

# RingCentral 2021 customer success metrics



Deploying cloud communications and contact center solutions is not just good for improving connections, it is great for driving value across the enterprise. Tapping into our global customer community, RingCentral surveyed RingCentral customers to learn the business value derived across four categories of metrics: return on investment and general business, cost reduction/IT, employee productivity and business agility, and business process improvement/workforce mobility.

The results of the survey are summarized across 18 metrics that you can use as benchmarks for your own deployment objectives.

	Low (25th percentile)	Medium (50th percentile)	High (75th percentile)	Average	Description
<b>ROI and general metrics</b>					
Revenue growth (%)	10	10	20	13	Average revenue growth with RingCentral
ROI (%)	20	30	50	31	Overall ROI from using RingCentral
Time to payback (in months)	6	6	3	4	Number of months to achieve ROI
Increase in customer satisfaction (%)	18	20	40	30	Increase in customer satisfaction with RingCentral
Increase in employee satisfaction (%)	10	30	53	38	Increase in employee satisfaction with RingCentral
<b>Total cost of ownership (TCO) metrics (%)</b>					
Faster workflow deployment	0	8	34	18	Decrease in the time to deploy workflows with the RingCentral platform

	Low (25th percentile)	Medium (50th percentile)	High (75th percentile)	Average	Description
<b>Total cost of ownership (TCO) metrics (%)</b>					
Faster integration	4	23	45	<b>24</b>	Decrease in time to build integrations with the RingCentral platform
Decrease in telecommunication costs	0	10	25	<b>13</b>	Decrease in telecommunication costs with RingCentral solutions
Decrease in hardware costs	0	1	15	<b>12</b>	Decrease in hardware costs with RingCentral
Decrease in IT spend	5	10	15	<b>11</b>	Decrease in overall IT costs with RingCentral
<b>Employee productivity and business agility (%)</b>					
Decrease in in-person meetings	30	65	93	<b>58</b>	Decrease in the number of in-person meetings
Increase in meeting effectiveness	14	20	31	<b>27</b>	Increase in meeting effectiveness
Increase in employee productivity	11	15	31	<b>24</b>	Increase in employee productivity
Decrease in application toggling	5	10	40	<b>19</b>	Decrease in time to toggle from application to application
<b>Business process improvement and workforce mobility (%)</b>					
Increase in employee mobility	75	100	100	<b>82</b>	Increase in percentage of users that can work remotely
Increase in resource access	0	35	45	<b>29</b>	Decrease in time to access resources
Increase in information access	0	20	40	<b>22</b>	Decrease in time to access information
Decrease in ramp-up time	0	10	20	<b>17</b>	Decrease in time for employees to ramp up

Source: RingCentral Customer Success Survey conducted from December 2020–January 2021. Survey respondents included 66 customers (the majority of respondents being business executives and decision makers) randomly selected from RingCentral customers across all business segments from the US, Canada, and the UK. This material is provided for informational purposes only, on an “as-is” basis, and is subject to change. The information is not warranted as to its merchantability, completeness, accuracy, or fitness for a particular purpose. RingCentral does not represent, warrant, undertake, or guarantee that the use of this information will lead to any particular outcome or result.

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RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact center solutions based on its powerful Message Video Phone™ (MVP™) platform. RingCentral offers three key products in its portfolio including RingCentral MVP, a unified communications as a service (UCaaS) platform including team messaging, video meetings, and a cloud phone system; RingCentral Video, the company’s free video meetings solution with team messaging that enables Smart Video Meetings™; and RingCentral Contact Center™ solutions. RingCentral’s open platform integrates with leading third-party business applications and enables you to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.



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