Lyft Drives Forward with RingCentral.

Lyft is an on-demand, San Francisco, CA based ridesharing community brought to you by Zimride. Using the Lyft iPhone and Android apps, passengers can instantly request a pickup, and a friendly, background checked driver will arrive within minutes. The Lyft staff carefully selects trustworthy drivers from its community who swiftly transport passengers to their destinations. With its signature fluffy pink mustache decal appearing on cars throughout the city, Lyft is transforming transportation in San Francisco.

Challenge

Adam Fishman, director of Growth and Operations at Lyft, was the head of marketing for Lyft’s parent company Zimride. He had witnessed first-hand the headaches of having a decentralized operations team with everyone using their cell phones to make and receive calls. Missing calls to voice mail, inability to route calls on the fly, and no dashboard view of who is available to actually take a call at a moment’s notice were just a few problems he needed to overcome. As Lyft’s local ridesharing model grew, Fishman’s team needed to improve their driver screening and onboarding process. He knew the linchpin to effective lead process management was going to be good communication. The question was what kind of scalable phone system would work for his operations?

Solution

During an interview, a driver candidate gave Fishman a tip for which he is now truly grateful, “Why not try RingCentral?” Following a quick online search, RingCentral got his attention – the result: no IT involvement with setup, make and receive calls from anywhere with your business number, and enable complete call management from any PC.

Fishman got in touch with the sales team at RingCentral. They encouraged him to start with a pilot to manage driver screening and scheduling using just a couple of phones and numbers, offering a money-back guarantee. With an overwhelmingly successful test under its belt, RingCentral secured its spot on Fishman’s team with more than 80 percent of call staff now using the phone service for daily operations.

Result

According to Fishman, Lyft’s operations have improved over 15 percent since adding RingCentral, by simply making it easier to get a hold of customers and quickly respond to them.

It’s also cost-effective and easy to scale as Lyft adds more employees: “There is no huge upfront commitment. The monthly cost for RingCentral for five people is under $200. With the improvements we’ve achieved, it more than pays for itself. Under RingCentral’s model, I can add phones as we need them. This allows me to add costs at a measured rate,” praised Fishman.

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Company Profile

Lyft is a peer-to-peer on-demand ridesharing service available in San Francisco that lets passengers connect with hundreds of participating community drivers for cheaper, safer rides.

Challenge

Facilitating a high-quality driver onboarding and telephone support system – needed to be easy to set up with room to grow as business expands and team increases.

Solution

Created a new operations team that uses RingCentral – allowing dedicated desk numbers that are easily forwarded to mobile phones for seamless routing.

Results

• 15% gain in operational efficiency.
• Efficiency. Able to add costs at a measured rate.
• Improved scheduling and lead management – easier to reach people and respond to them.
• Complete call management with RingCentral Softphone.

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