

Building the best experience for your employees and customers



Organisational alignment is the key to success

When the contact centre is isolated from the rest of your business, you are held back from providing the best customer experience possible because your agents feel disconnected. Given that agents are crucial to customer engagement, they must be aligned with the company to perform well.

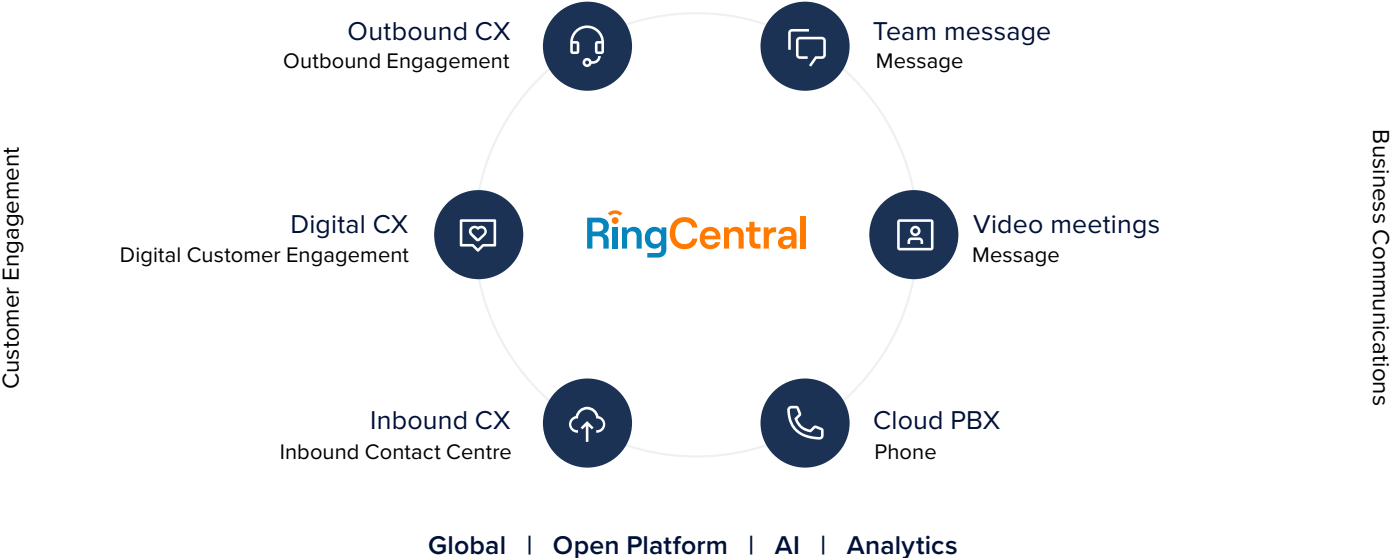
With the whole organisation using the same system for unified communications and contact centre, agents have quick and easy access to the tools, experts and information they need. This improves first call resolution, average handle time and customer and agent satisfaction.

Technology breaks down barriers and unlocks potential, making it easy for people to do their best work together. In today's mobile world, this means giving teams, partners and customers the ability to communicate, collaborate and connect the way they want on any device, anywhere, anytime.

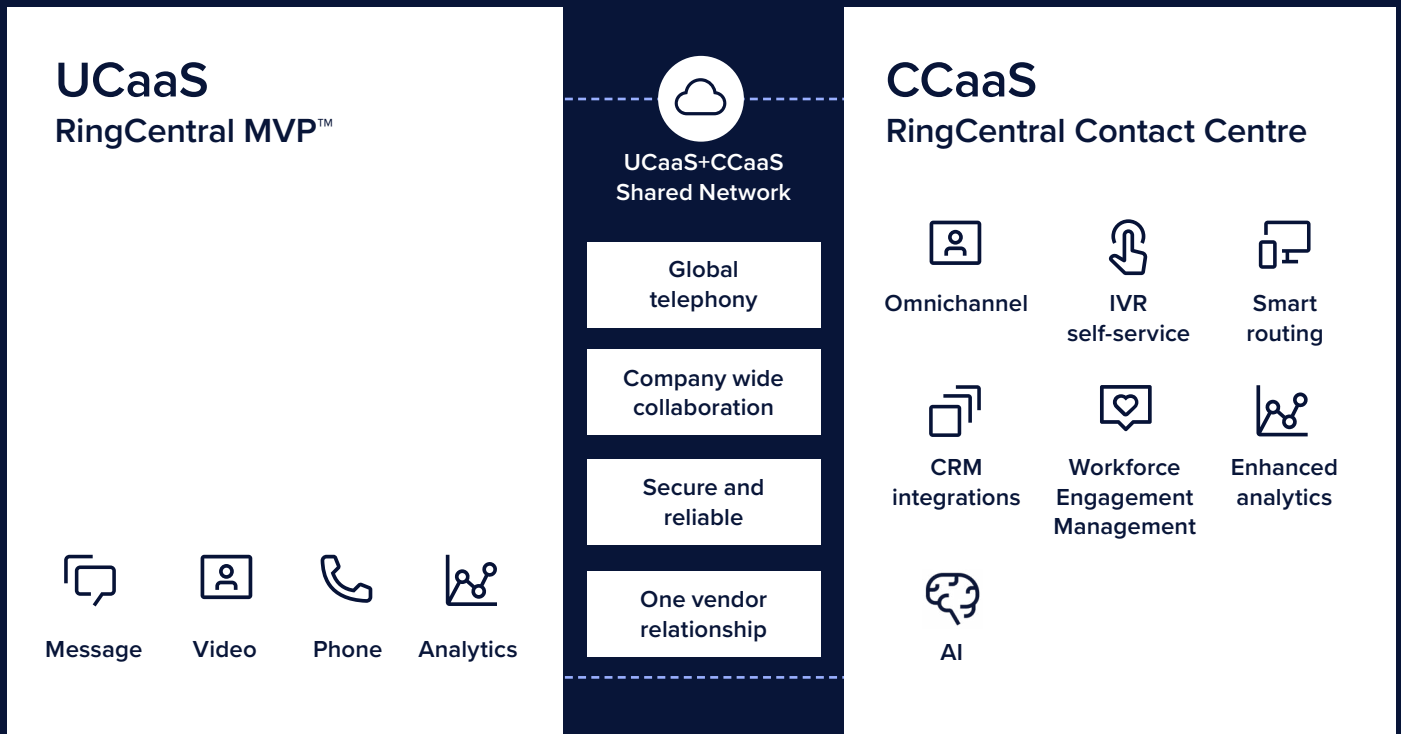
Employee and customer experience is everything

RingCentral transforms the customer and agent experience by combining industry leading unified communications as a service (UCaaS) and contact centre as a service (CCaaS). This enables organisations to improve productivity through connected, empowered and engaged employees.

The deep, network-level integration of RingCentral's Message Video Phone™ platform and Contact Centre as a service offers significant savings. Together, the solutions allow businesses to move at the speed of employee and customer expectations, leading to less churn, more revenue and improved collaboration between contact centre agents and other employees.



Market leading solutions.
Unified.



Why does a unified solution matter?



Global telephony

- 30%–50% cost savings
- Highest quality voice
- Quality and uptime SLAs
- 29 Global data centres
- Local telephony, global admin



Company collaboration

- Connected contact centre
- Expect access
- Shared directory
- Shared presence
- Call transfer or conference
- Pulse notifications



One vendor relationship

- One support number
- No finger pointing
- Simplified pricing
- Single sign-on
- Simplified admin
- Global number procurement

Agents are two-thirds of the cost of running a contact centre, so it's crucial for them to be as productive as possible. We make things more efficient for agents so they can provide a customer experience that drives revenue through improved loyalty.

The advantage our customers have

With RingCentral Contact Centre and MVP in place, our customers experience several benefits.

Increased efficiency

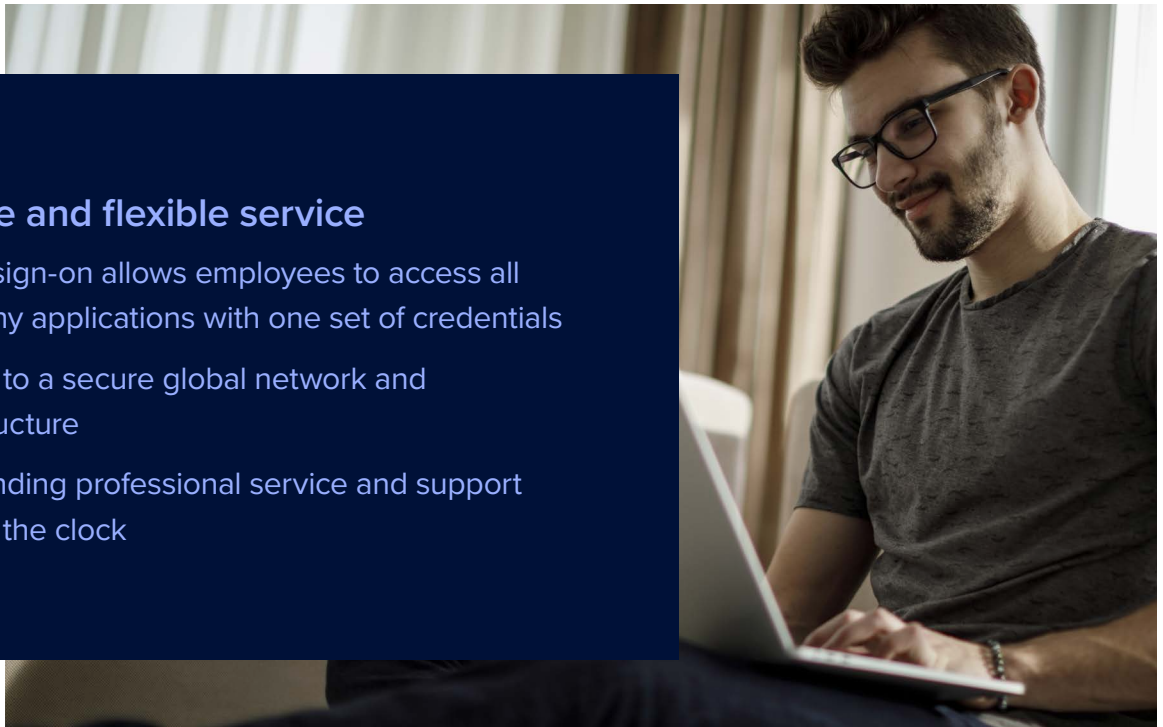
- Reduced cost of operating a contact centre
- One vendor relationship for united administration
- Purchasing simplicity and simplified pricing. One vendor = one bill
- Global calling and numbers
- Telephony cost savings while providing the highest quality of calls
- Collaborate across the entire organisation to solve problems faster

Improved customer experience

- Unified directory with integrated presence
- Pulse notifications for instant alerts to the right people on any device and improved SLAs
- Seamless RingCentral MVP integration for improved CX and employee experience (EX).

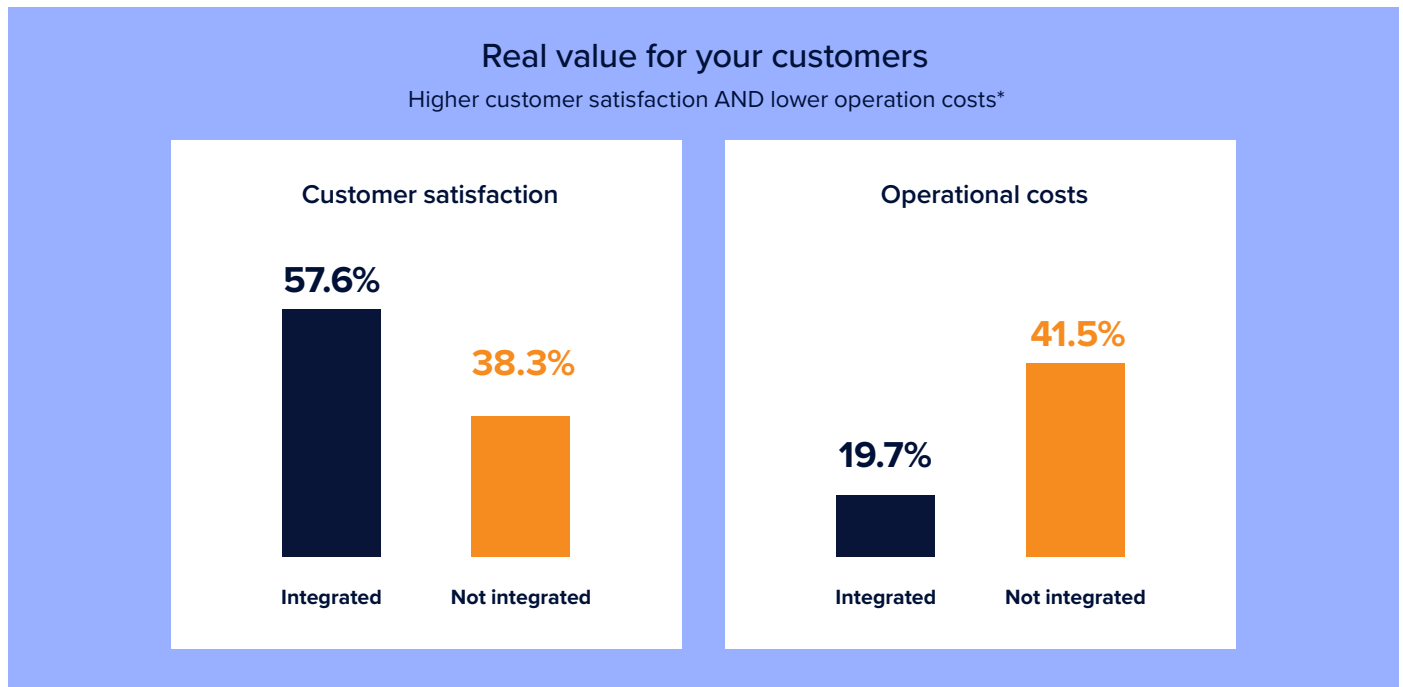
A reliable and flexible service

- Single sign-on allows employees to access all company applications with one set of credentials
- Access to a secure global network and infrastructure
- Outstanding professional service and support around the clock



Additional benefits

Reduce operational costs through improved agent efficiency and customer satisfaction:



Company wide collaboration:

Improves communications within the contact centre, and breaks down the silo between the contact centre and the rest of the organisation. This allows agents to get help quickly with difficult customer queries to increase first contact resolution (FCR). The RingCentral Pulse solution sends critical notifications to key stakeholders. This means organisations can respond immediately to changing conditions and always ensure the best customer experience.

A single vendor relationship:

The average contact centre manages 20 vendor relationships. RingCentral's capabilities allows organisations to significantly reduce vendor management load with a broad suite of market leading solutions.

Global telephony:

As all calls are on RingCentral's highly reliable network, this significantly reduces telephony costs while providing high quality calls anywhere on the globe.

*Copyright 2020 Nemertes Research DN8520

Personalised customer experience:

Give customers digital-first experiences – how they want, when they want. RingCentral Contact Centre's omnichannel capabilities allow agents to interact with customers simultaneously via phone, web chat, messaging platforms like WhatsApp, Twitter messaging, Facebook Messenger, Text/SMS, social media and email for a unified customer experience.

Security and compliance:

Trusted and secure, RingCentral Contact Centre meets regional and industry compliance needs. We back up our commitment to businesses with the highest levels of availability.

Easy set up and management:

A system that's simple to manage from anywhere, using any device. It also gives admins the ability to port numbers.

Skills-based routing:

Connect customers to the right agent the first time. Intelligent CRM pop-ups inform the right agents about which customer is reaching out and why. This helps agents understand customer intent and sentiment through AI.

Open API integration:

The cloud-native platform fits any environment. Our open APIs enable organisations to connect business applications and other custom integrations, bots and AI capabilities. RingCentral's cloud-based communications systems integrate with popular applications such as Slack, Google, Salesforce, Microsoft and many more to allow natural, continuous collaboration in a unified interface. From business phone capabilities and team chats to video conferencing and file sharing, cloud-based communications tools integrate message, video and phone to power productive collaboration on a global scale that works when and where employees need it.

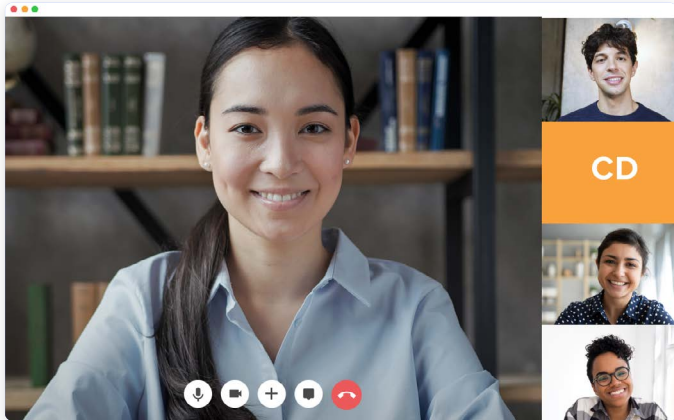
How have these benefits transformed businesses?

RingCentral enables agents to work from anywhere and connects them to the rest of the organisation. But that's not all. Companies like [Côte Brasserie](#), [The Marlowe Theatre](#) and [Littlefish](#):

- Improved agent engagement and productivity significantly.
- Increased customer satisfaction or maintained brilliant service through times of crisis.
- Delivered truly personalised customer experiences.

This is a high-level view of some of the positive outcomes RingCentral customers experienced by bringing UCaaS and CCaaS together. But what does this integration look like for agents day-to-day?

Combined UCaaS and CCaaS in action



A day in the life: Meet Shelly

Shelly is an agent who works the early shift to have more time with her kids. Her mornings are spent supporting customers in Asia-Pacific (APAC). She collaborates with colleagues around the world to help resolve customer support questions.

Shelly works from home, stays connected through team video calls and gets the help she needs with complex customer queries through team messaging. She can see which experts are available through their status. This means that when an expert is needed for customer calls, Shelly can conference them in for advice and even escalate to a video call. When an SLA drops, Shelly gets notified on her mobile device instantly.

RingCentral's Contact Centre and Message Video Phone platform gives Shelly everything she needs to excel each day. Working remotely at a time that suits her, she can handle complex customer calls, access experts and keep connected to her team, all in one place.

About RingCentral

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.

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