

RingCentral

# The key to building a customer-centric team

UK EDITION



 Call in progress



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# Why customer-centric means more profitable

80% of customers now view their experience as being of equal importance to the products they buy from a company. With the importance of customer retention, it's also worth noting that 91% of customers are likely to make repeat purchases with a company that provides positive experiences. When it comes to ROI and profitability, customer-centric companies are 60% more profitable than companies that don't focus on customer experience.

Strong customer-centric strategy

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Great customer experience

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of customers now view customer experience as being of equal importance to the products the company sells.

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of customers are likely to make repeat purchases with a company that provides positive experiences.

These numbers clearly show that a customer focused approach works, but how can you transform your business to put customers at the centre of everything? How can you make your employees more productive and your customers happier?

As with many things, the answer lies in technology.

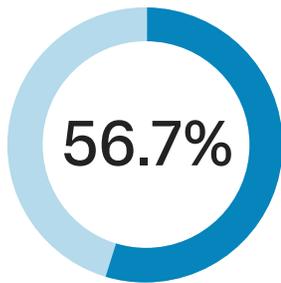
Your customers want to use the channels and devices that are most convenient for them.

1. [What Are Customer Expectations, and How Have They Changed?, Salesforce](#)
2. [Wealth Management Digitalization changes client advisory more than ever before, Deloitte](#)

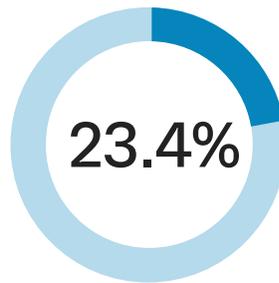
Your starting point is implementing a unified communications as a service (UCaaS) platform to better connect your employees and customers. But UCaaS is only half the story. Complete the communications circle by combining UCaaS with contact centre as a service (CCaaS).

With an integrated UCaaS and CCaaS solution, your business can stay connected across all communication channels.

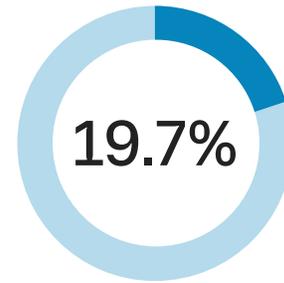
Let's look at the facts. Businesses who combined UCaaS and CCaaS achieved the following:<sup>3</sup>



Increase in customer satisfaction ratings



Reduction in monthly per-agent spending on licenses



Reduction in operational costs

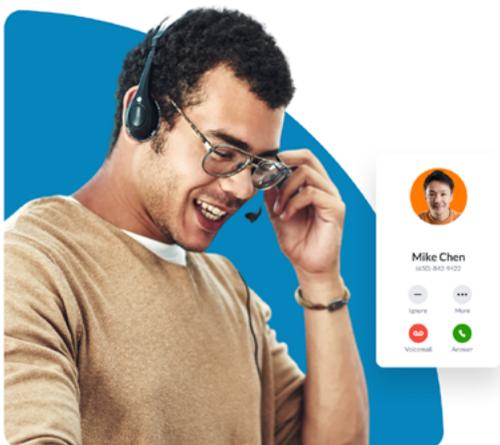
Sounds attractive, right? In this eBook, we'll look at how you can build a strong customer-centric team with the power of UCaaS and CCaaS, together.

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3. [The State of Unified Communications in 2021, Metrigy](#)

# Build confidence with your customers

First things first, you need to build confidence with customers, it's a key part of creating a customer-centric team. In order to do this, you need to focus on your team and ask yourself, "Are my employees happy at work?" Your employees are the ones interacting with your customers on a regular basis, so if they're happy, your customers are more likely to be happy too. In fact, companies that excel in customer experience have 1.5 times more engaged employees than companies with poor customer experience.



In these days of multi-channel communications, your employees want access to tools that make it easy to communicate with one another and customers. Provide your employees with an intuitive tool that not only makes it easy to connect with others, but also comes with a suite of coaching and support tools to uplevel their skills.

Skilled agents not only provide stronger customer service, but they also perform better and stay at their company longer. If you want to better support your employees and build confidence with your customers, keep an eye out for the following capabilities.

## Let supervisors steer the wheel

In a modern contact centre, it's no longer just about offering tips and training to improve performance.

If you're a supervisor and feel an agent needs assistance or a nudge, you need a tool with a whisper option to talk to your agent without the customer hearing. If the agent is really struggling and you think

4. [10 Stats Linking Employee Experience with Customer Experience, Future of Work](#)

the customer is getting frustrated, you also want a barge-in option that lets you join in the conversation or a takeover option that lets you steal the call from the agent.

## Access live call analytics and reporting

Analytics and reporting have always been important to customer service, and especially to contact centres. It lets you monitor key KPIs and metrics to make informed decisions on everything from agent scheduling to customer strategies.

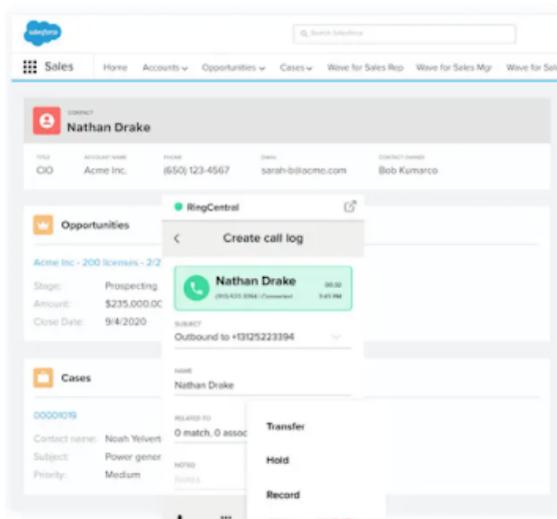
The best analytics tools will give you insights into important performance metrics such as average handling time (AHT) and first contact resolution (FCR), as well as access to indicators such as Net Promoter Score (NPS). They also offer live call insights and analytics in real time so that you can monitor agent performance and customer experiences.

## Be prepared for customer interactions with CRM integrations

Knowing your customer, including their history and profile, means your agents can provide a better, more personalised customer experience.

Giving your agents the ability to instantly see any history between the customers and your organisation means they can provide a fully connected service and better prepare for customer interactions. They can discuss previous purchases or see if there is an ongoing issue yet to be resolved. This is where customer relationship management (CRM) integrations take the customer experience to the next level.

Communications tools that easily integrate with popular CRM tools (such as Salesforce), let your agents easily reference and log customer interactions. For example, with CRM integrations, agents can instantly access customer profile and history data and take calls within the CRM. That means no more switching between apps and windows.



## Prioritise workforce engagement

As we mentioned, happy (and engaged) employees make for happy customers. One of the major benefits of an integrated UCaaS and CCaaS solution is the wide range of workforce engagement tools you can use:

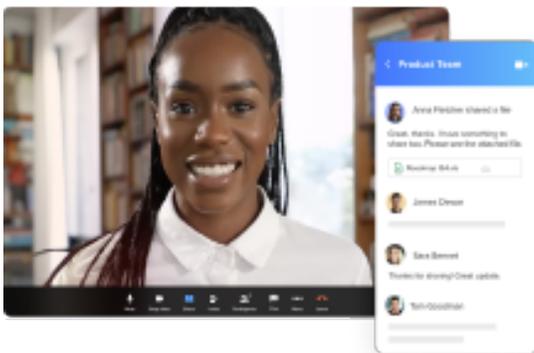
- **Call recording:** Record all calls to gain insight into agent performance and the customer experience while improving agent coaching.
- **Workforce management:** Get help with everything from agent scheduling and timeline management, to empowering your agents to be more productive. Optimise agent schedules to maximise coverage and minimise idle time so customers are not left in the cold during peak times and agents are not idle during quiet times.

## Help customers get hold of the right expert the first time

When looking to build a customer-centric team, you want to ensure that customers can reach the person they need instantly. This leads to quicker resolve times and more satisfied customers. No one wants to be passed from pillar to post to resolve a single issue. With capabilities like skills-based routing and intelligent routing, customers are always routed quickly to the expert with the relevant skillset.

Your agent's expertise could even be based on geographical location, or it could focus on tech know-how or specific product knowledge. Whatever the reason, you can customise your routing to ensure calls go to the right expert or agent who is best-matched for the customer's needs.

## Changing the employee experience



Not only does an improved employee experience mean a better customer experience, it also means less employee turnover. Staff attrition in contact centres is a real problem, with rates as high as 40% annually. The knock-on effect of that turnover is the cost of training new agents, which can be as much as £5,600 per agent.

Make an agent's job easier with an integrated UCaaS and CCaaS solution. For example, agents can use a single app with a unified directory to easily access experts across their organisation through messaging, video or phone. When agents need to connect with other experts in the organisation, they're only a click away and can resolve customer issues faster.

5. [“Why Is Attrition Becoming an Increasing Problem?, Call Centre Helper”](#)
6. [“Call Centre Outsourcing vs. Insourcing Price Comparison, LinkedIn”](#)

# Connect your contact centre and business communications

Any business seeking to be truly customer-centric looks to bridge the connection between customer service and the business. Companies that have the highest customer loyalty tend to engage employees across the entire organisation, not just agents.

By connecting your UCaaS and CCaaS solutions, you'll make it easy for employees to transfer calls, share knowledge and help customers.

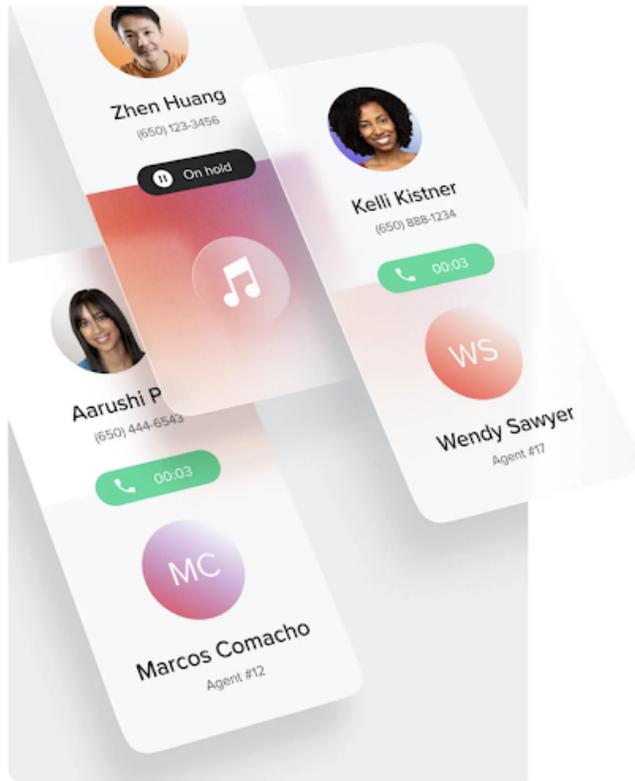
### **Solve customer problems the first time**

If you can connect experts from any part of the organisation, it's far simpler to solve customer problems quickly and effectively.

FCR is one of the most important goals for a contact centre. With traditional phone systems, that can be impossible most of the time. For example, a customer calls your contact centre with a specific technical question that the agent can't answer. With the old system, they either have to route the call to an expert or call an expert themselves, then call the customer back.

However, when you have a fully integrated UCaaS and CCaaS solution, FCR becomes far easier to achieve. Keep your customer on the line while you instant message the person who can provide the answer the customer needs. With a unified directory and messaging app, customer service employees can ask experts in other departments critical questions and respond to real-time changes.

## Never lose a customer call



## Keep agents informed and ready to assist customers

If a customer gets through to the wrong department or when you really need to send their call to another team member, you want a way to transfer the call with no inconvenience to the customer.

Your location or the device you use doesn't matter, the most efficient UCaaS and CCaaS platform allows you to transfer a call with little fuss and delay. You can transfer calls to the appropriate person in a matter of seconds, whether they're inside or outside the contact centre itself.

Knowledge is power. Why is this statement relevant when talking about a contact centre? It's relevant for all sorts of reasons. For example, agents knowing if there are too many calls in the queue or instantly knowing what a customer got in touch about last time – this insight gives agents more power. Supervisors can't monitor everything at once, so this is where the automation provided by a good UCaaS and CCaaS platform offers major benefits.

Dashboard alerts make it easy to notify agents and supervisors when there is a customer issue that needs to be dealt with quickly or when there are gaps in response times.

# Measure value and ROI

While you want to provide a highly positive customer-centric experience, you'll always have one eye on costs and the bottom line. You want to know that any UCaaS and CCaaS solution is going to offer you a good return on investment (ROI) as well as operational savings.

Below are just some (of the many) ways an integrated solution can provide the most value for money.

### Boost agent productivity

When you hire new agents, you want their onboarding experience to be as smooth as possible. You also want them to be up to full speed and handling customer interactions as quickly as possible.

An easy to use, intuitive and multi-channel app that encompasses all business communications lets agents hit the ground running. Agents can instantly communicate in any channel with anyone in the organisation and connect to their favourite apps through integrations.

### Eliminate lengthy IT work

A cloud-based communications system helps you avoid all the lengthy complexities of installing new hardware, setting the system up, and onboarding staff onto the new setup. Instead, RingCentral can get employees up and running within minutes with little to no training needed.

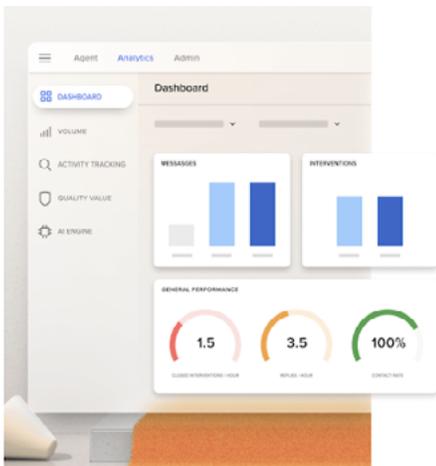
What does this mean for your bottom line? This means less costs and time spent on IT consultants since you can do it all yourself with easy management controls.

## Scale with ease and control costs

You already know that contact centres experience busy and quiet periods. A key part of customer-centricity is serving customers regardless of how busy you are.

With the right contact centre solution, you can control your costs and make sure there are enough agents on the line at any given time. For example, during periods of high demand, you can scale up to have more agents on the phones. Vice versa, where there's low demand, you can scale down.

## Carry out operational agility



Demand and performance can change in an instant. With a unified UCaaS and CCaaS solution you have access not only to scalability to fit demand, but to real-time analytics on agents, customers and operations so you can make informed business decisions.

Gain insights into your contact centre's performance, run a root cause analysis and explore new data sets. If you're in a hurry, access dashboards that provide an instant snapshot of how your team is performing and what your customers are experiencing.

## Value of one vendor

When you deal with only one vendor for all your communications needs, you cut out a multitude of potential problems as well as costs. In fact, Metrigy found that "a single-vendor strategy that integrates team messaging and collaboration and video meetings, as well as calling, results in 56% lower TCO compared to a multi-vendor strategy."

The ultimate desire is to have one vendor that can do it all and improve your business' bottom line.

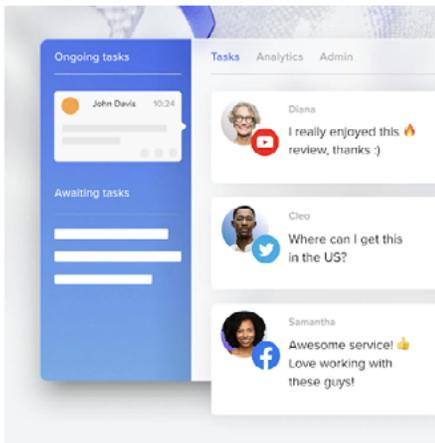
7. [The State of Unified Communications in 2021, Metrigy](#)

# Communicate with your customers in the right place at the right time

Offering an omnichannel experience can be vital. It means customers reach out to your business on the channel that's most convenient for them at any given moment.

This is especially important given the accelerated growth in consumers' using digital channels for customer support after the pandemic came into the picture. Below are a few ways to stay ahead of the curve and remain connected in every digital channel your customers are in.

### Be ready in your customer's channel of choice



Does your customer prefer to communicate on socials, email or phone? Whatever it is, deliver the best experience in their channel of choice with seamless channel switches. Remember, it's about making it easy for them to get in touch.

RingCentral makes it simple for you to interact with customers across channels such as phone calls, messaging, video calls, social media, live chat, email and more. This way, you're always accessible to customers in their preferred channel.

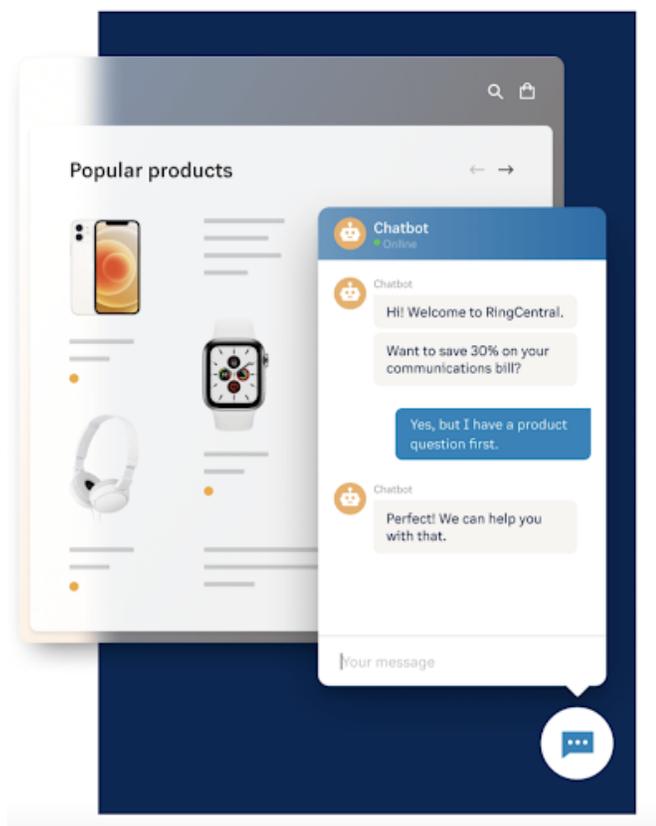
## Make asking for help easy

Your agents may not always have the right answer at hand, and it may not be in any knowledge base either. Make it easy for agents to ask co-workers in other parts of the organisation for help. Give agents everything they need to get things done with an intuitive dashboard to assist customers and a single app to communicate with co-workers across departments via messaging, video or phone.

## Provide always-on service

Self-service is one of the greatest assets you can use. Many consumers want some form of self-service option, access to a knowledge base or other alternative to solve issues themselves.

Interactive voice response (IVR) is a great tool for letting customers perform routine operations over the phone by themselves or clarify customer needs for more personalised service. Chatbots or virtual assistants are another smart choice. They can automate simple queries to handle common questions or gather information and transfer interactions to a human agent if needed.



## Tap into AI and machine learning

Artificial intelligence (AI) is getting more advanced by the day. Why not use these advancements in your favour? For example, AI and machine learning can help auto-populate responses for faster first contact resolution. Machine learning can automatically understand a message's intent and route digital messages, while AI can recognise different languages as well as intent, text semantics, message types (public or private), email metadata and other information.

With speech and text analytics that not only recognise the what of a conversation but also the emotions, text semantics, and intent, you can take your customer-centric approach to a whole new level.

## Provide flawless service with top-rated voice quality

There is nothing worse than a call suffering from quality issues and your agents struggling to understand what the customer is saying (or vice versa).

A solution like RingCentral offers an industry-leading voice network. That means no dropped or choppy calls and a better customer experience for every person that calls your business.



# Let's look at some real-life success stories

### Costa Express



In recent years, Costa Coffee unveiled one of the most popular innovations in its 50-year history: a self-serve coffee bar, [Costa Express](#). These easy-to-use machines, which serve barista-quality Costa Coffee, have proven so popular with consumers that the company has installed more than 10,000 Costa Express kiosks throughout the UK.

To provide service and technical support to business customers operating one of these machines, the company set up a dedicated contact centre department.

Before the company implemented RingCentral, Costa Express' contact centre staff worked entirely in-house at company headquarters. All agents had desk phones, and none ever worked remotely.

In early 2020 the management team decided to give RingCentral Contact Centre a trial run to find out if the customer support team could function efficiently away from their desks. Soon after, they rolled out the cloud-based RingCentral MVPTM to help all employees make and receive business calls anywhere.

The pandemic lockdowns began only a week after the contact centre department completed its remote-work trial run. Thankfully, because RingCentral Contact Centre was now on the laptops of every Costa Express agent and supervisor, the department was ready for the sudden transition to remote work.

The department uses Contact Centre's skills-based routing to connect customers with the right agents more quickly. The team uses the admin platform to add custom options to the department's IVR – including

“RingCentral Contact Centre is giving us everything we could hope for in a customer-support solution. It gives us the tools to make our agents more efficient and productive. And because it does all these things, it’s helping us improve our customer experience.”

– Deborah Woods, Contact Centre Manager

automation options that allow customers to self-serve rather than waiting to connect with an agent.

Deborah's team taps into the advanced reporting and analytics in RingCentral to improve efficiencies. "We needed to be available 7 days a week, but because we have such granular call volume data, we realised that we could adjust our agents' shifts and reduce hours to improve agents' productivity and wait times."

## Côte Brasserie



[Côte Brasserie](#) is one of the UK’s largest restaurant chains with nearly 100 locations across the country. As Côte opened more restaurants across the country, the company’s call centre operations grew more decentralised.

“Each restaurant was managing its own reservations and other phone enquiries, which was terribly inefficient,” says Chris Petryna, Head of IT for Côte. “It created an inconsistent experience for customers, and it kept us from gaining any business insights.”

Complicating matters further, the solutions that Côte’s customer service team relied on had significant limitations of their own. “Our phone system had trouble with even simple functions the customer service team needed, such as simultaneous ringing on multiple phones or transferring a call between departments,” says Chris.

While most of Côte's customer queries are phone calls, the company has always received a high number of emails. But because customer emails weren’t integrated into the team’s other IT environments, responding to them became increasingly inefficient.

“Our agents had to go into Microsoft Outlook regularly to see if there were customer messages awaiting responses,” Chris explains. “We had no standard process for which agent would take which email or in what order they should prioritise responses.”

Côte turned to RingCentral Contact Centre. The cloud-based omnichannel solution allowed the company to direct all customer queries (phone calls, emails and online chats) to one place.

“The benefits were immediate and profound,” says Chris, “we could now give customers contacting us from anywhere in the country a consistent, outstanding experience. Our restaurant teams could redirect their attention away from taking reservation calls and toward creating a great dining environment.”

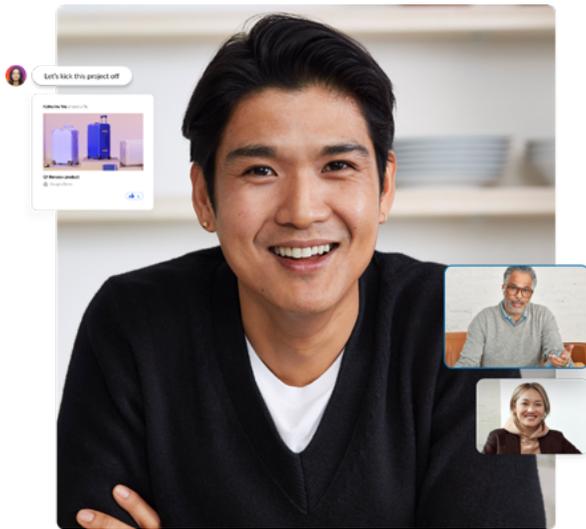
Chris adds: “Thanks to Contact Centre’s skills-based routing capabilities, we were able to more quickly connect callers with just the right agents to handle their issues – which is helping us increase sales.”

“Not only that, the level of reporting and analytics enables us to monitor peak times for inbound activity on the different channels – we’ve used this to change staff shifts and agent availability which has resulted in a reduction in dropped calls, time on-hold and email response times.”

“Now that we have so much actionable data about call volume and trends, we’re learning exactly when to expect upticks in enquiries or quiet periods. That’s helping us to schedule our staff more efficiently and improve the customer experience.”

– Chris Petryna, Head of IT

# Are you ready to make a change?



You already know just how important your customers are and are probably already doing as much as you can to provide a customer-centric approach.

However, you may be using different providers or your current providers lack some of the features you feel you need. Recognising the need for key capabilities, such as omnichannel routing or coaching tools, shows you know what areas could be better than they currently are.

A combined UCaaS and CCaaS solution is the most effective way to raise your customer-centricity game, while saving money and boosting employee productivity.

If you're looking to provide better customer experiences, RingCentral Contact Centre and RingCentral Engage Digital™ have everything you need to manage and grow a full-stack contact centre.

Regardless of your needs, we have your solution. When you choose RingCentral, you can tap into a number of additional benefits:

- **Security.** RingCentral's global certifications include SOC 2, SOC 3, HITRUST, FINRA, HIPAA, C5, ISO 27017, ISO 27018, and GDPR compliance and seven layers of security.
- **Seamless.** Have one vendor for all your business communications and contact centre needs with a simple and intuitive platform. You can easily switch from desktop to mobile and vice versa to easily work on the go and stay constantly connected.
- **Reliability.** Get 24/7 support by phone, chat and email and bulletproof your business with 99.999% uptime, keeping you connected during outages and disasters.
- **Flexible.** With RingCentral, you can tap into 250+ integrations in the [RingCentral App Gallery](#) and open APIs through the [RingCentral developer portal](#) to customise all your workflows. Employees can work directly from their favourite apps, whether it's Salesforce, Microsoft 365, Google Cloud or another popular app.

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact centre based on its Message Video Phone™ (MVP™) global platform. More flexible and cost effective than the on-premises PBX and video conferencing systems it replaces, RingCentral helps employees communicate across devices from wherever they are. RingCentral offers three key products. RingCentral MVP combines team messaging, video meetings, internet phone and other functionalities in a single interface. RingCentral Video™, along with its team messaging feature, enables Smart Video Meetings™. RingCentral Contact Centre gives companies the tools they need to connect with customers across channels. These are available on an open platform that integrates with hundreds of third-party apps and makes it simple to customise workflows. RingCentral is headquartered in Belmont, California, USA, and has offices around the world.

RingCentral is here to help you transform your business. Let's improve the customer experience, together.

To learn more about RingCentral MVP, visit [ringcentral.co.uk/office/product-overview](https://ringcentral.co.uk/office/product-overview)

To learn more about RingCentral Contact Centre, visit [ringcentral.co.uk/effortless-customer-engagement](https://ringcentral.co.uk/effortless-customer-engagement)