

RingCentral

RINGCENTRAL.COM

RingCentral Contact Center™ Solutions

Service description document



1. Introduction and purpose

This document outlines RingCentral's service offering for contact center solutions.

RingCentral Contact Center is an innovative cloud-based multi-tenant platform. It's suitable for organizations of all sizes that are limited by premises-based contact center (CC) and private branch exchange (PBX) systems.

RingCentral Contact Center is an ideal solution for organizations that need to increase customer satisfaction and improve agent performance. By integrating market-leading cloud inbound CC, workforce optimization, and unified communications (UC) solutions into a single suite to simplify contact center management, RingCentral Contact Center allows companies to focus on delivering excellent customer experience (CX).

Unlike premises-based CC and PBX vendors that provide a one-size-fits-all approach, RingCentral is a proven vendor with flexible offerings to help any size of organization significantly improve its customer satisfaction (CSAT) scores while increasing agent performance and productivity.

RingCentral's differentiated Contact Center service combines our cloud CC software suite and UC capabilities with carrier-grade telecoms infrastructure and networking expertise.

This unique blend provides each of our customers the flexibility to choose the building blocks that will lead to the most effective solution. Our distinctive cloud offering also enables cost-effective approaches to support advanced enterprise CC disaster recovery plans, the ability to add additional functionality at any time, and the ability to seamlessly scale our services up or down based on our customers' needs. Through enterprise-grade omnichannel automatic call distributors (ACD) with intelligent skills-based routing, interactive voice response (IVR), and speech recognition, RingCentral is helping organizations improve their customer experience with agent performance optimization tools and analytics and performance dashboards delivered on an enterprise-grade open cloud platform. The RingCentral platform is powering the next wave of customer engagement, allowing companies to effectively serve customers and agents on their own terms.

RingCentral's Contact Center service offering provides a number of additional unique key benefits. RingCentral improves customer communications by bringing together Contact Center and UC capabilities, providing agents with tools for messaging, knowledge sharing, and video to improve their interactions with customers. RingCentral is a competitive local exchange carrier with its own global network, which enables delivery of a true end-to-end solution for customers.

In summary, RingCentral combines the best CC solution with deep experience in UC and telecommunications, empowering every customer to improve agent productivity, customer service quality, and operation efficiency.

KEY FEATURES

- Intelligent routing including voice, voicemail, omnichannel routing, chat, co-browse, and outbound campaign management
- Interactive voice response (IVR) self-service
- ACD (advanced call distribution)
- Inbound contact center
- Skills-based routing
- Social media interactions
- Outbound blended engagement
- Intelligent call suppression
- Client relationship management (CRM) tool integrations
- RESTful application programming interfaces (APIs)
- Actionable reporting and omnichannel analytics with surveys, call recording, supervisor tools, prebuilt reports, and analytics dashboards
- Flexible cloud data storage options and archiving
- Blending AI and self-service
- Workforce management and Workforce Engagement Management (WFM, WEM, speech and text analytics, and performance coaching tools)
- Web-based interface, flexible dashboards, and customizable views
- Customer engagement across the entire company (collaboration, PBX integration, and shared directory)
- Screen and call recording agent self-evaluation with quality management (QM)

BENEFITS

- Carrier-grade uptime and reliability
- Geo-redundant, fault-tolerant architecture
- Highly scalable platform for any enterprise size
- Eliminates the capital of on-premises equipment
- Industry-leading CCaaS/UCaaS delivers best-in-class experience
- Seamless working across multiple locations and remote agents
- Empowered agents with additional communication tools to access company experts and shared information for first-call resolution
- Streamlined service delivery by providing agent-assisted and fully automated actions to improve the speed of resolution of customer issues
- Single agent desktop and management to manage every interaction on any channel from anywhere
- Powerful and highly configurable tools for increased productivity
- Improved customer experience through omnichannel interactions or channel of their choice
- Cross-platform universal queues for better agent organization
- Track critical metrics with smart contact center management
- Unlock the potential of your team by facilitating employee self-improvement
- Increase agent engagement and retention
- Save on telephony costs, and pay one simple monthly bill
- Seasonal scaling, work through a disaster, work-anywhere agents
- Active failover, encryption, guaranteed 99.99% for Contact Center, and 99.999% uptime for UC
- Compliant with security standards

2. RingCentral network

RingCentral Contact Center is designed, built, and operated as a cloud-based business communications platform. The robust and powerful platform behind this solution is based on a reliable, scalable, and modular architecture. Built from the ground up, the

platform's architecture has multiple levels of redundancy built into it. Typically, it runs in active/active mode to ensure service failover is as seamless as possible without causing disruption.



With a service level agreement (SLA) of 99.99% uptime, and a much stronger uptime history, RingCentral Contact Center delivers unmatched availability and reliability.

Compliance

Security is important when you move your contact center to the cloud. Fully committed to data security, RingCentral experts make sure data is completely safe all the time and every Contact Center system is reliable and running at top speed.

RingCentral is committed to maintaining compliance standards for customer privacy and information security. Effective security controls flow through the entire system. In addition to standard compliance policies, RingCentral conducts internal process reviews periodically throughout the year.

The RingCentral products use a multi-layered security model with customer data logically segmented across multiple application databases. All data access is tied to authenticated sessions. Infrastructure access controls are in place and operational access is only granted to authorized personnel.

RingCentral product platforms are defended against DDoS and TDoS. Regarding TDoS, the RingCentral Office® product perimeter is protected by ACME SBCs. Regarding DDoS, RingCentral has multiple connections to carriers, multiple

internet access locations/data center locations, and web load distributed with load balancers. The firewalls provide basic DoS attack capabilities such as SYN attacks. The load balancer is a full proxy, so it isolates client-side communications from the server side. RingCentral also has full encryption for data "at rest," like customer data and messages on all endpoints (i.e., mobile applications, softphones, and desk phones). Backend data is also encrypted at rest.

The platform is rigorously tested through regular penetration and intrusion detection exercises, all proactively monitored by two network operations centers (NOCs) on a 24/7 basis, by highly trained on-site engineering specialists. Entry to each data center location requires biometric identification as well as dual-person authentication and a built-in system of "man traps." Security and safety systems are audited monthly for maximum insurance, and each data center is ISO 27001 certified and SSAE 18 compliant, allowing for 99.99% guaranteed platform uptime, including maintenance windows.

PCI

RingCentral Contact Center offers a Payment Card Industry (PCI) Level 1 compliant environment under the Payment Card Industry Data Security Standards (PCI DSS) that has been validated by an experienced Qualified Security Assessor (QSA) from The Cadence Group. This is a key assurance instrument, as customers evaluate the strength of RingCentral's security, performance and reliability practices. PCI compliance refers to implementing and adhering to the PCI DSS defined by the PCI Security Standards Council. Businesses that store, process, or transmit payment card information are required to

report PCI compliance. The level of PCI compliance for each business is determined by how credit card data is handled and by the number of electronic transactions processed each year. RingCentral's PCI compliant environments emphasize a commitment to information and data security at every level. Offering deployment in a PCI compliant environment makes it easier for customers to implement PCI DSS compliant solutions according to their needs. Customers are responsible to obtain and maintain their own PCI certification.

General Data Protection Regulation (GDPR)

RingCentral offers customers a robust Data Processing Addendum (DPA) governing the relationship between the customer and RingCentral. RingCentral's DPA contains strong

privacy commitments that few software companies can match and has been updated to confirm compliance with GDPR. [More information about GDPR and compliance](#) is available online.

ISO/IEC 27001

ISO/IEC 27001 is an auditable international standard that defines the requirements for a company's information security management system (ISMS). The standard is designed to ensure the selection of adequate and proportionate security controls, and is the only such standard currently in existence.

RingCentral Contact Center is ISO/IEC 27001 certified. This certification helps RingCentral to protect its information assets and gives additional confidence to businesses and individuals RingCentral does business with—especially customers on whose behalf RingCentral often manages information. Accreditation helps to assure them that their information is properly protected.

SOC 2

RingCentral publishes an annual Service Organization Controls 2 (SOC 2) type 2 report, also referred to as an AT 101 report. The SOC 2 report is an attestation report that validates the effectiveness of RingCentral's operating controls as a service

organization to the criteria set forth by the American Institute of Certified Public Accountants (AICPA) Trust Services Principles. A SOC 2 report is available upon request.



Crown
Commercial
Service
Supplier



SOX
Sarbanes-Oxley Compliance



SOC 3

Unlike a SOC 2 report, a SOC 3 report can be freely distributed to the public for general use. RingCentral has undergone a third-party audit to certify its services against this standard. The [RingCentral SOC 3 audit report](#) is available online.



Disaster recovery

Remote working can be a mandatory part of your business continuity plan during national or international emergencies. Downtime at your contact center isn't an option. That's why RingCentral offers a published uptime guarantee of 99.99%. If disaster strikes, quickly switch your call center operations to agents located anywhere in the world or even deploy a temporary contact center. RingCentral's cloud delivery model means operations can be quickly scaled up and down based on demand.

- 99.99% guaranteed availability
- 24/7 network operations monitoring
- Ability to route calls to agents located anywhere
- Geographic redundant servers to minimize risks
- Ability to move operations if needed
- Deploy working from home agents
- Deploy a temporary center or enable agents to work remotely
- Not dependent on hardware vulnerable to outages
- Ability to scale up and down immediately as needed
- Flexibility to quickly adjust plans if needed
- Cloud-based delivery model allows for quick deployment

3. Customer care

RingCentral Support

A dedicated customer success team ensures customers are using the new cloud CC to its full capability. RingCentral customer support operates 24 hours a day, 365 days a year, including all bank holidays, for all RingCentral Contact Center customers. Customers can raise issues via phone, email, web chat, or the RingCentral ticket portal as well as offering a detailed knowledge base for user self-service.

RingCentral NOC and Global Network

RingCentral manages carrier-grade network operations centers (NOCs) distributed worldwide able to respond to any issue, around the clock. RingCentral proactively monitors numerous SLAs and has multiple layers of redundancy built into the platform to ensure provision of a carrier-grade solution. This monitoring backs up the global network of data centers, media, and edge points of presence (POPs) that provide carrier-grade reliability and uptime.

Support Service Levels (SLA)

Urgency	Description	Initial Response Time	Update Interval	Mean Time to Resolution
Priority 1 Critical	Experience a loss of Service at one or more customers Sites: Cannot place and receive voice messages, cannot send and receive internet faxes, cannot host and participate in audio conference calling	All phone calls are answered on average in less than 5 minutes	Every thirty (30) minutes, as requested, until service is restored	4 Hours
Priority 2 Urgent	Partial Service at one or more Customer Sites: Can place and receive voice calls, can receive voice messages, can send and receive internet faxes, can host and participate in audio conference calling, but other Core Plan Service Features are unavailable	All phone calls are answered on average in less than 5 minutes	Every thirty (30) minutes, as requested, until service is restored	1 Business Day
Priority 3 High	<ul style="list-style-type: none"> — Minor functionality impairment: All Services identified in the RingCentral Office Plan Purchase Agreement are available — Loss of features that are non-service impacting: Customer has access to all Services identified in the Office Plan Purchase Agreement (this does not create a loss of service) 	<p>All phone calls are answered on average in less than 5 minutes</p> <p>Web Cases: < 8 Hours</p>	Every business day, as requested, until service is restored	Mutual Agreement, in writing, between RingCentral and Customer
Priority 4 Medium	<ul style="list-style-type: none"> — Requests for cosmetic or UI enhancements not impacting Core Plan Service Features — Non-service impacting questions (no loss or impairment of Services is involved) 	Web Cases: < 24 Hours	Initial update/response provided upon case being opened	Mutual Agreement, in writing, between RingCentral and Customer

Note: All RingCentral SLAs are best-effort and the contractual commitment relating to these agreements will vary depending on the contract and agreement that is drafted.

RingCentral has a well-defined problem resolution process. This process starts by the customer entering a ticket into the RingCentral portal, opening a chat session, or calling

RingCentral and describing the problem. The problem is categorized by severity and responded to with the appropriate level of action.



Four levels of severity are used: Priority 1 to Priority 4. RingCentral works directly with the customer on their enquiry and resolves a significant majority of the issues upon first contact.

Should an advanced issue require a higher level of support, RingCentral will escalate to its Tier 2 or Tier 3 team. When this occurs, a response time is provided to the customer and they are kept abreast of issue status.

Customers can monitor ticket progress updates and status via the portal. Tickets are closed only when the customer agrees

the issue is resolved. Large customers are also provided with a dedicated customer success manager (CSM) who is their champion and escalation point. CSMs are focused on service adoption and helping the customer realize their ROI with RingCentral. This model exists for all customers in all global regions.

Professional Services and Premium Customer Care

RingCentral offers professional services for pain-free implementations and premium, enterprise-grade support.

- Comprehensive site and network analysis followed by bespoke deployment plans to ensure best-in-class voice quality and service.
- Full planning and design.
- On-site engineers and a project manager.
- Worry-free experience; industry experts to design best practice processes to eliminate business downtime.
- Rigorous acceptance testing ensures your service is up and running as you want it.
- Following deployment—ongoing single point of contact—a designated support manager is assigned for long-term guidance, assistance, and issue escalation.
- Quarterly business reviews. Value based, in-depth usage analysis and reports to promote best practices, optimization, and getting the most out of the RingCentral solution.
- Live service and support, including priority escalation for issues raised and regular network assessment via network monitoring tools.
- Full enterprise bespoke end-user and admin training sessions.

4. Onboarding

For RingCentral Contact Center, the RingCentral onboarding process is as mentioned below. Thanks to a simple and seamless transition with the help of the RingCentral Professional Services (PS) team, your employees can be up and running straight away. RingCentral follows the below onboarding process for accounts large or small to be able to provide full end-to-end delivery.

RingCentral takes a multi-phased approach to guiding and advising you, with multiple touch points throughout your engagement, from the time you first evaluate the RingCentral solution through in-depth planning and design with dedicated engineers to understand your unique technical situation.

RingCentral engineers work with you and your technical team, offering expert assistance throughout the process, with project management, on-site consultancy, and deployments. RingCentral provides complete implementation services to get your account up and running, walking your team through the physical setup of phones, networks, and the configuration settings for your employees.



Planning and design

The planning and design process will begin from your initial conversations with RingCentral project managers who will be gathering information about your systems and how you want RingCentral to work for you. The RingCentral PS team will be introduced to you early on in your discussions with RingCentral to allow them to get a full understanding of your business and how to best implement RingCentral Contact Center.

The RingCentral Professional Service team will provide a thorough planning and design service, which will include:

- Establishing call routing details—confirm how current calls flow and how you would like them to flow on RingCentral, if different
- Obtaining site-by-site details
- Confirming local site contacts
- Creating a complete user list
- Beginning porting process, highlighting all numbers to be ported
- Completing planning and design review with end customer
- Providing signed off Scope of Work document

Project management

Once the planning and design element has been completed, your PS account manager will be your single point of contact throughout the whole process. Your project manager will project manage the whole process end to end, taking you through every element of the process. The RingCentral project

manager will ensure there are regular status reviews throughout the process.

Each stage will be handed over only after a complete agreement between the RingCentral project manager and customer representative.

On-site consultancy/deployment

On-site visits from the PS project manager and engineers ensure that the deployment is optimized for your unique business environment. RingCentral will provide a worry-free experience and having on-site support means you are able to let the RingCentral project manager take full control of all data collection and deployment.

Deployment will include full physical device and app deployment to the satisfaction of the client at each site. The RingCentral project manager will also test all call flows and not sign off the deployment until rigorous user acceptance testing has been completed and signed off.



Implementation

RingCentral uses industry standards and best practice to deploy the solution. Custom training will be created and delivered to executives, power users, or end users; this can also be customized to be delivered to all three. Implementation can also include deploying integrations specific to your business if mentioned within the statement of work.

Ongoing support

Once the full deployment is over, RingCentral will be available for ongoing support. RingCentral provides a number of options for ongoing support. You have the option of the free support available within your edition as mentioned above. The alternative option is to select advanced enterprise support, which is available with a technical account manager, a professional who advocates on behalf of your organization to address technical issues and best practice needs, along with a dedicated support phone number with priority call and case routing to continue to support your account and requirements moving forward optimally.

The RingCentral onboarding process will be specific to your implementation of the services; it is therefore not possible to provide timescales associated with each step. As mentioned earlier, RingCentral is able to set up and deploy systems within the day, although if you have more demanding requirements, these timescales will be escalated. RingCentral will work around your deadlines and ensure the full onboarding process is complete within your timescales.

5. Offboarding



Subject to contract end dates and termination of services, RingCentral makes it easy for customers to port numbers away from RingCentral in accordance to industry regulations and within industry standard processes.

Data extraction

RingCentral provides full access to all customer data to customers. Once you have given notice of intention to leave RingCentral, you are able to extract all data. Customer-generated data shall be destroyed by RingCentral within 30 days of termination.

6. RingCentral Contact Center editions and features

All versions of the product include voice routing and management, agent desktop, administration tools including reporting, dashboards, call monitoring, call recording, powerful administrative and development tools, automatic upgrades, and full disaster recovery with automatic failover.

The table below provides detailed information on the base set of RingCentral packages and the capabilities provided in each package.

Base Packages Matrix

Feature and functionality	Basic	Advanced	Ultimate
Functional approach summary	Voice only	Omnichannel	Blended inbound/outbound calling
Call capabilities			
Phone calls	•	•	•
Skill-based routing	•	•	•
Transfer	•	•	•
Conference	•	•	•
Omnichannel capabilities			
Omnichannel agent desktop	○	•	•
Email	○	•	•
Web chat	○	•	•
Chatbot (keyword based)	○	•	•
Outbound phone call from chat	○	•	•
Fax (Requires third-party capability: see option table below)	○	•	•
Social media (Requires third-party search)	○	•	•
Work item/case routing	○	•	•
SMS	○	•	•

Basic IVR functionality

Open, close times with multiple branch options	•	•	•
Emergency routing	•	•	•
On-hold music (stock or uploaded)	•	•	•
Customized messages to inbound callers	•	•	•
Zip tones	•	•	•
Follow-the-sun routing	•	•	•
Priority account queuing	•	•	•
Inbound call voicemail with email delivery	•	•	•
Touch-tone menus	•	•	•
Call recording	•	•	•
Simple screen pops	•	•	•
Warm call transfer	•	•	•
Whisper tone	•	•	•
Promise keeper	•	•	•
Agent-level routing	•	•	•
Agent notification on desktop with key customer information	•	•	•
Blind call transfer	•	•	•
Customized text-to-speech	•	•	•
After call disposition	•	•	•

Advanced IVR functionality

Advanced screen pop, highly customized interactive integration	○	•	•
Inbound call voicemail with email delivery	○	•	•
Self-service IVR with data dip	○	•	•

IVR speech recognition (requires speech recognition licenses)

Customer callback	○	•	•
Audible queuing times, status, count	○	•	•
Inbound call voicemail with custom queue inclusion	○	•	•
Programming-based customizable IVR actions	○	•	•

RingCentral Office interoperability

Extension-to-extension dialing	•	•	•
RingCentral App Expert Connect	•	•	•
Fax handling	•	•	•
Meetings	•	•	•
Video conferencing	•	•	•
Screen share	•	•	•
Transfer/conference across UC and CC	•	•	•

Supervisor tools

Monitor, whisper, and barge-in	•	•	•
Real-time and historical reports	•	•	•
Prebuild and custom reports	•	•	•
API-level access to reporting data	•	•	•
Customizable for agents and managers	•	•	•
Apple mobile supervisor app	•	•	•
Call recording and playback	•	•	•

Administration/configuration environment

Security-based profiles	•	•	•
Central administrative environment	•	•	•
Skill-based proficiencies	•	•	•
Agent address books	•	•	•

Development environment

Drag-and-drop studio development environment	•	•	•
Omnichannel and advanced function dev tools	○	•	•

Reporting dashboards

Customizable for agents and managers	•	•	•
Advanced multi-input reporting and dashboards	•	•	•

Outbound capabilities

Manual outbound dialing	•	•	•
Click to call	•	•	•
Outbound compliant calling mode	•	•	•
Personal connect outbound	○	•	•
Campaign management	○	•	•
Blended inbound and outbound automated dialing	○	•	•
Preview, Progressive, and Predictive	○	•	•

Data integration APIs

Admin APIs	•	•	•
Agent APIs	•	•	•
Authentication APIs	•	•	•
Patron APIs	•	•	•
Real-time data APIs	•	•	•
Reporting APIs	•	•	•

Reliability, scalability, security

Active/active disaster recovery	•	•	•
Compliant to PCI and many other standards	•	•	•
Flexible system scalable to thousands of agents, fast and easy to add agents as needed	•	•	•
Allows agents and supervisors to work from home or remote location	•	•	•

Optional capabilities

There are a number of optional capabilities that are available for RingCentral Contact Center but require additional charges. These capabilities provide value that will be critical to some RingCentral customers and not required by others.

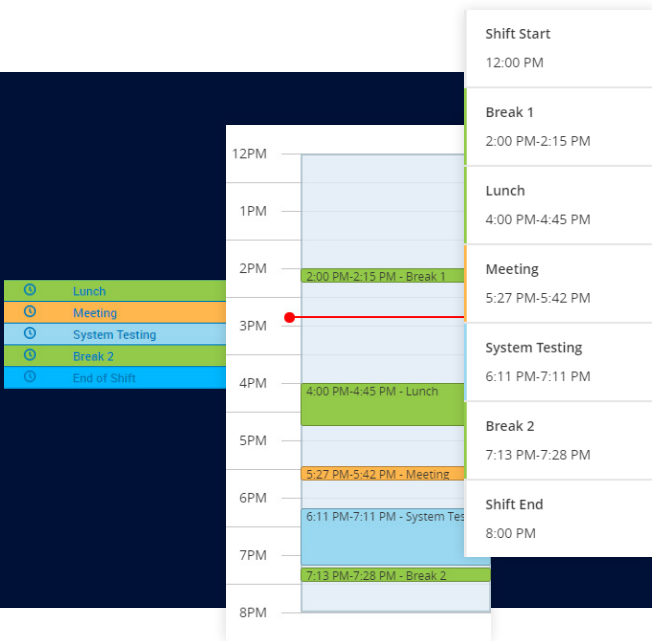
Capability	Description	Minimum required package
Speech recognition	Allows callers to speak to the IVR instead of requiring them to enter touch tones for interactions. Charged on a per minute basis.	Advanced
inView performance management	A powerful tool that provides dashboards that include information from the Contact Center system as well as third-party software such as CRM systems to help manage call center performance. Also provides insight into agent performance as well as gamification.	Any
Workforce management	Scheduling shift management, time of tracking, forecasting, and adherence.	Any
Quality management	Voice and screen recording and playback. Scorecards, dashboards, scoring tools with normalization.	Any
Speech and text analytics	Analyse all interactions and provide actionable insights, automated topic and trend discovery, sentiment analysis, and many searches and filters.	Any
Extended short-term storage	Call recordings and transcripts, voicemail recordings, and chat transcripts available and charged per GB.	Any
Archiving/long-term storage	Call recordings and transcripts, voicemail recordings, and chat transcripts available and charged per GB.	Any
Advanced chat and co-browse	Advanced capabilities that allow companies to use analytics to decide when to offer a chat, tools to build pop-up chat boxes, and allow agents and customers to co-browse as needed.	Advanced

Capability	Description	Minimum required package
Feedback Manager	Omnichannel customer surveys that deliver in-depth analytics and benchmarking capabilities to drive actionable insights with minimal effort. Gain detailed feedback from customers to enable the business to improve performance through specific and quantified interaction details for better coaching and to recognize agents.	Any
CRM vendor monthly fee	Monthly fee for Salesforce, Microsoft Dynamics, Zendesk, Oracle, and others. Pass through charges from vendor.	Any
Screen and voice recording	Charged on a per GB basis—different charges for short-term storage and archiving.	Any
Auto attendant	Dial by name to agents in the contact center.	Any
TTS language packs	English and Spanish are included. Additional languages available at additional charges.	Any
Embedded agent	Desktop app—lives in the agent desktop. Agent workstation desktop application does the actual lookup.	Any
Contact center premier support	<ul style="list-style-type: none"> - 24/7 tech support via voice, chat, and portal - 24/7 customer care - Key Account Manager - Technical Account Manager - Two (2) account reviews per year - Three (3) Professional Services hours per month - Twenty percent (20%) Professional Services discount - Twenty percent (20%) educational discount - Catalog or self-paced, webinar, and instructor-led courses 	Any
Fax handling	Charge for third-party application	Advanced

Capability	Description	Minimum required package
Engage Digital	Connect on the channels customers prefer, including messaging (WhatsApp, Facebook Messenger, Apple Business Chat, etc.), social media (Facebook, Twitter, Instagram, YouTube, etc.), live-chat with contextual information access, email, in-app messaging, and consumer review portals.	Any

Contact Center Studio

RingCentral Contact Center's Studio application is a powerful tool providing you with access to everything you need to create and maintain omnichannel routing strategies and queue processing flows. From API to zip tone, Studio is your visual, intuitive interface to ensure every contact is treated and routed exactly as you want.



Key features include:

- Create and maintain omnichannel routing strategies in one visual, intuitive interface
- Supports voice calls, emails, and chat interactions, as well as Work Items such as SMS or CRM tasks
- Use predefined Studio routing components, as well as API- or SDK-based custom components
- Superior flexibility for routing solutions ranging from simple routing flows to complex applications
- Fully integrated Voice Portal for voice self-service applications and voice contact routing

Workforce Engagement Management (WEM)

Help your organization improve everything that impacts the customer experience.

Key WFO features include:

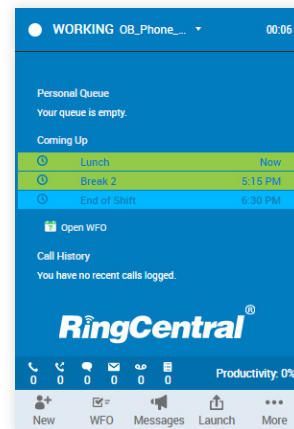
- Audio and screen recording
- Quality management
- Workforce management
- Coaching management
- eLearning
- Analytics-Driven Quality (ADQ), speech and text analytics
- Performance management scorecards
- Customer survey
- Gamification to motivate agents

Contact Center MAX agent interface

MAX is a dynamic, context-sensitive interface designed for the streamlined handling of all contact center interactions, regardless of channel. With MAX, your agents will be ready to tackle their roughest days and most complex interactions with ease.

Collaboration

MAX provides a whole new world of advanced tools, enabling your agents to collaborate quickly and with confidence. RingCentral's intelligent Address Book has powerful search capabilities and contextual, advanced filtering. With integrated presence information, agents can see at a glance who is available for collaboration. RingCentral tools make it easy for even your newest agents to identify and collaborate with subject matter experts; advanced filtering displays the most commonly consulted resources. Once your agents have found the best contact, simplified consults, conferences, and transfers help make the connection. The RingCentral interface is consistent across channels, reducing the time spent searching and clicking.



Key functionality includes:

- Collaboration tools with dynamic agent state and queue data
- Intelligent address book
- Powerful search capabilities
- Contextual, advanced filtering
- Simplified consults, conferences, and transfers

Contact handling

MAX provides multichannel contact handling with native support for blended inbound and outbound voice, voicemail, email, chat and Work Items. Virtually any other channels such as text/SMS, CRM, and ticketing is supported via Work Item handling. MAX is an intuitive, context-sensitive interface. Your agents' most relevant tools and actions are always in view and located just a click away.

Key functionality includes:

- Context-sensitive interface
- Blended inbound and outbound voice, voicemail, email, and chat
- Other channels via Work Item handling.

Agent empowerment

MAX provides a wealth of real-time information to the agent. It enables agents to monitor their own key metrics, such as agent performance and productivity, including trending for today, yesterday, and the last week. When you let your agents know about their personal performance and show them how they are doing compared to their team, they can pace their contact handling according to thresholds and expectations—no surprises at the end of the shift!

Key functionality includes:

- Dynamic agent interface intelligent address book
- Real-time display of agent performance, productivity, and skills

Contact Center InView dashboards

RingCentral Contact Center InView is a full cloud-based performance dashboard system that delivers real-time data and business intelligence for all levels of call center operations. A revolutionary optimization solution engineered by call centers for call centers, RingCentral Contact Center InView drives successful execution by aggregating performance data from disparate systems and acting on the data with proven business improvement processes.

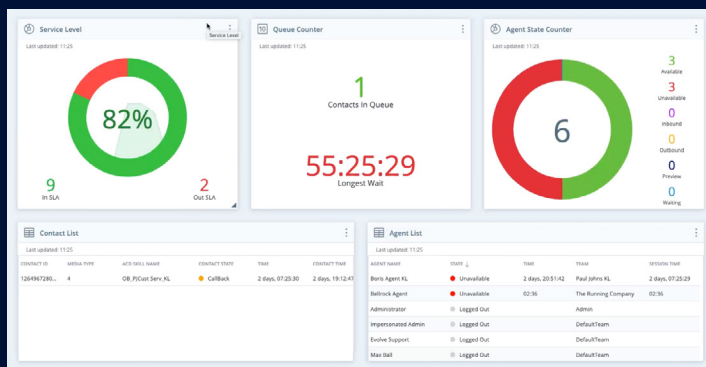
RingCentral Contact Center InView increases accountability and creates a culture of continuous development essential to reaching business objectives.

Key functionality includes:

- Real-time pre-integrated performance dashboards
- Cloud optimized solution
- Data aggregator and business intelligence
- Greater visibility and impact for executives

Business metrics

The InView performance dashboard solution aggregates your businesses KPIs into a consolidated, integrated solution. With real-time, personalized performance data you can identify correlations easily across data sets, take action with proactive problem notifications to supervisors via automated alerts, foster empowerment and focus with customized employee dashboards, and reduce operating costs through maximum visibility.



Performance management

Measure the performance of each agent, coach, manager, site, and project. Track emails, chats, tweets, tickets, and calls using the multichannel performance dashboard. There are no limitations on KPI measurements, including the ability to create global performance scores using weighted KPIs for a unified performance score.

Key functionality includes:

- Enhanced effectiveness and efficiency for supervisors
- Increased productivity and proficiency for front-line agents
- Fully integrated with Salesforce and SpiceCSM
- Automatic display of customer data
- Customize quick transfer tools
- Disposition active contact
- Contact center performance display
- Agent and queue availability

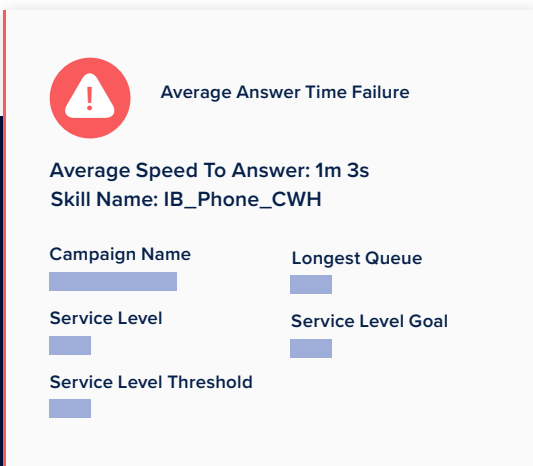
Business transparency

Get real-time tracking, trending, and reporting on agent, team, and project quality metrics. With this level of detail, you can quickly identify best practices, potential concerns, and process improvements. Give agents real-time incentive tracking so they can track their own performance.

Pulse for RingCentral Contact Center

RingCentral Pulse for Contact Center is a collaborative approach to notifications, moving alerts directly into the RingCentral app collaboration tool and helping the right people respond immediately from any device.

By marrying our contact center capabilities with the RingCentral app, RingCentral provides a critical way to stay responsive to your customers' needs.



Key functionality includes:

- Identify and track what is important to your business.
- Review trends and immediate events.
- Send alerts to collaborative teams to allow immediate response from those who need to act

A simple configuration tool for the contact center that defines what to monitor and who to notify:

- Identify and monitor conditions that are important to your business
- Decide how often to send alerts
- Identify what teams should get the messages

Inform the right people in a tool that allows immediate response:

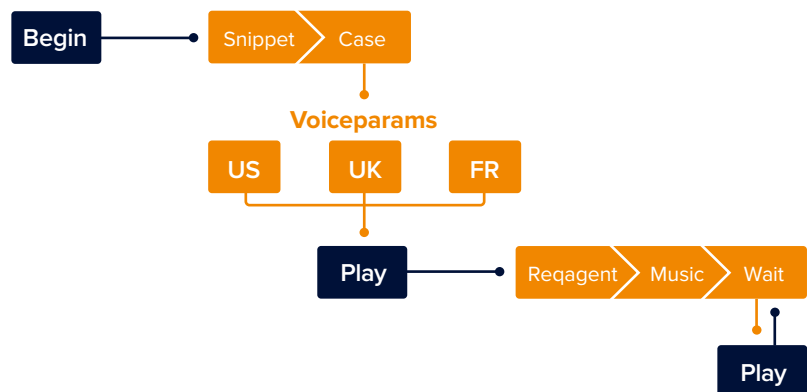
- Define teams for each type of alert
- Get alerts on any device
- Collaborate on solutions right there in the tool

Contact Center IVR

RingCentral Contact Center IVR enables you to service more customers at a lower cost by moving calls to self-service.

Key functionality includes:

- On the fly, graphic call development tool
- CRM/database connectivity
- Advanced speech recognition and touch tone
- Text to speech
- IVR reporting



Visual call flow development

Create and edit contact flows quickly and easily, providing a flexible solution to fit your business needs, without limitations imposed by equipment, software, or vendors. The visual drag-and-drop tool makes development and changes to call flows quick and easy without professional service involvement. You can configure the RingCentral Contact Center IVR in many different ways, including:

- Self-service that allows your customers to verify a payment, ensure a shipment is on its way, or update their account information without ever speaking to an agent
- Using the outbound capabilities of RingCentral Contact Center to reach your customers for proactive customer service
- Basic menuing by department, category, or need
- Transferring to phone numbers external to the ACD; RingCentral Contact Center can send the call to any phone system you need

IVR reporting

Run reports to see overall use of the IVR, where callers drop out or get stuck. A contact can be followed through the IVR to see what the navigated IVR path was for a specific customer during a specific call.

Self-service

Automate caller requests through the IVR so customers can get on their way more quickly. Since the customer can request a live agent at any point in their interaction, you can offer multiple contact options, increasing customer service.

Website, database, and CRM connectivity

Integrate your website into your CC, connect to data tables for account lookups or your customer database to help your agents handle contacts more effectively. A variety of CTI options are available so your IVR application can query external database and CRM systems, as well as queue requests for information or callbacks via an interface on your website.

Speech recognition

Make it easy for your customers to get the help they need, when they need it, by just saying what they need.

Contact Center ACD

RingCentral Contact Center ACD features rich omnichannel functionality to optimize your customer interactions.

The function is highly configurable to address many use cases beyond a simple feature list.

Key functionality includes:

- Increased agent productivity through predictive dialing
- Skills-based routing
- Proficiency weighting
- Multi-location and at-home agent capabilities
- Inbound/outbound call blending
- Multiple channels
- Universal contact queue
- Database connectivity
- Queue Keeper
- Automatic call back
- Supervisor monitor/coach/barge
- Call recording
- White noise for PCI compliant call recording

Routing

Our skills-based ACD software powers through the callers in the queue and quickly distributes them to the agents with the skills to help them.

Proficiency levels of agents are also considered to make sure calls are always routed to the best available agent with the highest proficiency. The RingCentral Contact Center ACD can be configured to ensure your high-value customers are given priority and are moved ahead in the queue—or you can route them to a special priority customer queue. If wait times are too long, ACD has a call back feature that lets your customers wait for an agent without having to wait on the phone.

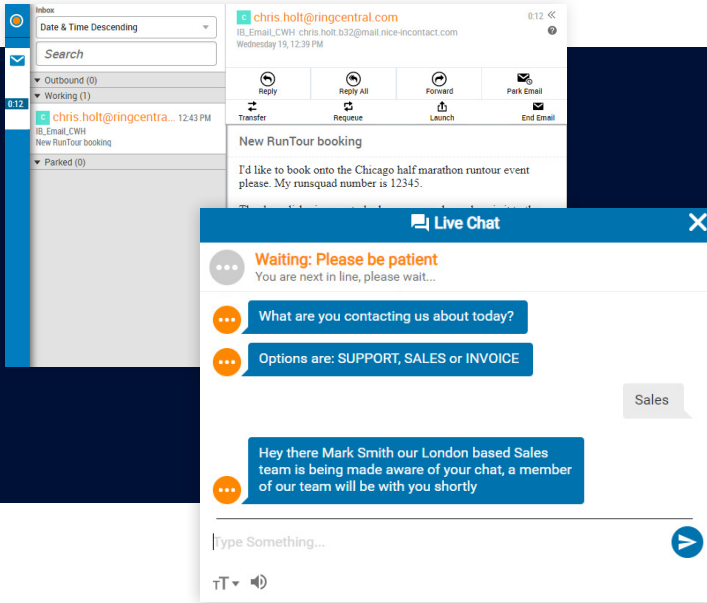
Omnichannel

Help organizations streamline omnichannel customer interactions with a 360° view of your customers all on one platform.

Empower agents across all channels—voice and digital—with a unified desktop and contextual customer journey analytics. Compatible with a number of communications vehicles such as IVR, chat, email, fax, and click-to-dial web calls, the RingCentral Contact Center ACD omnichannel routing gives your customers a choice in how they interact with you. No matter what channel your customers choose to use, ACD connects everyone in a single intelligent and unified queue.

The RingCentral Contact Center ACD is built with the user in mind. Agents will find the thin agent application easy to use and intuitive. All contact types are handled through one interface, which increases productivity by eliminating toggling between screens. There is also an admin portal for supervisors

and administrators to find all the information they need to run a world-class CC. This portal allows for easy management of agents, skills, inbound and outbound campaigns, dispositions, and point of contacts. It is also where reporting is located.



No matter what channel your customers choose to use, ACD connects everyone in a single intelligent and unified queue.

Contact Center Salesforce Agent Console

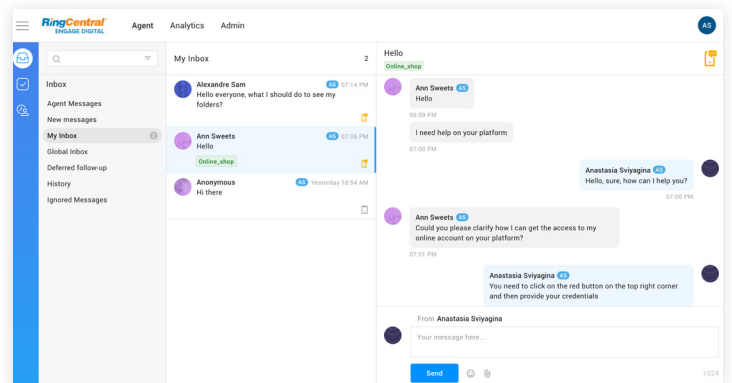
The RingCentral Contact Center Agent for Salesforce enables intelligent contact routing so the call and caller information are delivered on a single, unified screen on the agents' desktops in Salesforce.

Key functionality includes:

- Integrated interface
- ANI screen pops
- Click-to-dial (CTD)
- DNIS scripts and custom screen pops
- Handles inbound and outbound voice, chat interactions, and routing for Salesforce cases
- Automated call record creation in Salesforce
- Multi-tab/multi-browser support
- Supports custom triggers and proactive prompt

Engage Digital

Engage Digital is a platform built for modern customer engagement. The platform allows customer care agents to manage all their digital customers interactions, providing a true omni-digital experience. Through an intuitive interface, Engage Digital favors a consistent user experience across channels while improving agents' productivity. This innovative technology simplifies the management of resources while providing best-in-class customer support.



7. Why RingCentral Contact Center



1. Undisputed product leadership and competitive edgel

RingCentral pioneered cloud-based business communications and now offers a market leading, comprehensive feature set. As a result, RingCentral has received accolades from leading analysts, including being recognized as a Leader in the 2015, 2016, 2017, 2018, 2019, and 2020 Gartner Magic Quadrant for Unified Communications as a Service (UCaaS). RingCentral continues to build on this through substantial investment in R&D to stay ahead of the game, in turn keeping customers ahead of their game.



3. Revolutionary simplicity

The RingCentral model is incredibly simple to use for both administrators and end users. No separate deployment/office/site planning is required. Administration can be consolidated across all sites and managed via a single easy-to-use admin portal. Users get intuitive user interfaces that can be tailored per role, giving every customer granular control over users, locations, and reporting.



4. Increase customer lifetime value

Deliver the consistent omnichannel experience your global customers want. Improve your customer acquisition, retention, and growth with great service.



2. Future-proof

Migrate to the cloud—once. Once you move to the RingCentral cloud, you won't require an infrastructure update ever again. RingCentral provides regular release improvements that will continue to keep each customer ahead of the game in regards to communications, and RingCentral's cloud-based contact center platform is able to cope with unlimited growth, scale, and transform to meet your needs.

Further keypoints:

- Leading cloud contact center solution recognized by industry analysts such as Gartner and Forrester
- 15+ years of experience in the cloud
- 99.99% guaranteed uptime
- 275,000 agents using the solution in over 100 countries
- Rapid innovation resulting in two major releases a year
- Complete solution with omnichannel routing, workforce optimization, and analytics delivered on an enterprise-grade open platform



5. Boost agent satisfaction

Onboard new agents faster and make them productive from day one. Provide agents a single, intuitive desktop to keep them engaged. Dramatically reduce agent attrition.



6. Improve efficiencies

Break down silos across your service centers. Put the customer experience at the heart of everything you do.



7. Streamline collaboration

Empower your agents to collaborate within the contact center and beyond.



8. Boost contact center performance with open platform technology

Enjoy seamless integration with essential business applications. Choose from native integrations with CRM apps like Salesforce, Oracle, and others. Through the RingCentral open platform,

you can tailor your contact center toolset through open APIs that you can use to integrate with other essential business applications.

For more information, please contact one of our solution experts. Visit ringcentral.com or call 855-774-2510.

RingCentral, Inc. (NYSE: RNG) is a leading provider of unified communications (message, video, phone), customer engagement, and contact center solutions for businesses worldwide. More flexible and cost-effective than legacy on-premises PBX and video conferencing systems that it replaces, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect via any mode, any device, and any location. RingCentral's open platform integrates with leading third-party business applications and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.