

Long live customer service! Your answer to great customer experiences



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Great customer experience begins with great customer service

When it comes to the customer experience, modern consumers are putting their money where their mouth is.

73%

of respondents identified customer experience as an important factor in their purchasing decisions.

In a PwC study of more than 15,000 consumers globally, 73% of respondents identified customer experience as an important factor in their purchasing decisions, with 43% saying they would pay more for convenience and 42% saying they would pay more for a friendly, welcoming experience.¹

Other research highlights the same trend. A study led by Forbes revealed that most customers would pay more for a better experience, so there's not a lot of wiggle room for your customer service to fail.²

Here's the rub, though. Customer service can be a challenge, especially when you have a small to medium team. Small businesses don't always have a dedicated customer service department. Instead, customer service might fall on random shoulders in the company, with employees wearing multiple hats. What can you do if this is the case?

Whether you're a team of two or have 250 employees, we're here to help show you the path to delivering great customer service — and as a result, deliver an even greater customer experience. We'll also show you what to look for in a communications system to support your customer service strategy.

Let's get started.



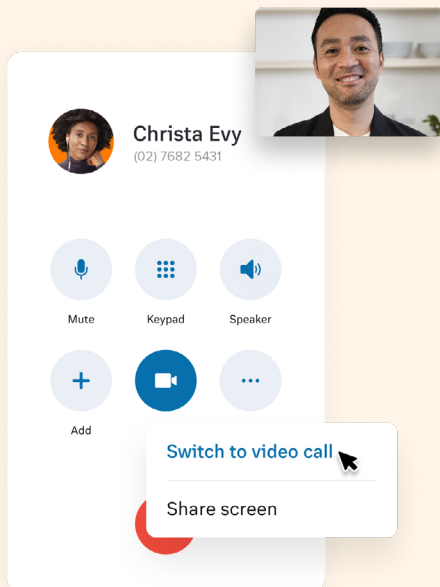
¹ [Experience is everything: here's how to get it right, PwC](#)

² [Customers Will Pay More For This, Forbes](#)

CHAPTER 2

Simplify employee and customer communications

The first step to creating a strong customer experience is to create an incredible employee experience. It's simple: if your employees are happy, they'll be more willing to make your customers happy. That means giving them the tools they need to do their job effectively.



Poor team collaboration and customer experience are hard to overcome, especially if your business has been operating the same way for a long time. Ask yourself the following questions:

- Are you dealing with insufficient legacy phone system capabilities that undermine staff and customer service levels?
- Are your store employees receiving calls meant for your customer service or sales teams?
- Are your sales and customer service teams struggling to respond to customers on time due to delayed answers from their peers?

If you answered “Yes” to any of the above, it’s time to rethink your customer service strategy. Finding a simple solution that makes it effortless for employees and customers to communicate will make all the difference.

Engage with your employees and customers

Make it easier for your employees to engage with each other and customers through a single communications app. Imagine a world where your employees and customers can communicate using phone, video and messaging in one unified cloud platform. Sounds nice, doesn’t it?

Ditch legacy systems and a messy bucket of tools for one simplified communications system that can do it all.

Separate the business from the personal

Working at a small to medium business can easily blur the lines between your business and personal life. Find techniques to help you and your employees separate both.

For starters, when it comes to your business phone system, find one that can keep your current number or lets you get your own local, global or toll free numbers so you can stay connected wherever work takes you. Don't feel obligated to always use your personal number for business purposes.

Reduce staff burden

Not all customer queries are complicated. So, why not make the resolution process less complicated too? With customisable, self-service Interactive Voice Response (IVR), your customers can do simple, straightforward tasks independently and conveniently – this saves your staff time and customers have faster resolutions. It's a win-win!

If you're not convinced about the power of self-service IVR, check out this stat: 79% of customers would rather self-serve than use human-assisted support channels.³

Route customer calls to the right person

When customers need to reach out for live assistance, make sure they're routed to the right person. No one likes long wait times or going through multiple transfers before getting help. Set up call queues and automated call routing so customers always reach the best-matched expert in sales or customer service the first time around.

This is critical for the 60% of local business customers who prefer to interact with brands over the phone,⁴ and the 83% of customers who expect to engage with someone immediately when contacting a company.⁵



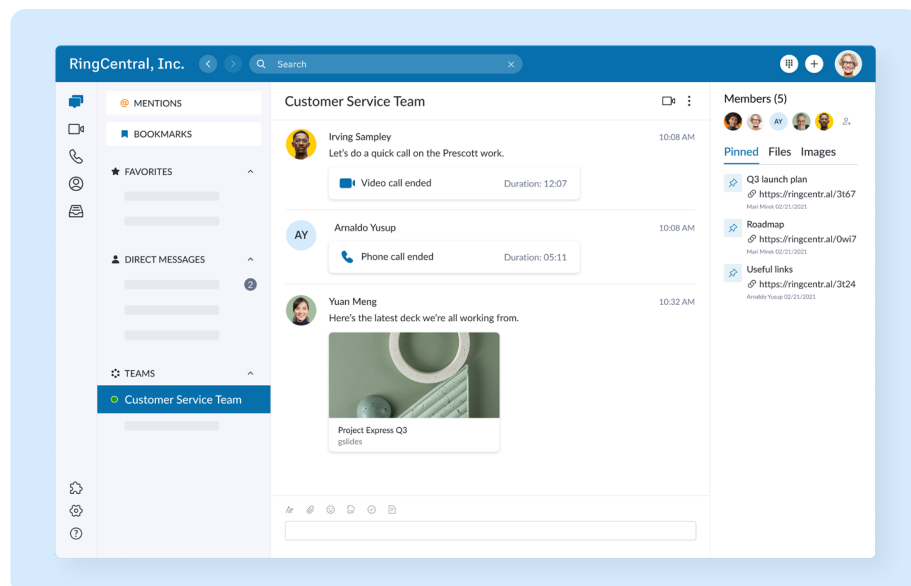
³ [7 Remarkable IVR Trends, Zephyrnet](#)

⁴ [Local Business Websites and Google My Business Comparison Report, Brightlocal](#)

⁵ [State of the Connected Customer, Salesforce](#)

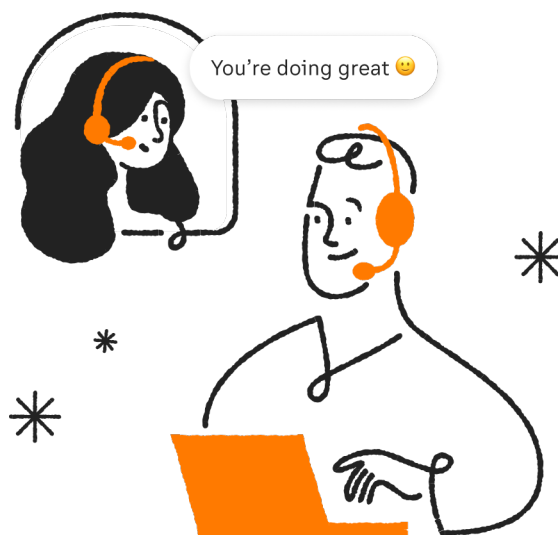
Simplify your workflows

Team messaging, file sharing and task management foster collaboration and make it easier for your team to communicate without extra thought and in real time. Look for a communications system that enables instant, real-time collaboration and communication across your entire organisation.



Monitor, coach and support your team members

Improve employee training and customer experience by discreetly listening in on calls in real time without the customer knowing. Top communications solutions also enable whisper-coaching, providing more support to team members and leading to better call outcomes.



Strengthen customer service and staff efficiency

If you're like many businesses, you may find it hard to track historical and real-time performance of your customer service, sales and telemarketing staff.

When you can't recognise call volume patterns or assign staff accordingly, you can't get proper customer experience insights.

Luckily, with a robust communications solution, you can increase operational agility by monitoring call queues in real time and gaining insights to improve customer satisfaction and employee productivity.

Access real-time and historical insights

Start making strategic decisions by turning to real-time and historical insights. With the right communications system, you can monitor call queues, use line of business analytics and view dashboards that track the performance of customer service representatives and overall customer experience.

Tapping into this valuable data will help guide your customer service strategy and validate your business decisions.





Become a customer experience champion

Did you know SMB customer experience champions reduce average total resolution time by 44%?⁶ Take the next step toward becoming a customer experience champion by upgrading to a communications system packed with real-time data, like [RingCentral](#).

Track customer engagement

An advanced communications solution makes it easy for you to get an accurate read on customer engagement. By seeing when customers come into a queue, how long they had to wait, who they were routed to and how long they were engaged, you can determine whether the outcome was effective and track their overall customer experience.

Improve customer service quality

Deliver a five-star customer experience by constantly improving your customer service quality. Get a communications system that helps you identify calls that indicate a need for coaching and makes it easy for you to monitor on-hold calls, agent availability, missed calls and overall service levels to improve team performance.



Service Level

The percentage of calls answered within the threshold time.



Call Volume

Number of outbound or inbound calls, abandoned calls and voicemails.



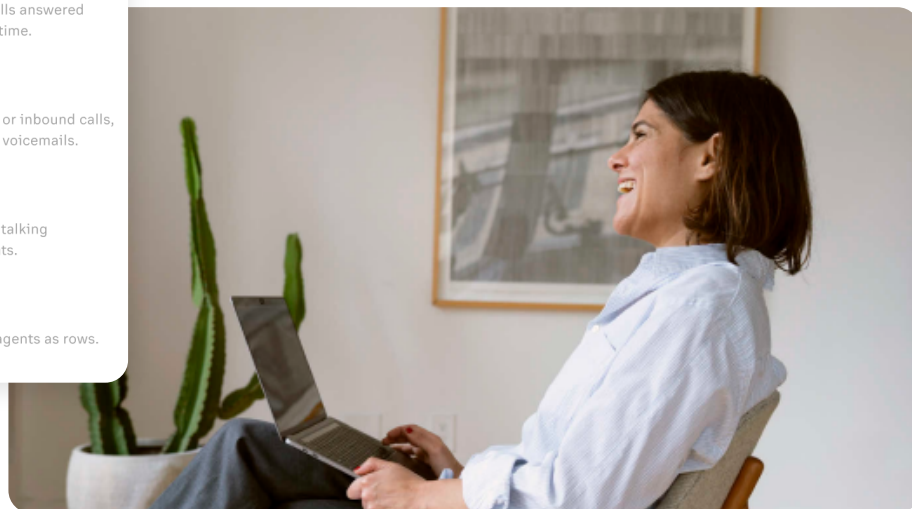
Agents Count

Number of available, talking and unavailable agents.



Agent Details

Tabular widget with agents as rows.



⁶ [How SMB CX Leaders Who Raise Their Game Are Driving Business Success, Zendesk](#)

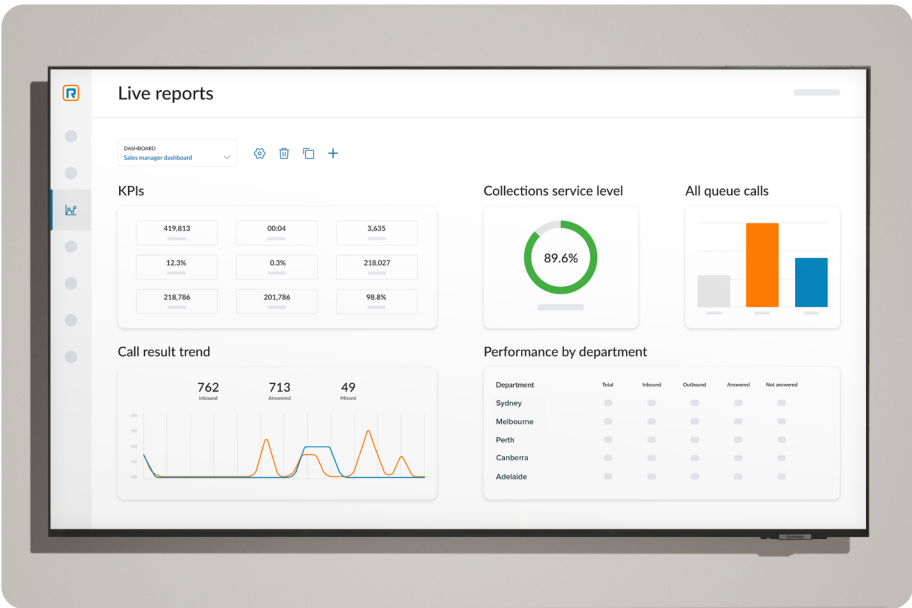
Ensure proper staffing levels

A communications system with baked-in data can help you analyse queues and spot emerging patterns in call traffic to staff accordingly and prevent queue overload. You can even drill down into each location to adjust resources to support heavy call volumes.

Proper staffing levels only lead to stronger First Call Resolution (FCR) rates – this is a big deal because studies show that a 1% FCR improvement lowers operating costs by 1% and increases customer satisfaction by 1%.⁷

Display any dashboard

With the right platform, you can display any dashboard on a wall-mounted screen for the entire team to see. You and your team will have constant visibility into the current state of your customer service operations and can immediately course correct to improve productivity.



⁷ [First Call Resolution: Comprehensive Guide, SQM](#)

CHAPTER 4

Scale your operations affordably

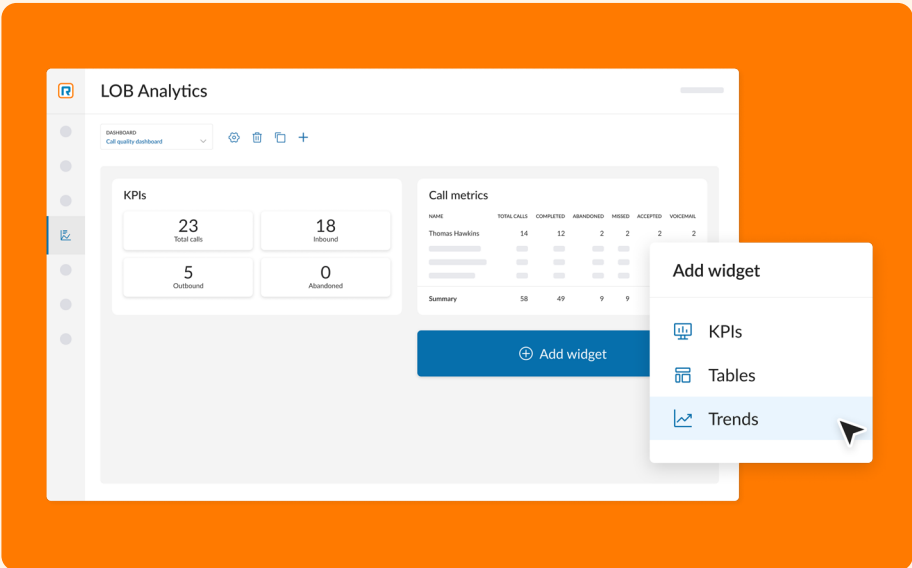
Cost is arguably the most critical factor for businesses that aim to implement new tools and improve their operations. It's essential to find tools that will grow with your business and protect your budget at the same time.

Many businesses are not yet ready to make the investment in a fully-featured contact centre solution. You need an affordable solution that meets the needs of your business, both now and in the future.

The great news is that you can grow your customer service and sales communications using one secure app from one vendor to improve your ROI without breaking the bank.

Set up new lines and team members instantly

Look for a communications system with easy-to-use configuration tools that can set up new lines and team members at record speed. In addition, ensure it can enable supervisors to use out-of-the-box templates and customisable dashboards to track KPIs, trends and more without the need for technical expertise.



Simplify workflows



Did you know 42% of customer service agents are unable to efficiently resolve issues due to disconnected systems, outdated user interfaces, and multiple apps?⁸ Streamline how you work by connecting your phone to your most-used business apps, like Salesforce, Google, Zendesk and Hubspot. Even enable your employees to work more efficiently with smart screen popups and save them time by integrating with your CRM – all customer information and calls can be housed together. Jumping back and forth between apps will be a thing of the past.

Get one bill from one vendor for all of your business communications

Who wants to deal with multiple vendors and endless paperwork? No one. Choose one vendor for all your business and customer communications needs. One of the biggest perks of choosing an all-in-one communications system from a single vendor is that you'll only pay one bill. When researching vendors, look for one that will always be by your side with a dedicated support team to help you manage your communications setup. Also, keep an eye out for one that gives you real-time analytics for phone and meetings to get the most out of your investment.

Always stay connected

Availability %	Downtime per year
99.99%	52.60 minutes
99.999%	5.26 minutes

Businesses are well aware of the negative impacts that come with unexpected downtime: loss of productivity and sales. It's critical to get a communications system that keeps your business connected at all times. Look for a communications system with industry-leading 99.999% uptime availability, which means that your vendor's carrier-grade infrastructure works day and night to keep you online, anytime. You may not think that extra 9 matters, but it does. It's the difference between 52.60 minutes of downtime per year versus 5.26 minutes per year.⁹

With 99.999% uptime availability, you'll be able to easily manage your remote teams from anywhere – even on your mobile device.

Secure customer data

If there's one thing you should never skip on, it's security. Your business doesn't have to be the size of a large enterprise to take advantage of enterprise-grade security. Bulletproof your business and choose a communications system with enterprise-grade security that encrypts all your meetings and conversations.

⁸ [Customer Service Tips: 20 Tips to Keeping Customers Happy, Salesforce](#)
⁹ [Microsoft Teams Direct Routing: Why you need 99.999% reliability](#)

Australian businesses winning in customer experience

What does success look like for Australian businesses that prioritise customer experience and choose their communications solution wisely? Here's a quick look at three businesses delivering exceptional customer service to drive great customer experience.



INDUSTRY: Retail

About

[Godfreys](#) is an iconic Australian and New Zealand vacuum retailer that was first established in Melbourne in 1931. Ninety years later, Godfreys is one of the world's largest retailers of domestic and commercial floor care and associated cleaning products, operating from 130 stores across Australia and New Zealand, plus another 64 franchised outlets.

Challenge

Over the last few years, Godfreys has reinvigorated its retail presence and the customer shopping experience, along with underlying networking and telecommunications infrastructure and applications supporting it.

Before RingCentral, the biggest missing piece for Godfreys was flexibility. Godfreys' support office, distribution centre and stores had been connected with a traditional hardware PABX which had reached end of life and end of support, without any feature updates for the previous five years. This was significantly limiting Godfreys in some key functional areas of the business.

Customer support operations only offered basic queue features and Godfreys agents had to log on to the specific queue they were assigned to through their phones at the start of each shift. Additionally, for all of

Godfreys' support office and distribution centre staff, any change in location required IT to re-register and configure the phone at their new desk. There was no capability for flexible or hybrid working.

Having no flexibility on retail networks, an absence of features, and no visibility or control of call volumes, queue statistics and KPIs in the help desk and call centre were the key reasons behind the decision to start a phased upgrade to RingCentral. It also made sense from an infrastructure perspective, explained Mike Malyshev, Infrastructure Manager at Godfreys.

“RingCentral was perfectly aligned with our IT roadmap and our move to SD-WAN. Having redundant links and flexibility in routing, and dynamic optimisation of bandwidth and QoS, means that SD-WAN technology and RingCentral match each other and are perfect working together.”



Solution

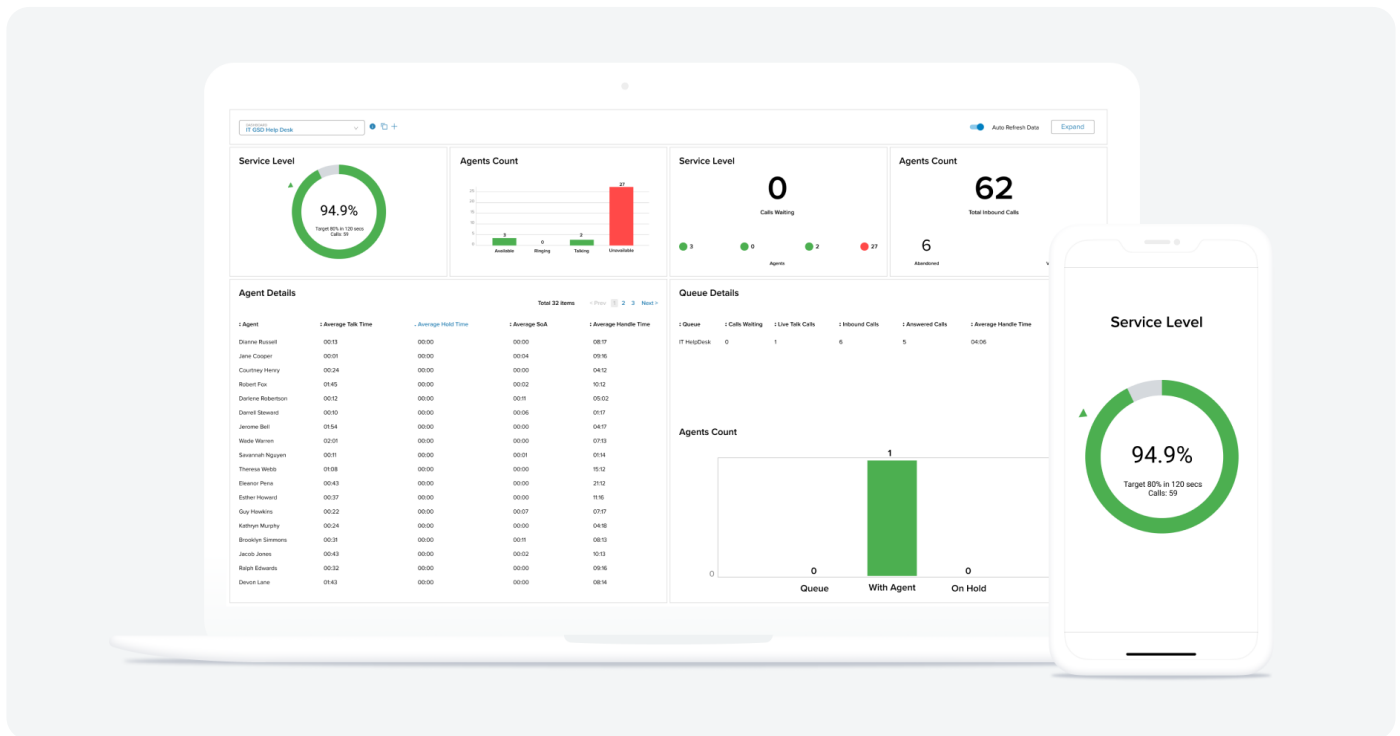
Godfreys started its RingCentral MVP™ deployment with its customer service and support call centre environment, with RingCentral Live Reports included to provide greater insight and analytics into call queue performance and key metrics.

The switch enabled Godfreys to improve the call centre structure and functionality, with managers easily defining the roles and assigning multiple queues to specific agents from RingCentral's management portal. The Live Reports dashboard provides visibility and insight that managers can use to make adjustments in functionality, and change the design of the call queues and call routing to improve performance.

The ability to make these adjustments also helped when stores were closed during lockdown, putting an increased load on the customer service team. “All customer questions, requests, complaints and queries came through

customer service, so while their call volume increased significantly we had no trouble handling it,” said Malyshev.

Now that the core RingCentral deployment is complete, Godfreys can focus on incremental improvements in functionality and operation. The first step will be to make store managers aware of RingCentral’s call analytics and reporting, so that they can use that insight to make improvements in their service responsiveness and enhance the overall customer experience.



INDUSTRY: Energy Management

About

[Accredited Power Saver Co](#) is an Australian-owned company that’s been installing energy saving solutions and lowering energy bills since 2011.

Challenge

The company’s call centre relied on a traditional phone system, which gave the business no visibility on call volumes and queuing status, and required frequent and expensive on-site visits from technicians to fix problems or implement changes.

Accredited Power realised that a radical change was needed, and decided to upgrade to a [RingCentral Unified Communications as a Service \(UCaaS\)](#)

solution and the [RingCentral Live Reports](#) add-on feature for a dashboard of real-time performance data and call queues.

Solution

“When COVID first hit, we had to come to a position where we could still have inbound calls, but people had to work from home,” said Damian Broadbent, Finance Director & Company Secretary, Accredited Power.

Accredited Power also equipped all staff with laptops, which meant that when everyone had to work from home during lockdowns, it was a quick and seamless transition.

“It was fantastic. The business continued on without missing a beat! Essentially the call centre was all together in the office one day, and the next day we all moved to our different homes – and from a customer perspective, it made no difference,” said Broadbent.

Where Accredited Power had previously advertised national 1300 phone numbers in its pamphlets, Accredited Power could now use local numbers, which meant the business was immediately saving up to \$6,000 on its monthly phone bills. It also had a positive impact on the customer experience.

“With RingCentral, we are able to easily set up our own call queues. We have different marketing programs going on, so we can use different numbers and pipe those calls through to different call queues and the right internal skill sets. By using an 02 number in NSW or an 07 number in Queensland, customers in that State felt like they weren't ringing a national call centre; they were ringing someone local,” said Broadbent.



Another benefit of having everyone on the same UCaaS platform is that all Adelaide-based call centre agents can do live call transfers to Accredited Power's separate scheduling team based in Melbourne, so that an appointment can be scheduled on that first call. Previously, Accredited Power had to ring the customer back to schedule a time, which might add another 10-15 minutes in trying to reach the customer on the return call.

The Live Reports dashboard allows agents to see the live calls taking place in real time in the scheduling area, adding to the positive experience.

“Our agents can see how many operators are available and are able to say to the customer, ‘they’re all busy at the moment, would you mind hanging on for a minute?’ From a customer’s perspective, we became very easy and professional to deal with, we’re meeting their expectation that the installation can be scheduled with this first call, and we get a lot of good feedback about the experience,” explains Broadbent.

As a result of the enhanced customer experience and communications functionality, Accredited Power is getting a much higher conversion rate on its direct marketing campaigns and has achieved productivity improvements across its call centre and scheduling teams of between 30 and 40%.



INDUSTRY: Sports and leisure

About

The Parramatta Eels is a Sydney-based National Rugby League (NRL) club, with a long and proud tradition as a football club, a very passionate and loyal fan base and over 30 junior clubs in the local area for kids to play the game.

Challenge

The club's home ground, Parramatta Stadium, was demolished in 2017, forcing the Eels to move its home games to a temporary base while the new stadium was being built. A redevelopment at the adjacent Parramatta Leagues Club and a lack of space in the precinct meant that the Eels had to relocate its head office to Rosehill, two kilometres away from its

home ground and training facilities. At the same time, the systems and technologies the Eels were using were not keeping pace with the changes within the club and its brand, particularly in attracting new fans and members.

Solution

“We weren’t really looking to expand our horizons outside of what was tried, tested and true,” said Rhys Redfearn, Membership Manager, Parramatta Eels, “The way that we spoke to our members and to our stakeholders hadn’t changed for a long time.”

One of the first major changes the club made was to create a whole-of-club ‘centre of excellence’ in the nearby suburb of Kellyville, “We had quite a disconnect internally, whereas now we are all under one roof, which is great,” says Redfearn.

In addition to the ongoing development at Kellyville Park, the Eels started playing at its new home ground of Bankwest Stadium. This presented the club with the perfect opportunity to re-engage with its fans.

“One way of attracting new faces is to make sure that the customer experience is second to none, and that people are having a good time when they’re dealing with us,” said Redfearn.



To do this, the Eels focused on making its operations and processes as streamlined as possible. Implementing state-of-the-art infrastructure, including [RingCentral MVP](#) Premium cloud communications, has given the Eels staff the ability to work at any time and from anywhere.

“Regardless of the situation, enquiries shouldn’t go unanswered, and we are able to get on the front foot for anything that comes up. Now, our guys can have a ten-minute break to play a game of table tennis in the office, and if they get a call they can take it and deal with the enquiry right there. That means the customer experience is consistent regardless of where they are or what they are working on.”

The busiest times of the year for the Eels’ inbound and outbound sales teams is in the lead into Christmas, and then again in February and March, right up to the start of the new NRL season. That includes new members, renewals and a lot of membership pack enquiries, so the club needs to put on additional staff at these peak times to handle the call load, which is very straightforward to action through RingCentral.

On top of this, RingCentral’s [Live Reports](#) ensures an improved membership experience through detailed reporting and analytics, allowing the membership team to see and manage what is happening in the queues – in real time.

“The combination of digital platforms, including RingCentral and Salesforce, gives us visibility on who we are talking to and the different touch points,” said Redfearn.

The results speak for themselves. “Our customer service is now at the level where we are going to be the benchmark for NRL clubs going forward, and partners like RingCentral are helping us do that,” Redfearn concluded.

Make every customer conversation count

Stop relying on on-premises phone systems and personal smartphones to stay connected with your customers. When the capabilities of a traditional call centre solution may be more than you need right now, a cloud-based solution that scales with you allows you to implement only the tools you need now with the freedom to upgrade later.

Start creating a better customer experience from beginning to end with the advanced functionality of combining RingCentral MVP and Live Reports.

With RingCentral's Customer Service Essentials bundle, your business can use unified communications and real-time analytics to simplify employee and customer communications, and strengthen customer service and staff efficiency. Unlike other solutions in the market, Customer Service Essentials provides a simple yet market-leading global solution from one vendor with high reliability and an affordable price that businesses can use to scale their operations.

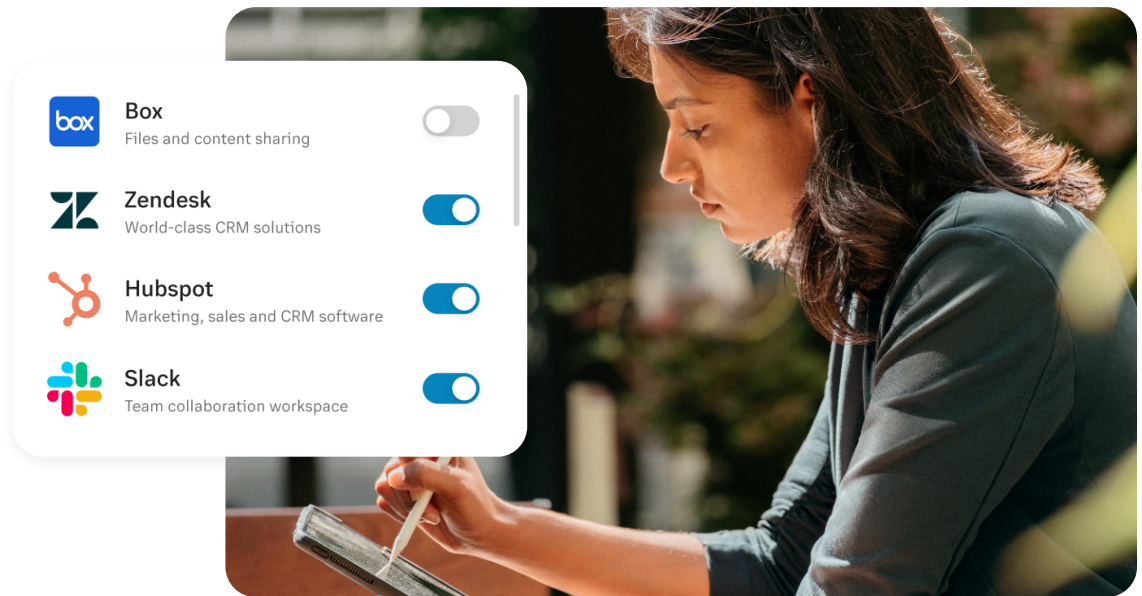
Get the ideal customer experience with [RingCentral's Customer Service Essentials](#), starting at just \$67.99.

Take advantage of a complete phone system that delivers value with customer service capabilities.



Don't forget about all the perks that come with RingCentral. For starters, tap into: 300+ integrations in the [RingCentral App Gallery](#) and open APIs through the [RingCentral developer portal](#) to customise all your workflows.

To learn more about Customer Service Essentials, visit ringcentral.com/au/en/customer-service-essentials.



For more information, please contact a sales representative. Visit ringcentral.com/au/en/ or call 1800 957 193.

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact centre solutions based on its Message Video Phone™ (MVPTM) 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.



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