

# RingCentral for automotive



The “typical” automotive business model is now anything but. The way consumers purchase, insure, and service cars has been completely disrupted over the past decade, and continues to evolve.

With virtually everything now available online, customers are turning to online platforms to become more educated and informed than ever before. Automotive industry executives are keenly aware of these new trends and conscious of the fact that how they engage with customers—whether it’s for sales, service requests, parts inquiries, or customer questions—is a direct reflection of their brand.

The overarching priority in the highly volatile automotive segment is that every investment—including communications infrastructure—must have a positive impact on the bottom line through cost reduction, revenue growth, or both.

The challenge is developing a strategy that marries new advances in technology and consumer attitudes with the ability to grow and scale.

## The communications technology gap

Change often moves slowly in the automotive ecosystem. While online has proven to be the place where customers go first, many companies lack the modern tools and platforms to seamlessly engage directly with customers on the

channel of their choice. Over 60% of car buyers say they are comfortable completing the entire purchase process online,<sup>1</sup> but 61% of dealership employees don’t believe they are using the latest technologies.<sup>2</sup> This technology gap creates a disconnect between dealers and their customers.

## Ever-changing locations, services & employees

Today, the speed at which automotive companies change is accelerating. Whether it’s adding new locations, new service offerings, adding new employees agents, or new ways to engage with customers, it’s clear the old communications infrastructure just doesn’t keep up. It seems like every little change, requires a technician and days or weeks to complete.

## Legacy vs. disruption

These challenges all culminate in an industry slow to adopt new technologies. Nearly 40% of dealership leaders agree that implementing new technology is a top challenge for them.<sup>2</sup> The fear of abandoning legacy systems has paralyzed many businesses from moving forward.

# ENABLING AUTOMOTIVE SUCCESS WITH CONNECTED COMMUNICATIONS

RingCentral was born in the cloud. It was built specifically to serve as an easy, flexible, reliable, and secure global communications network that offers voice, SMS, fax, team messaging, video, meetings, contact center, social channels, and more. RingCentral enables automotive companies like yours to consistently deliver exceptional experiences to customers, employees and extended teams.

**The first contact with a dealer for 42% of new car purchasers is via phone, email or chat.<sup>3</sup>**

## Deliver automotive business impact

With RingCentral, you save money with a better productivity suite that drives dealer revenue, staff productivity, and the analytics to feed business decisions into the future. And you can do it without relying heavily on IT assistance, allowing your current IT resources to be re-directed towards strategic initiatives instead of managing complicated equipment and multiple vendors.

## Instantly activate new locations and employees

With RingCentral, administrators simply use a web browser to access their portal to create a new location, add users, or make changes in real time. Users can then instantly personalize and use one RingCentral app across any device and any location. This cloud-based scalability seamlessly supports speed and growth while it minimizes the impact of employee turnover.

## Enable communication analytics, and reporting

With RingCentral, you have access to advanced communications analytics and reporting that enhance the value of CRM by enriching records. RingCentral solutions

also support additional integrations designed to better serve your customers.

## Create a modern car-buying experience

Innovative automotive companies are moving communication to the cloud. With RingCentral, you can deploy easy-to-use communications across your organization in real-time, and engage with all of your prospects and customers in the ways they want to be engaged. By connecting with consumers across all channels through a single platform, you can drive them to the right expert the first time to consistently create personalized, optimal customer experiences.

## CONCLUSION

Consumers today expect to be effortlessly in touch with their chosen brands on any device, at any time, and in any location. Automotive companies must have a solid communications strategy that connects their digital touchpoints and on-premise presence to create a seamless customer experience. RingCentral enables competitive organizations like yours to execute on that strategy, delivering superior engagement with customers, employees, and vendors across voice, text messaging, social, video, and other digital channels.

### SOURCES:

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2. *2019 Dealership Staffing Study – Cox Automotive* (<https://www.coxautoinc.com/market-insights/2019-dealership-staffing-study-released/>)
3. *2020 Cox Automotive Car Buyer Journey* (<https://b2b.autotrader.com/app/uploads/2020-Car-Buyer-Journey-Study.pdf>)

For more information, please contact one of our solution experts. Visit [ringcentral.com](https://ringcentral.com) or call 855-808-7892.

RingCentral, Inc. (NYSE: RNG) is a leading provider of global enterprise cloud communications, collaboration, and contact center solutions. More flexible and cost-effective than legacy on-premises systems, the RingCentral platform empowers employees to work better together from any location, on any device, and via any mode to serve customers, improving business efficiency and customer satisfaction. The company provides unified voice, video meetings, team messaging, digital customer engagement, and integrated contact center solutions for enterprises globally. RingCentral's open platform integrates with leading business apps and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

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