

Company	Spoken Words	Approximate Duration
<a href="#">brightmetrics</a>	189 (160 words = 60 seconds of video)	70 SEC

AUDIO	VISUAL
Background Music.	<a href="#">Image Folder</a>  Examples liked by client- <a href="#">Hyperblock</a> <a href="#">Semantic Ai</a> <a href="#">ElectrifAi</a> <a href="#">Metromile</a> <a href="#">Voicea AI</a>
<b>NARRATOR (V.O.)</b> <i>Call Centers and Contact Centers produce huge volumes of data, but how do you make sense of it all?</i>	Show an icon for a <a href="#">call or contact center</a> . Abstract <a href="#">data streams</a> into the icon, a <a href="#">hub</a> of all this information.
<b>NARRATOR (V.O.)</b> <i>How are agents performing at their jobs?            Why are anomalies occurring at centers?            What can be done to improve customer experience?</i>	SPLIT SCREEN 3 WAYS, in the sections appear: 1 - <a href="#">Headset Icon</a> . 2 - A <a href="#">map/network of call centers</a> , at several of them a <a href="#">warning icon</a> pops up for anomalies. 3 - A <a href="#">Thumbs up</a> with a star appears, the stars multiply until there are 5.
<b>NARRATOR (V.O.)</b> <i>To get you the answers we created Brightmetrics, a collection of powerful analytic tools for Mitel and Genesys Cloud systems.</i>	<a href="#">LOGO</a> comes on screen.  KINETIC TEXT: <b>Powerful Analytic Tools for Mitel and Genesys Cloud Systems</b>

<p><b>NARRATOR (V.O.)</b>  <i>Through flexible, customizable dashboards, and reporting tools - Brightmetrics translates your data into actionable business intelligence to improve operations while reducing expenses.</i></p>	<p>Show an icon for <a href="#">dashboards</a>, it morphs into an icon for <a href="#">reporting tools</a>. Icon disappears, streaming <a href="#">dots representing data flow down</a> the screen. Puzzle pieces begin to emerge in <a href="#">negative spaces</a> in the data.</p> <p>Zoom in on one of the puzzle pieces - it inverts from white to black and becomes <a href="#">an icon</a> then morphs into different <a href="#">analysis patterns</a> (see the <a href="#">motion here</a>, no numbers or cursor - just the patterns)</p> <p>KINETIC TEXT:  <b>-Actionable Business Intelligence</b>  <b>-Improve Operations</b>  <b>-Reduce Expenses</b></p>
<p><b>NARRATOR (V.O.)</b>  <i>Anyone can use our easy drag and drop capabilities to build reports and dashboards customized to fit your center's unique needs.</i></p>	<p>Show UX interface (<a href="#">screenshot examples</a>), specifically the drag and drop capability is demonstrated with a cursor. Suggest it's simplified for animation.</p>
<p><b>NARRATOR (V.O.)</b>  <i>Utilizing both historical and real-time dashboards, Brightmetrics helps identify meaningful key performance indicators and metrics to inform decisions.</i></p>	<p>A box with an <a href="#">updating icon</a> appears, a new box multiplies and the previous one is marked <a href="#">historical</a>. This continues on, until there is <a href="#">a row of boxes</a> with the current always having a spinning updating symbol.</p> <p>KINETIC TEXT: <b>KPIs</b>  <a href="#">Metrics icon</a> appears around the text.</p>

<p><b>NARRATOR (V.O.)</b>  <i>Gain strategic insights from:</i>  -Staff forecasting.  -Cradle-to-grave reporting.  -Agent scorecards that help with training and coaching.  -Public dashboards for collaborative team viewing.  -and Shared Scheduled Reporting.</p>	<p>Icons appear in succession, one <a href="#">morphing</a> into the next:  -<a href="#">Staff Forecasting Icon</a>  -<a href="#">Cradle-to-Grave Reporting Icon</a>  -<a href="#">Agent Scorecards Icon</a>  -<a href="#">Public Dashboards Icon</a>  -<a href="#">Shared Scheduled Reporting Icon</a></p> <p>Each icon is accompanied by KINETIC TEXT:  <b>Staff Forecasting</b>  <b>Cradle-to-Grave Reporting</b>  <b>Agent Scorecards</b>  <b>Public Dashboards</b>  <b>Shared Scheduled Reporting</b></p>
<p><b>NARRATOR (V.O.)</b>  <i>Plus, with Brightmetrics you get outstanding support, our team typically responds to requests in less than 60 minutes and our Customer Satisfaction Score is consistently over 95 percent.</i></p>	<p>An icon for <a href="#">under 60</a> Minutes Appears.  KINETIC TEXT: <b>Response to Requests</b></p> <p>An <a href="#">icon for percent</a> appears and ticks up to 95.  KINETIC TEXT: <b>Customer Satisfaction Score</b></p>
<p><b>NARRATOR (V.O.)</b>  <i>Embrace data-driven decisions. Visit <a href="#">Brightmetrics.com</a> to learn more and begin your free trial today!</i></p>	<p><a href="#">LOGO</a> comes on screen, maybe with an animated buildout.</p> <p>KINETIC TEXT: <b>Begin Your Free Trial Today!</b></p> <p>LOWER THIRD HYPERLINK: <b><a href="#">brightmetrics.com</a></b></p>