

How to unlock revenue through connected business communications



Agent empowerment is key to customer engagement and more revenue



Cultivate customer engagement, and you'll drive sales. Even in a challenging economy, brands that invest in digital customer engagement can experience revenue growth.

For call centers, the path to better customer engagement starts with empowered agents.

[Deloitte's latest research](#) shows that agent retention and engagement can help create better customer experiences. A great customer experience is largely dependent on “skilled, experienced, and satisfied” workers who can serve both the company and the customer.

Most agents are active on multiple channels and apps simultaneously: internal process interfaces like CRM and knowledge base, external engagement channels like web chat and social media.

Without a unified, connected solution, agents are forced to shuffle between multiple apps to find the answers they need and communicate that information along. Constant switching takes up a lot of time—both physical and cognitive—and is frequently detrimental to your customer experience.

Agents need a method to connect and collaborate in a manner they prefer on any device, anywhere, anytime.

Integrate your contact center (CC) with unified communications (UC), and your agents will become more effective and productive, create better customer experiences, and turn conversations into revenue.

With the whole organization using the same system to communicate with each other and customers, agents have quick and easy access to the tools, experts, and information they need. This kind of all-in-one platform improves first-call resolution, average handle time, and customer and agent satisfaction.

RingCentral solves agent disconnect and improves customer experience

RingCentral transforms the customer and agent experience by combining industry-leading unified communications as a service (UCaaS) and contact center as a service (CCaaS).

Together, the solutions allow businesses to evolve at the speed of customer and employee expectations, leading to less churn, more revenue, and improved collaboration between contact center agents and other employees.

The deep, network-level integration of RingCentral's complete communications platform offers significant savings.



Customer Engagement

Outbound CX
Outbound Engagement



Team message
Message



Digital CX
Digital Customer Engagement



RingCentral

Video meetings
Message



Omnichannel CX
Omnichannel Contact Center



Cloud PBX
Phone



Business Communications

Global | Open Platform | AI | Analytics

Market leading solutions.
Unified.

UCaaS

RingEX



Video



Message



Phone



Analytics



UCaaS and CCaaS
Shared network

Global
telephone

Company wide
collaboration

Secure and
reliable

One vendor
relationship

CCaaS

RingCentral Contact Center



Omnichannel



IVR
self-service



Smart
routing



CRM
integrations



Workforce
Engagement
Management



Enhanced
analytics



AI

Why does a unified solution matter?

A unified solution simplifies pricing, brings cost savings, and transforms your contact center from a cost center to a profit center.



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 center
- Expert access
- Shared directory
- Shared presence
- Call transfer or conference
- Real-time 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 center, 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.



Empowers agents with customer data

RingCentral gives agents a complete view of customer data and interaction history in a single contact card. It even aggregates relevant data from your other data sources and CRMs.

With this single view, agents don't have to scramble for customer information or juggle multiple apps. Instead, they're able to reply to customers quickly with a personalized and insightful touch.

Helps agents identify areas of improvement

RingCentral's Agent SLA Indicator helps contact center agents track their service level agreement indicators in real time. When an agent accepts a task and a message is in the queue, the task border indicates how long the message has gone unanswered. It turns orange at 75% of SLA and red at 100% of SLA.

This visual indicator helps agents identify opportunities to improve their performance and course-correct in real-time.

The SLA indicator also offers a clear view of the agent's performance across a time period, helping them monitor their progress and identify patterns.

Improves CX by using AI to coach agents

RingCentral's built-in AI and automation features help you enhance the customer and agent experience throughout the entire customer journey. Instead of bogging down agents with frequently asked questions, you can offer customers 24/7 AI-powered self-service—virtual agents that can attend to them immediately.

When those virtual agents can't solve a customer inquiry, AI can route the interaction to the best agent available and offer that agent context so they can respond effectively.

With RingCentral, you can also rely on AI to train, guide, and assist agents in real time, making it easy for agents to focus on delivering personalized and exceptional customer support

The advantages of using a unified platform

RingCentral customers enjoy significant benefits after migrating to a complete communications platform.

Improved efficiency

- Reduced cost of operating a contact center
- One vendor relationship for united administration
- Simplified purchasing and simplified pricing—one vendor = one bill
- Global calling and numbers
- Telephony cost savings while providing the highest quality calls
- Collaboration across the entire organization to increase first-call resolution rates

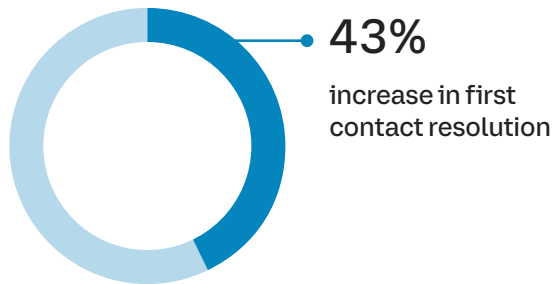
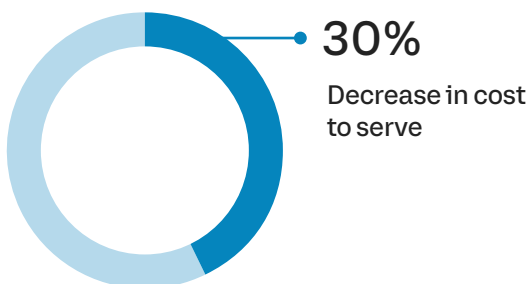
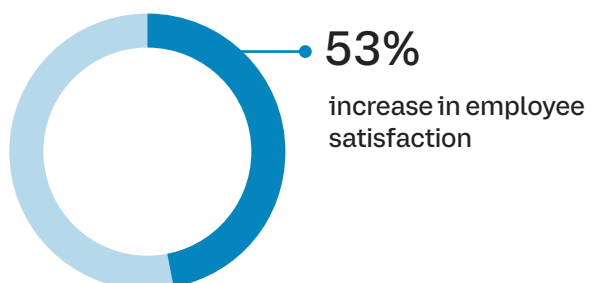
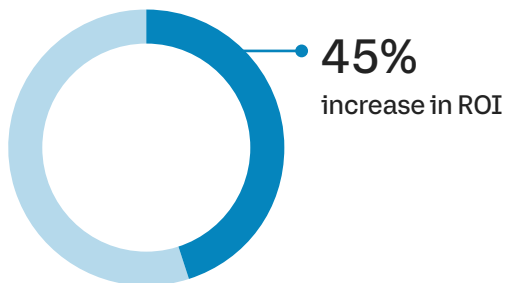
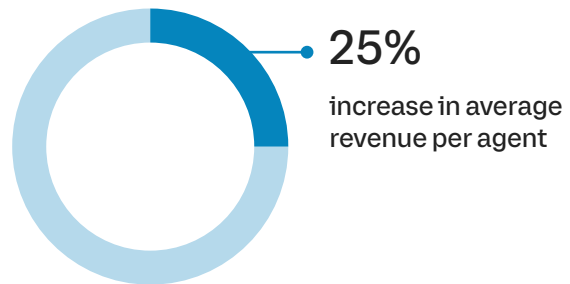
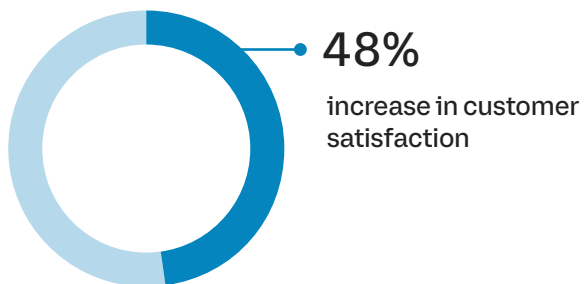
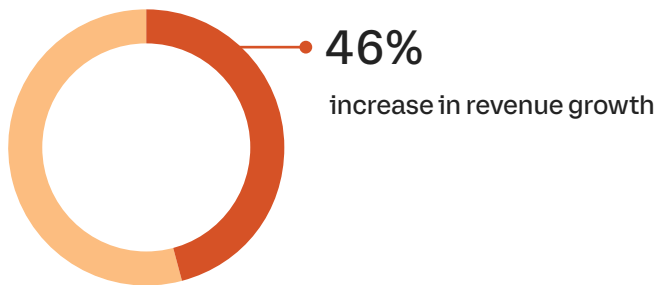
Enhanced customer experience

- Unified directory with integrated-presence synchronization
- Real-time notifications for improved SLAs and instant alerts to the right people on any device
- Seamless RingEX (Message, Video, Phone) integration for improved CX and employee experience (EX)



Enhanced customer experience

- Agent and customer-first features lead to more conversations and, thus, conversions
- 25% increase in average revenue per agent
- 45% increase in ROI
- 46% increase in revenue growth



Company-wide collaboration:

Improves communications within the contact center and breaks down the silos between the contact center and the rest of the organization. This connected platform allows agents to get help quickly with difficult customer queries to increase first-contact resolution (FCR). The RingCentral Pulse solution sends critical real-time notifications to key stakeholders. This means organizations can respond immediately to changing conditions and ensure the best customer experience.

A single vendor relationship:

The average contact center manages 20 vendor relationships. RingCentral's capabilities allow organizations 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 worldwide.

Unified and personalized customer experience:

Give customers digital-first experiences—how they want, when they want, and where they are. RingCentral Contact Center's omnichannel capabilities allow agents to interact with customers simultaneously via phone, email, web chat, messaging platforms like WhatsApp, Twitter messaging, Facebook Messenger, Text/SMS, and social media for a unified customer experience. Agents can also create more interactive and engaging interactions on digital channels with richer messaging like Quick Replies and List Pickers. Pictures and CTA titles engage customers and save them the effort of typing out responses.

Security and compliance:

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

Easy setup 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 and AI-powered routing:

Connect customers to intelligent virtual agents who are ready to help them 24/7. When the virtual agent can't solve a complex issue, AI routes the conversation to the best available agent. Intelligent CRM pop-ups or customer cards inform the agent about which customer is reaching out and why.

Open API integration:

The cloud-native platform fits any environment. Our open APIs enable organizations 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.

Real-time AI coaching and supervisor guidance:

AI can help agents assist customers better by helping them analyze customer sentiment and offering recommendations on how to handle complex queries in real-time. With RingCentral, you can also set up proactive alerts so supervisors can monitor irregular agent state and low customer sentiment and jump in to help.

The business benefits of combining CCaaS and UCaaS:

RingCentral enables agents to work from anywhere and connects them to the rest of the organization. But that's not all.

Companies like [Jacksonville Jaguars](#), [Detroit Lions](#), and [Ryder Systems](#):

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

How Heartland Dental offers a more profitable customer communications model

[Heartland Dental](#), the largest dental support organization (DSO) in the US, transformed patient communications for its dental practice partners by adopting RingCentral's complete communications platform.

Roughly 40% of all calls to average dental offices go unanswered. There's a 3 in 4 chance unanswered calls result in business lost to another dental practice. Having a backup call center to answer those calls can mean the difference between the practice signing up a new long-term patient or losing that patient to another practice.

RingCentral gave Heartland Dental the advanced features it needed to create custom workflows and rapidly improve patient experience. Callers identifying as new patients are routed quickly, to

secure that new business. Callers identifying as existing patients are left on the local practice line longer, to give local staff a chance to build close customer relationships.

The RingCentral AI functionality reviews incoming calls, flagging any missed opportunity to set an appointment. The AI sends those numbers into an outbound call queue for agents, who respond to the patient within 10 minutes. Over 20% of those callbacks result in a new patient.

Using an AI solution with the RingCentral Contact Center, Heartland Dental now turns missed opportunities into revenue. Over 20% of callbacks result in one new patient.



RingCentral provides a boundary-pushing complete communications platform that brings your whole company together to increase profitability through better customer engagement. Learn how you can [unify your communications and take your customer service strategy to the next level.](#)

About RingCentral

RingCentral is a leading provider of AI-driven cloud business communications, contact center, video and hybrid event solutions. RingCentral empowers businesses with conversation intelligence and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide. Visit ringcentral.com to learn more.