

RingCentral®

CUTTING THE CORD



Why it's time to leave your on-premises
call centre hardware behind

RINGCENTRAL.CO.UK

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Today's economy is customer-centric, and customer expectations have never been higher. Businesses need to adopt omnichannel digital engagement tools to empower their agents and connect a global workforce. Traditional on-premises contact centres can't keep up—they lack the scalability and flexibility of cloud-based solutions.



Modern contact centres integrate with applications such as CRM tools, helping agents anticipate customer needs, collaborate with colleagues, and resolve queries quickly.



Omnichannel engagement is key to building customer loyalty. Modern contact centres empower agents to meet customers on any channel at any time.



The scalability of modern contact centres allows them to keep pace with the changing nature of work, as digital connectivity allows managers to build a collaborative, geographically disparate workforce.



Contact centres are subject to seasonality and market fluctuations, and owning the capacity to scale in response to these variations makes cloud-based contact centres a much more cost-effective choice.



LOWER YOUR UP-FRONT COSTS WHILE ELEVATING YOUR CAPABILITIES

How is a cloud solution different from traditional call centre systems?

The most obvious difference is cost: Traditional on-premises systems are expensive to buy, install, maintain, and upgrade, with hardware and support staff incurring the bulk of the expense.

Moving to a cloud-based system eliminates this huge up-front investment. The cloud service provider purchases all the necessary infrastructure, houses it in remote data centres, and manages it 24/7. You just pay for the service over time, which also provides predictability of costs.

With premises-based solutions, upgrades and maintenance tasks that keep the contact centre active are typically performed under an annual maintenance contract and include separate charges. During those maintenance

or upgrade tasks, your contact centre could be on a scheduled shutdown for several hours or days.

With a cloud-based solution, the provider handles all upgrades as part of the service, so you can forget about extra charges for installation, integration, maintenance, security, backup, servers, and internal labour. Those upgrades are happening in the background, so your contact centre operation is not affected.



INSTANT GRATIFICATION: GET NEW CONTACT CENTRE CAPABILITIES WHEN YOU NEED THEM

Deploying a premises-based contact centre and training agents can take months. With a cloud approach, you turn on the service almost instantly—and thanks to intuitive interfaces, agents can be trained in hours rather than days.

In situations where a business has multiple contact centres sitting in different locations, for example, following a merger, cloud deployment makes it simple to manage those multiple contact centres as one. Cloud capability enables businesses to quickly establish remote contact centres or set up teams of virtual agents anywhere in the world. The benefits of this multi-location presence include access to a broader talent pool of agents and the ability to deliver follow-the-sun support.

A cloud-based contact centre's flexibility to add a temporary or permanent set of agents lowers overheads considerably when responding to seasonality-driven fluctuations in demand. Conversely, on-premises contact centres must be sized and equipped to cover fluctuations throughout the year, so the customer has to pay for a functionality that goes unused most of the time.

Cloud systems benefit from seamless integrations with existing business applications, such as CRM tools, providing agents with all the information they need to achieve first contact resolution, exactly when they need it. Live reporting and analysis tools deliver an actual, real-time picture of the contact centre operation, allowing managers to take action where and when it is needed.

90.8%

of customers are satisfied, highly satisfied, or completely satisfied with their cloud-based contact centre infrastructure solutions.

2015–2016 Cloud-Based Contact Centre Infrastructure Market Report

AGENTS CAN PROVIDE EXCELLENT CUSTOMER SERVICE FROM VIRTUALLY ANYWHERE

Many contact centre operators move to a cloud-based solution so their agents can log in from anywhere—home, satellite offices, or on the road. Premises-based systems were designed to serve employees in a fixed location using hard-wired phones. But the cloud contact centre, collaboration, and telephony-as-a-service model (CCaaS and UCaaS together) enables remote users and administrators to continue their service wherever they have an internet connection.

This enablement of a mobile work style makes a cloud contact centre the ideal solution for businesses that support remote agents. Companies can then easily deploy more flexible business models such as home-based agents or globally dispersed facilities. Businesses with multiple branches scattered across the country are able to operate a centralised professional customer engagement team while still using local telephone numbers to deliver a truly customer-centric experience.



THE CLOUD CAN HELP YOUR CONTACT CENTRE WEATHER A DISASTER

If a disaster takes down your calling capabilities and other communication channels used by agents, the contact centre grinds to a halt. It doesn't take a hurricane or a flash flood; the cause could be as simple as a roadworks team severing an underground cable or someone unplugging a server. The damage this downtime can cause to your organisation's brand reputation, customer loyalty, and topline revenue can be dramatic—one might even say disastrous.

The cloud model uses multiple data centers with an active-active failover functionality to create the level of redundancy that keeps critical data safely away from any local disruptions. Additionally, the same mobility features that provide the flexibility to use remote agents come into play in the event of a disaster. Employees can failover to smartphones, laptops, tablets, or desktop computers and access the cloud contact centre functions via cellular networks or over landlines—either from home or from temporary contact centres.

This capability is also useful in the event that transportation disruptions prevent some of your employees from going to the office.

Up to **40%** of businesses affected by a natural or human-caused disaster never reopen, and **43%** do not reopen after a catastrophic data loss.

FEMA

DOUBLE DUTY: THE CLOUD SAVES THE COST OF REDUNDANT PREMISES-BASED SYSTEMS

The cloud can also cost-effectively back up premises-based contact centre infrastructure. With on-premises contact centre environments, the conventional approach to planning for disaster recovery and business continuity has typically been to deploy a duplicate system. However, even after this considerable investment, depending on the severity of the incident impacting a location, there is still no guarantee that the duplicate system will be available to agents in the event of an emergency. Plus, the investment grows if management wants to achieve geographic redundancy.

Cloud-based systems can back up a premises-based system without the time and enormous investment required to duplicate every piece of equipment. They completely eliminate investments in hardware and associated software licenses for

a redundant environment. And if the service provider maintains two or more data centers in disparate locations, geographic redundancy comes built in.

IMPROVING BOTH CX AND EX

Most contact centre managers fully understand the integral relationship between customer experience (CX) and employee experience (EX). Today's consumer desires a pleasant, interactive encounter with a knowledgeable agent. Agents who have the tools and training to provide that experience feel less frustration in their jobs, which means they can project a virtual smile through their voice or digital interaction with the customer.

Providing agents with the right training and technologies can create a virtuous circle that improves both agent retention and user satisfaction.

One mandatory key to improving CX and EX together is giving the agent the tools and access to knowledge required to resolve contacts quickly and satisfactorily. In a recent survey by [CITE Research](#), 74% of interviewed customer-facing agents recognise the challenge of toggling daily between applications to resolve customer issues. And 75% of agents mentioned that they can't serve customers when coworker collaboration is hard. On the other side, the customer expectation keeps at a high level with 95% of interviewed customers expecting friendly and knowledgeable agents and 94% of customers likely not having to repeat information across channels.

Cloud contact centre solutions—especially those that integrate seamlessly with cloud phone systems and cloud applications such as CRM and knowledge bases—give agents the tools they need to achieve high first call resolution and success on other key metrics. This includes contact centre capabilities that seamlessly integrate multiple communications channels as well as the myriad of tools on the agents' desktops. These “connected” agents—connected to the right channels and the right information—feel empowered and confident on calls, and customers invariably take notice.

74%

of agents recognise the challenge of toggling daily between applications to resolve customer issues.

CITE Research

THE CLOUD PROVIDES ROCK-SOLID RELIABILITY AND HIGH AVAILABILITY

Systems going down, stalling, kicking out users, or giving error messages all add up to a prescription for frustrated agents and customers. Omnichannel cloud solutions enable enterprises to deliver the highest levels of customer service on a reliable, scalable infrastructure.

A common misconception is that premises-based contact centre systems offer greater reliability than hosted solutions. In fact, leading cloud SaaS providers host contact centre service capabilities on high-quality equipment that few customers could afford to own. These vendors also staff data centers with highly-trained experts who manage systems 24/7 and perform all the latest upgrades to ensure reliability.

Today's enterprise-class cloud contact centre solutions ensure the highest levels of uptime and reliability. Leading solutions house the infrastructure in geographically redundant data centers and guarantee availability as high as 99.99%. The elastic nature of the cloud computing architecture also means these systems quickly scale up or down based on demand—without breaking.



ABOUT RINGCENTRAL

RingCentral, Inc. (NYSE: RNG) is a leading provider of global enterprise cloud communications, collaboration, and contact centre 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 centre solutions for enterprises globally. RingCentral's open platform integrates with leading business apps and enables customers to easily customise business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

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For more information, please contact one of our solution experts. Visit ringcentral.co.uk or call 0800 098 8136.

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