

Engage Messaging

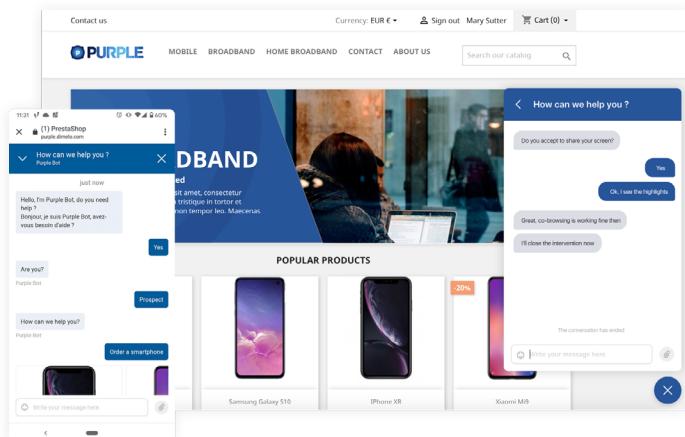
Keep the conversation going with customers—across any device they use.



When given the choice, 75% of customers prefer to use private messaging over traditional customer service channels. Messaging is now a part of our daily habits, and it is essential for businesses to integrate messaging services into their customer engagement strategy for a flawless experience. Engage Messaging combines live-chat functionality with messaging. Available on mobile or desktop, it guarantees a continuous conversation across all your customers' devices for a better experience.

CONVERSATIONAL MESSAGING

Engage Messaging allows customers to engage or continue a conversation with a brand at any time and from any device. With fast asynchronous channels, a brand offers the possibility for their customers to contact them even when no agent is online. If necessary, conversations can be continued over time. Agents have the ability to close a conversation, if required, to keep threads independent.

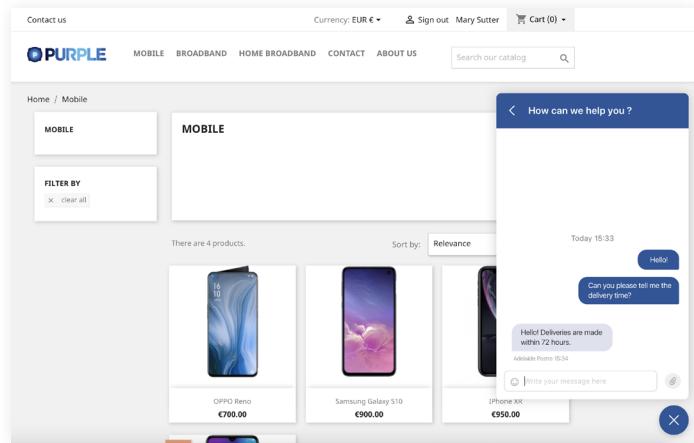


EVOLUTION OF LIVE-CHAT

Live-chat is a great tool to assist online sales and increase conversion rates. However, it requires having the agent and visitor connected at the same time to be able to start a conversation.

Whether they are authenticated or not, visitors can initiate a conversation and continue it later with Engage Messaging.

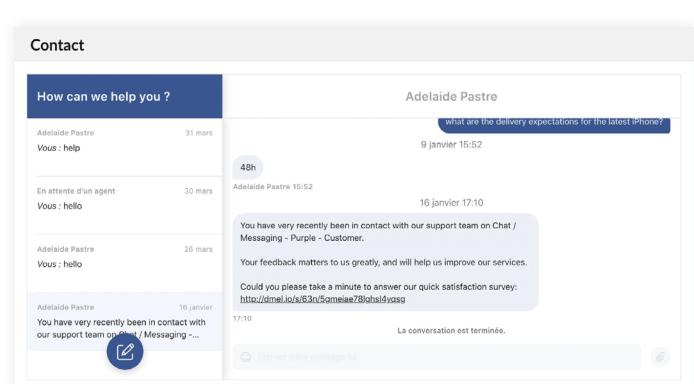
- Logged-in customers receive a notification on their mobile or by email when they receive a reply from the agent.
- Non-authenticated visitors will be able to receive browser notification when using Chrome or Firefox.
- Conversations can be prompted automatically using triggers from selected actions on a website.



HISTORY OF CONVERSATIONS

Engage Messaging keeps a history log of all previous conversations that can be continued at any time either by a customer or agent.

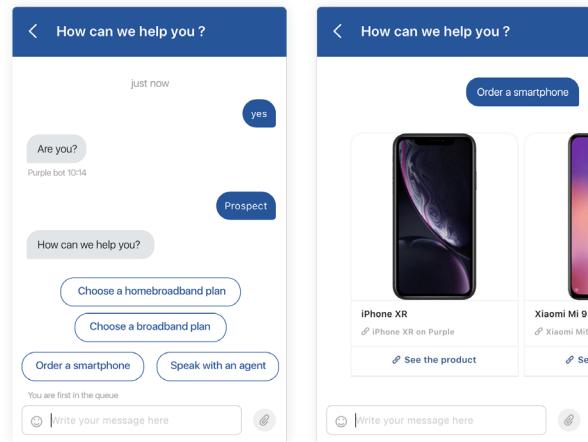
- Full context from previous conversations available for agents
- Keeps track of past discussions with an unlimited number of logged conversations
- Centralised conversations on the customer's account page
- Easy to navigate between past conversations
- Message history is available on mobile and desktop



CONTENT RICH

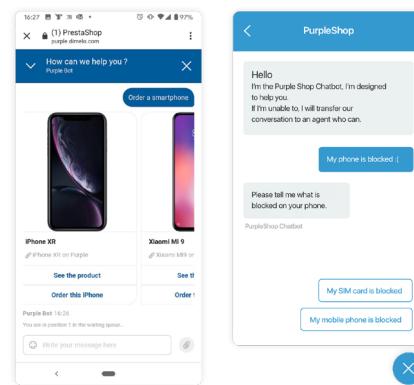
Engage Messaging supports rich content for customers and agents to exchange easily and seamlessly:

- Images
- Videos
- Links
- Locations
- Structured messages



CHATBOT FRIENDLY

Easily integrate a chatbot to Engage Messaging to offer 24/7 support to customers. Chatbots can manage all tier 1 queries—freeing up customer service representatives to focus on higher value queries.



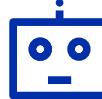
A FULL MESSAGING SOLUTION FOR YOUR CUSTOMERS



Cross device



History of conversations



Chatbot compatible



Co-browsing compatible



Content rich

PROVIDING VALUE ACROSS INDUSTRIES



“Social media messaging services represent the next paradigm of interactions with customers. These types of interactions are a game changer. Without a tool like RingCentral Engage Digital, it wouldn't have been possible for our company to enable one-to-one interactions with customers on so many touchpoints.”

– **Harald Felgner**, Digital Experience Designer, Product Individual & Mobile Solutions

La Redoute

“Messaging is a good alternative to social media. It enables direct exchanges, more human contacts, and a closer relationship with our customers.”

– **Marine Vannier**, Customer Service Project Manager

To learn more, visit us at ringcentral.co.uk/digital-customer-engagement.

For more information, please contact a sales representative. Visit ringcentral.co.uk or call 0800 098 8136.

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact centre 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 UK Ltd. 85 Uxbridge Road, 4th Floor, Ealing, London, W5 5TH, UK

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