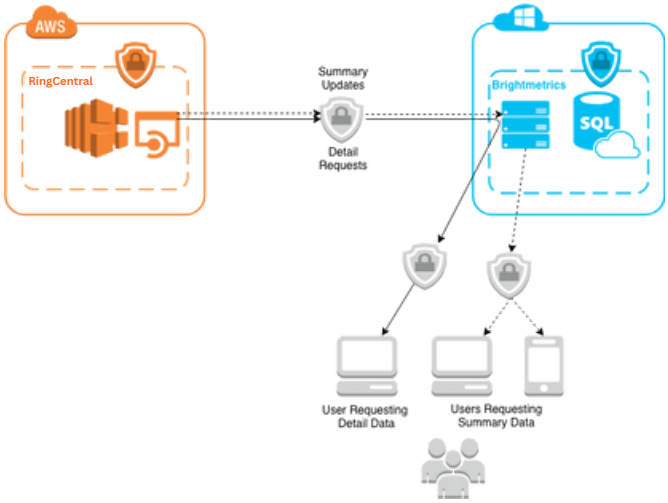
Julie K. | G2 Reviewer

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 HIPPA 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 workgroup 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. The key to each of those user's boxes is that user's password. If a user is removed from a company their lockbox 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 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 as an emergency key that's kept 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 query to the Mitel Call Detail Record (CDR) MySQL database to get that data and then sending the results to the browser - it is not retained in any permanent storage.

Limited Data Storage

Finally, all data transmitted from the agent to our servers and from our servers to the end user is encrypted with the highest level of SSL encryption available. https://webapp.brightmetrics.com/ has a 2048-bit Extended Validation (EV) SSL certificate capable of 256-bit AES data encryption.