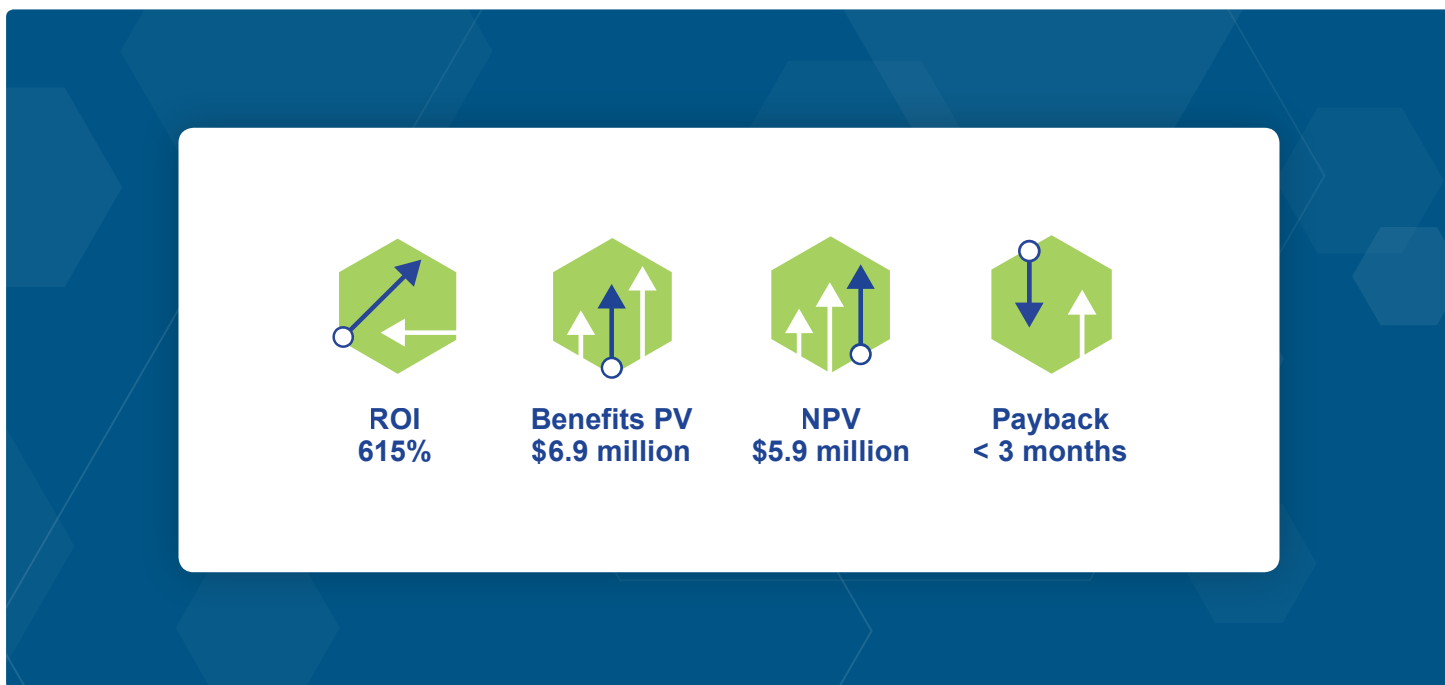


# What's the RingCentral Difference: A Summary



Why do companies choose RingCentral for their contact center needs? What kind of value do they get from this decision? How can you measure the impact of choosing a cloud-based solution over a premises-based system?

In a recent RingCentral-commissioned study, a September 2019 study titled *The Total Economic Impact™ of RingCentral Contact Center*, Forrester Consulting explored the financial benefits of choosing RingCentral. In this study, Forrester interviewed four companies that use RingCentral to evaluate the benefits its cloud platform offers.

Forrester Consulting provides independent and objective research-based consulting to help leaders succeed in their organizations. RingCentral commissioned this study to explore the factors that

drive customers' decisions to choose RingCentral, helping potential customers understand the benefits of doing the same. With this study, Forrester Consulting outlined the benefits, costs, flexibility (defined as opportunities or options that investments today provide in the future), and risks of choosing RingCentral's solution.

Though this study was commissioned by RingCentral, the results are fully objective and based on real customer data, research, and expert opinions.

## Why should I invest in RingCentral?

RingCentral Contact Center™ helps organizations deliver a better customer experience and improve contact center agents' productivity and work environment. It is highly reliable and scales easily.

Through the course of the study, Forrester found that customers see a risk-adjusted 615% return on investment (ROI), a net present value (NPV) of \$5.9 million, and a payback period of less than three months over a three-year period. They determined these numbers by talking to customers about their challenges and their reasons for choosing RingCentral. All four of the customers interviewed had previously used on-premises-based solutions.

### Some of the key drivers given for looking for a new solution included:

- Lack of functionality, integration, and reporting that degraded the agent and customer experience
- Difficulty of scaling for seasonal needs, growth, etc.
- Excessive downtime

### When finding new software, these customers were looking for a contact center solution that offered:

- A single platform with analytics, easy integrations, and extensive functionality
- Pain-free scalability
- Agent-centric functionality that was easy to learn and use

### After switching to RingCentral, they experienced numerous positive results, including:

- Better customer support in less time, offering an increased Net Promoter Score
- Easy scaling at lower costs
- Near elimination of downtime

To fully capture the benefits offered by RingCentral's contact center solution, Forrester used a composite of the four interviewed customers to develop a reliable picture of their results. They then explored these benefits in detail, showing how this platform can improve the costs of handle time, downtime, platform operations, peak capacity optimization, and disaster recovery.

#### Handle time

With RingCentral, companies can maximize agent efficiency, increasing handle times and improving the customer experience. Features such as skills-based routing and CRM integration allow customers to have the best experience every time they connect.

##### Key factor:

**\$4.8M**

decrease in average handle time costs

#### Downtime

Minimal downtime and system outages allow agents to work without disruptions and minimizes IT responsibilities. RingCentral manages customers' cloud-based solution's needs, updates, and repairs, relieving IT staff of the need to find and resolve any problems that occur.

##### Key factor:

**\$636.1K**

in avoided costs of downtime

### Retiring premises-based solutions

Replacing a premises-based solution allows companies to eliminate infrastructure and upgrade costs, as well as the additional paid time required for IT staff and work. It also lowers costs moving forward.

**Key factor:**

**\$803.5K**

in baseline cost savings from retiring their previous on-premises solution

### Peak capacity optimization

With easy, cost-effective scalability, companies can maintain the number of agent seats needed without issue. Agent seat volume can be increased or decreased instantly, helping companies stay prepared for any change in call volume.

**Key factor:**

**\$493.1K**

in avoided costs of ensuring peak capacity

### Disaster recovery

Companies can eliminate additional disaster recovery systems and the IT staff needs that come with them.

**Key factor:**

**\$123.1K**

in avoided costs of disaster recovery

RingCentral also believes that the study discovered additional benefits that are not as easily quantifiable, including painless implementation, ease of agent training and use, improved IT use, and significant Net Promotor Score improvements.

## What's next?

Want to learn more about this study and benefits from one of the customers interviewed? Explore the study and key benefits in detail by viewing a free recording of our [The Total Economic Impact™ of Investing in RingCentral Contact Center](#) webinar.

“There are so many things we can do with RingCentral Contact Center that we couldn't do before.”

—IT Director, enterprise software company

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

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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