

# A Guide to Next Level Customer Experience

How 3 companies transformed CX, and what you can learn from them



# Table of contents

CHAPTER 1  
Additional value for members, operational efficiencies,  
and an enhanced collaborative experience for  
Chartered Accountants ANZ 4

CHAPTER 2  
Australasia’s largest real estate group Ray White  
reduces risk and ushers in new capabilities 7

CHAPTER 3  
BridgeClimb Sydney Reaches the Cloud with  
RingCentral 9

With over two-thirds of your customers, your first chance to make a good impression could be your only chance.

According to [research](#) from Adobe, 71% of customers are likely to stop purchasing from a brand that breaks their trust. This means that, in a world where information travels faster than ever before, any misstep has the potential to cause lasting damage and lost customer loyalty.

But these missteps still happen all the time.

Think about it. When you wait on hold for a few minutes, and you finally get through to someone, but they transfer you elsewhere. How about when an agent asks you to repeat your security answers or when you dial customer service and patiently listen, but there's not an option for your query?

We all know what it's like. Poor CX is something we love to rant about, yet more than half of customers stopped buying from a brand that broke their trust last year. All because of things that companies likely could have fixed.

Having the right technology on your side could play a huge role in helping you build longer-lasting and trusting relationships with your customers.

Let's look at a few organisations that built a better customer experience and exactly how they did it.

## CHAPTER 1

# Australasia's largest real estate group Ray White reduces risk and ushers in new capabilities

"Moving to RingCentral's fully cloud-native Contact Centre solution has helped in de-risking the business and supported our ambitions of moving out of our data centre. Deploying RingCentral has put our telephony destiny in our own hands."

– Ben Cowie, Head of Operations

### About Ray White



Ray White is Australasia's largest real estate group, with over 1,000 individual franchise offices across Australia, New Zealand, Indonesia, China, Hong Kong, the Middle East and Atlanta USA. In 2020, Ray White sold over \$44 billion worth of property. Established in 1902, Ray White continues to operate as a family-owned business spanning residential, commercial and rural property as well as hotels, marine, property management and property funds investment. The business runs primarily on a franchise model, with the Ray White Group providing overall management and support for the individual franchise owners, as well as other group services. Those services include Ray White Concierge, an 80-agent contact centre that can "take care of everything" for home buyers, renters, investors and sellers including discounts and finding services for home and contents insurance, removalists or tradespeople, homewares, artwork and more. Concierge helps more than 5,000 people a month in Australia and New Zealand move into their new home.



The relocation of Ray White’s Adelaide corporate office in mid-2020 gave the business its first opportunity to trial RingCentral as the replacement national telephony platform. However, it was RingCentral Contact Centre that had an immediate impact when it was implemented for Ray White’s Concierge operation.

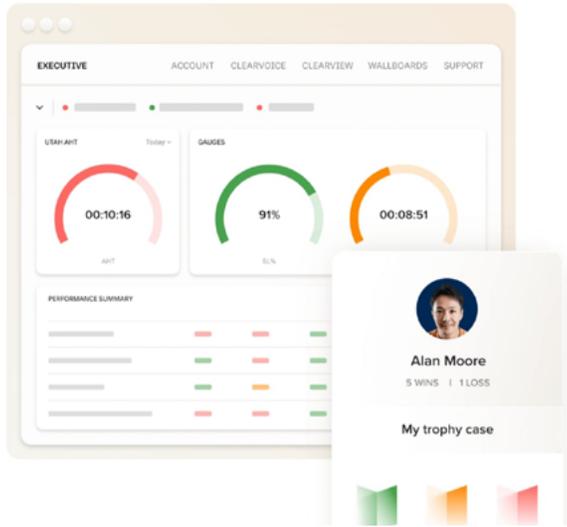
“Moving to RingCentral’s fully cloud-native Contact Centre solution has helped in de-risking the business and supported our ambitions of moving out of our data centre. Deploying RingCentral has put our telephony destiny in our own hands. Our incumbent solution was managed by a third party, while RingCentral meant we could bring the management back in-house. That gave us the ability to be nimble and more versatile, make changes and respond more rapidly to support both our own business initiatives and the services we provide to our franchisees and to their clients along the sales journey,” said Ben Cowie, Head of IT Operations, Ray White.

Concierge makes over 50,000 calls per month and delivers almost 40,000 real estate opportunities to agents each year. As a volume-based business, the cost of the new solution was critical. RingCentral provided a price-comparable solution, with additional cost savings generated by moving platform support in-house. Consolidated billing has also simplified Ray White’s OPEX management processes.

However, the biggest benefit for Concierge is greater visibility - particularly in the areas of disposition and timecard reporting, call volume analytics, contact history reports and call recordings, explains Kelly Tatlow, CEO, Ray White Concierge:

“RingCentral allows us to better monitor our productivity, and work with our agents on their particular development areas, so that we can now focus our coaching and training for individual team members. Breaking down the volume of calls per hour into skills, teams and agents is very helpful to compare performance within our teams and to compare the volume of calls different teams can achieve.”

## The Solution: Flexibility and visibility



“Locating call recordings is so much easier and less time consuming with RingCentral Contact Centre compared with our prior system. When we click on the call link we can identify the skill, agent, disposition, date and time of the call, and immediately download the call recording,” said Tatlow.

Using RingCentral Contact Centre has improved both customer service and processes for supervisors, and enabled Concierge to deliver a number of innovations, which were invaluable during the 2021 lockdowns in Brisbane.

“The flexibility provided by RingCentral’s browser-based application has made it easy for team members to work from home. We have transitioned completely to softphones, which has given us more space on our desks, and a neater and cleaner environment and user experience for our agents,” said Tatlow.

RingCentral has also given Concierge greater flexibility and speed in moving agents between different teams and departments. From an outbound perspective, “the ability to change the caller ID via skills easily through the ACD function to switch between calling from mobiles, landlines, New Zealand and Australian numbers has been a big innovation for our business,” said Tatlow.

Tatlow also highlights enhanced real-time supervisor features and call back functions as significantly improving performance and customer experience in the contact centre. Compliance has also improved through RingCentral’s ‘Launch Call Recording’ and ‘Masking’ functions.

“Prior to having RingCentral, our team members had to read advice or legislative scripting to customers on every call. Now we can pre-record that content and play it to a customer at the appropriate time, which means we are now confident with our compliance processes. It also makes the call a nicer experience to deliver for our staff and customers. We use RingCentral’s masking function to hide a client’s credit card details in the recording when they pay for an insurance policy, which means we are compliant with privacy legislation,” said Tatlow.

## CHAPTER 2

# Additional value for members, operational efficiencies, and an enhanced collaborative experience for Chartered Accountants ANZ

"Now it's literally pick up a laptop, plug in a set of earphones and you've got all the resources that you need anywhere in the world to be able to service our members".

– Richard Wilshire, General Manager Technology

### About Chartered Accountants ANZ



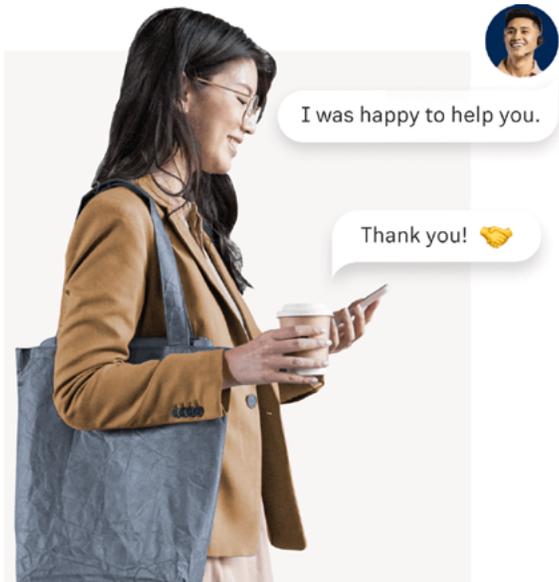
Chartered Accountants Australia and New Zealand (CA ANZ) represents more than 128,000 financial professionals, supporting them to make a difference to the businesses, organisations and communities in which they work and live.

CA ANZ focuses on the education and lifelong learning of members, and engages in advocacy and thought leadership in areas of public interest that impact the economy and domestic and international markets.

Formed as a result of a merger of the Institute of Chartered Accountants Australia and the New Zealand Institute of Chartered Accountants, CA ANZ has undergone considerable international expansion with offices now also in Hong Kong, Singapore, Malaysia and the UK.

This is providing CA ANZ's members with international support, connecting with key business communities, like-minded professional associations and investment bodies globally.

## The solution: An integrated RingCentral MVP and Contact Centre solution



Functionality was the key driver for change for CA ANZ's communications and contact centre technology, as the separate platforms were no longer meeting the organisation's requirements.

CA ANZ selected a global unified communications platform for all its operating countries and staff, comprising RingCentral MVP and RingCentral Contact Centre, natively integrating video and phone, and upgrading its contact centre capability all within the same platform. The solution is providing fully-featured video and audio conferencing, contact centre, analytics and reporting, together with application integration with CA ANZ's Microsoft Teams and Salesforce platforms.

"One of the most immediate benefits for us has been the ability to change our IVR workflows at short notice and quite simply without any coding," said Wiltshire.

CA ANZ has a two-week shutdown over Christmas, which in the past required a project to kick off around September to change its IVR workflows and messages.

The RingCentral platform has also been effective in helping CA ANZ manage its annual subscription renewal period at the end of each financial year.

"These periods are an incredibly busy time for us and our members. Working with the RingCentral team and the technology, we've been able to ramp up that contact centre capability in rapid fashion for renewals. We also now have insight into phone and IVR data to find out what our members have been calling us about, so we can tailor our messages and set their expectations according to the different queues."

There is now far greater consistency between contact centre and non-contact centre staff, with integration of CA ANZ's video platform and warm transfers of calls out of the contact centre. CA ANZ also has automatic compliance with Payment Card Industry Data Security Standard (PCI DSS) using RingCentral's fully certified platform, providing screen pop information to capture credit card payment information securely, integrated with CA ANZ's Salesforce CRM platform. Deeper integration with Salesforce is planned, to further enhance the unique personalised and high touch experience for members when they call into the CA ANZ contact centre.

# BridgeClimb Reaches the Cloud with RingCentral

“When we were assessing unified communications and contact centre solutions, RingCentral ticked all the boxes in terms of functionality and cost savings. I also like choosing partners with a vested interest in continually enhancing their systems over time, which is exactly what you get with RingCentral”

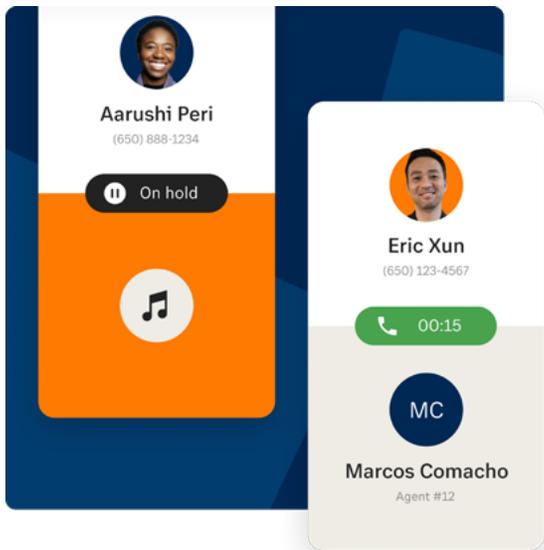
– Path Gandhi, Head of IT

## About BridgeClimb



Since its official opening to the public on 1st October 1998, BridgeClimb has established itself as an iconic experience and an integral part of the Sydney tourism scene. Over 4 million people from around the world have climbed the Sydney Harbour Bridge, experiencing the city as well as the remarkable iron structure and the feat of engineering from a fresh perspective. BridgeClimb considers itself custodians of the Sydney Harbour Bridge, celebrating its past and breathing new life into its present and future. We believe in opening the bridge to all and delivering unique, memorable moments for every visitor and catering to their every need.

BridgeClimb deployed RingCentral MVP® and RingCentral Contact Centre™ solutions across its entire staff to enable multichannel communications and improve customer service.



The solution:  
Resiliency, scalability &  
a good user experience

The RingCentral MVP solution provides voice, video, online meetings and team messaging to support the communications needs for all BridgeClimb’s staff members. With this solution, BridgeClimb has replaced at least five different internal systems that they had been running previously to provide these various capabilities. RingCentral Contact Centre provides BridgeClimb’s customer service team multichannel capabilities with email, phone and chat in a universal queue. It is integrated with RingCentral MVP and provides extensive performance reporting and analytics across the entire platform.

“We were looking at upgrading all of our business systems to provide BridgeClimb with the flexibility to scale in the future, and that included our telephony and contact centre provider,” said Parth Gandhi, Head of IT, BridgeClimb. “When we were assessing unified communications and contact centre solutions, RingCentral ticked all the boxes in terms of functionality and cost savings. I also like choosing partners with a vested interest in continually enhancing their systems over time, which is exactly what you get with RingCentral. The transition to our new RingCentral environment was smooth.”

RingCentral’s Professional Services team completed the design, configuration and implementation of the unified communications and contact centre solutions. It took just seven weeks from the initial meeting between RingCentral and BridgeClimb to complete the cutover of the new solution.

# Here's what matters most

Providing a great customer experience isn't just about your customers anymore. Streamlining your operations, improving efficiencies and offering better self-serve opportunities also makes life easier for employees, which leads to happier customers.

As you've seen with these businesses, RingCentral's Contact Centre solution allows organisations to provide immediate, helpful customer service from anywhere. Features such as skills-based routing, agent management, real-time insights, and other capabilities help businesses to improve the workday experience for agents and keep customers satisfied.

Modern features and solutions like cloud-based contact centres that support remote agents will help you grow your business and improve customer loyalty.

For more on becoming a customer-centric organisation, see how RingCentral's [cloud contact centre solutions](#) can work for you.

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For more information, please contact a sales representative. Visit [ringcentral.com.au](https://ringcentral.com.au) or call 1800 940 745

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact centre solutions based on its Message Video Phone™ (MVP™) global platform. More flexible and cost effective than the on-premises PBX and video conferencing systems it replaces, RingCentral helps employees communicate across devices from wherever they are. RingCentral offers three key products. RingCentral MVP combines team messaging, video meetings, internet phone and other functionalities in a single interface. RingCentral Video™, along with its team messaging feature, enables Smart Video Meetings™. RingCentral Contact Centre gives companies the tools they need to connect with customers across channels. These are available on an open platform that integrates with hundreds of third-party apps and makes it simple to customise workflows. RingCentral is headquartered in Belmont, California, USA, and has offices around the world.

**RingCentral**

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