

BrightLink's Scout Reimagines the Future of Reporting in Certification Programs

BrightLink launches Scout, a chat-based AI reporting tool that delivers instant, program-specific insights for certification and licensure teams.

ATLANTA, GA, UNITED STATES, January 28, 2026 /EINPresswire.com/ --

BrightLink has announced the launch of [Scout](#), a rebuilt, chat-based reporting tool that transforms how certification and licensure teams access and interact with their program data.



Scout: AI Chat-Based Reporting Tool

Reporting in certification programs has never been more critical—or more cumbersome. Traditional BI tools often leave teams stuck navigating endless filters, deciphering dashboards, and relying on technical experts just to find a simple answer. Scout offers a smarter way forward by turning reporting into a conversation.

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E.W. Looney, CEO & Founder

Instead of wrestling with complicated tools, teams can simply ask Scout a question in plain language and receive instant, trusted insights—grounded in their real-time configuration within [Clarus](#), BrightLink's credential management system (CMS).

Key Benefits of Scout:

- Approachable Reporting: Get answers without learning a complex BI tool.
- Program-Specific Insights: See what's happening in your credentialing data, not generic dashboards.
- Conversational Experience: Chat-style reporting with saved history for easy reference.
- Explainable Results: Understand how Scout arrived at each answer.
- Follow-Up Friendly: Ask deeper questions and refine results in real time.

- Exportable Outputs: Download results as a CSV or save them directly in Clarus.
- Built Into Clarus: Access insights directly inside BrightLink's credential management system.
- Data Privacy Assured: Client data is never used to train the AI engine.

These benefits are transforming how certification teams interact with their data, as highlighted by BrightLink's CEO. "Too often, getting a simple answer means opening a BI tool, chasing filters, and hoping you're looking at the right report," said E.W. Looney. "Scout replaces that experience with a conversation, delivering answers that reflect how your program actually runs in Clarus. This ensures teams can trust the data they're seeing and act on it with confidence."

Certification and licensure programs often involve unique requirements and diverse workflows. Whether it's tracking application trends, forecasting exam performance, or identifying candidates for outreach, Scout streamlines operations by providing quick access to critical information, enabling timely decisions that directly impact candidate progress.

Scout's conversational reporting organizes insights into structured threads, allowing users to revisit past analyses, build upon results with follow-up questions, and explore trends without starting from scratch every time. Users can export results as CSV files for offline analysis or save them as real-time, interactive tables within Clarus, ensuring seamless access to up-to-date information directly within the platform.

Scout isn't just a standalone reporting tool, it's a core part of BrightLink's Clarus suite. Alongside Scout, BrightLink offers innovative AI solutions like [Rosie](#), your AI teammate supporting staff in multiple program roles, as well as other advanced tools that assist with a range of certification program needs.

Whether you're managing certifications for healthcare, education, or any other industry, Scout seamlessly integrates into your existing Clarus configuration, delivering real-time insights tailored to your program's unique needs. Scout is now available to all BrightLink customers. To learn more or request a demo, visit thebrightlink.com.

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