

# 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 14 metrics that you can use as benchmarks for your own deployment objectives.

|  | Low<br>(25th percentile) | Medium<br>(50th percentile) | High<br>(75th percentile) | Average   | Description  |
|--|--------------------------|-----------------------------|---------------------------|-----------|--|
| <b>General metrics</b>                           |                          |                             |                           |           |  |
| Increase in customer satisfaction (%)            | 14                       | 43                          | 73                        | <b>45</b> | Increase in customer satisfaction with RingCentral                   |
| Increase in employee satisfaction (%)            | 15                       | 20                          | 50                        | <b>33</b> | Increase in employee satisfaction with RingCentral                   |
| <b>Total cost of ownership (TCO) metrics (%)</b> |                          |                             |                           |           |  |
| Faster integration                               | 20                       | 40                          | 60                        | <b>40</b> | Decrease in time to build integrations with the RingCentral platform |
| Decrease in telecommunication costs              | 11                       | 18                          | 31                        | <b>25</b> | Decrease in telecommunication costs with RingCentral solutions       |
| Decrease in hardware costs                       | 0                        | 0                           | 38                        | <b>25</b> | Decrease in time to build integrations with the RingCentral platform |

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|--|--------------------------|-----------------------------|---------------------------|-----------|--|
| <b>Total cost of ownership (TCO) metrics (%)</b>               |                          |                             |                           |           |  |
| Decrease in IT spend   | 0                        | 5                           | 24                        | <b>25</b> | Decrease in overall IT costs with RingCentral              |
| <b>Employee productivity and business agility (%)</b>          |                          |                             |                           |           |  |
| Decrease in in-person meetings                                 | 50                       | 90                          | 95                        | <b>67</b> | Decrease in the number of in-person meetings               |
| Increase in meeting effectiveness                              | 38                       | 50                          | 63                        | <b>50</b> | Increase in meeting effectiveness                          |
| Increase in employee productivity                              | 13                       | 20                          | 24                        | <b>26</b> | Increase in employee productivity                          |
| Decrease in application toggling                               | 5                        | 10                          | 35                        | <b>20</b> | Decrease in time to toggle from application to application |
| <b>Business process improvement and workforce mobility (%)</b> |                          |                             |                           |           |  |
| Increase in employee mobility                                  | 20                       | 70                          | 90                        | <b>60</b> | Increase in percentage of users that can work remotely     |
| Increase in resource access                                    | 13                       | 25                          | 38                        | <b>25</b> | Decrease in time to access resources                       |
| Increase in information access                                 | 3                        | 5                           | 8                         | <b>5</b>  | Decrease in time to access information                     |
| Decrease in ramp-up time                                       | 1                        | 40                          | 75                        | <b>42</b> | Decrease in time for employees to ramp up                  |

Source: RingCentral Customer Success Survey conducted from December 2020–January 2021. Survey respondents included 29 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.

For more information, please contact a sales representative. Visit [ringcentral.com](https://ringcentral.com) or call 855-774-2510.

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 Office®, a unified communications as a service (UCaaS) platform including team messaging, video meetings, and a cloud phone system; Glip®, 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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