

A Complete Communications Solution for the Retail Industry

In an increasingly changing and competitive market with increasingly demanding customers, retailers need to stand out by providing exceptional experiences. Beyond product and price, service is now a key differentiator for customers who expect fast and personalised service every time.



RingCentral provides a single communications platform across all stores, offices, and contact centre locations in order to enable retailers to optimise a complex supply chain and deliver fast, consistent, and personalised service to customers over all existing channels. Our solutions enhance and speed up interactions throughout the supply chain as well as customer communication.

Unlike traditional communications systems, RingCentral enables staff and stakeholders working on mobile devices in different locations to use the same powerful system. It also provides the flexibility to adapt to staffing and seasonal changes and growth by

providing the ability to easily support new locations and new users, add new service, and make any moves/adds/changes almost instantly.

The RingCentral difference:

- Faster speed of service
- Lower costs
- Global reach
- Seamless cross-channel communication
- Collaboration capabilities

Benefits of the RingCentral cloud communications system

Simplified operations

To stay competitive, retailers need to speed up operations throughout a complex supply chain and multiple locations.

RingCentral enables retail businesses to optimise the supply chain with effective communications regardless of time, location, and devices.

Whilst antiquated PBX and contact centre systems cause delays and slow down operations, we make it easy for retailers to communicate, collaborate, and share important information internally and with customers by centralising all communications on a single platform—phone, team collaboration, file sharing, instant messaging, video conferencing, and contact centre.

Superior customer experience

RingCentral helps retailers centralise telephony, instant messaging, team collaboration, conferencing, and contact centre capabilities in order to deliver fast, consistent, and personalised communications and service to customers every time.

Our solutions enable businesses to connect with customers via phone, email, chat, video conference, co-browsing, social, and more. In an industry where omnichannel is key, RingCentral helps businesses align their customer experience goals to their omnichannel effort.

Enhanced collaboration

Retailers need to communicate and share information quickly, securely, and easily. For example retailers must collaborate, often urgently, with suppliers and logistics. With stakeholders in different countries moving between many locations, offices, warehouses, and stores, collaboration is increasingly important to optimise and speed up operations.

The RingCentral platform allows stakeholders to join conference calls and collaborate at a moment's notice. RingCentral Meetings™

with HD conferencing makes it possible to connect face-to-face online with anyone—store managers to warehouse managers, head of procurement to suppliers, suppliers to distribution—all while sharing key information, documents, and contracts. And with the growing importance of mobility in retail, the RingCentral mobile app enables organisations to collaborate on mobile devices.

Solutions that scale with your growth

RingCentral is highly scalable to give retailers the agility and flexibility they need in a constantly evolving market. Our solutions support additional capacity during the busiest seasons, making it easy and cost-effective to activate new locations, sites, warehouses, stores, and users in a few clicks.

Future proof retail businesses

Our solutions help retailers stay ahead of the curve and adapt to an evolving environment through constant product innovation and improvement. RingCentral's open platform, advanced analytics, and customer-centric features help businesses move faster, be more responsive, and provide excellent customer experience today and tomorrow.

For example, our fully open platform integrates with most systems and applications retailers use on a daily basis such as CRM, help desk, ERP, and inventory management in order to create a connected and responsive ecosystem and generate higher efficiency.

Customer insights

“

“What excites me about the partnership between RingCentral and NakedWines.com is that it allows us to grow our business very quickly, to open new offices, and to grow our telephone system exponentially and easily without having to worry.”

– **Derek Hardy**, Chief Technology Officer at NakedWines.com

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 global enterprise cloud communications and collaboration solutions. More flexible and cost-effective than legacy on-premises systems, RingCentral empowers today's mobile and distributed workforce to communicate, collaborate, and connect from anywhere, on any device. RingCentral unifies voice, video, team messaging and collaboration, conferencing, online meetings, and integrated contact centre solutions. RingCentral's open platform integrates with leading business apps and enables customers to easily customise business workflows. RingCentral is headquartered in Belmont, California, USA and has offices around the world.

RingCentral UK Ltd. 85 Uxbridge Road, 2nd Floor, Ealing, London, W5 5TH.
ringcentral.co.uk

© 2018 RingCentral, Inc. All rights reserved. RingCentral and the RingCentral logo are trademarks of RingCentral, Inc. Other third-party marks and logos displayed in this document are the trademarks of their respective owners.