

RingCentral

Triumph in the work-from-anywhere era

How four organisations made life easier for employees
and management, regardless of location.

ENTERPRISE EDITION



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Break free with flexibility

If you're like most IT leaders in large organisations, you're probably feeling overwhelmed by the multiple, disjointed systems you need to manage, including legacy tools that are draining resources. At the same time, you're under pressure to enhance hybrid working capabilities so you can improve employee satisfaction and business continuity. We get it. It's a familiar dilemma.

Today, more businesses are giving their employees the freedom to work from anywhere. In September 2022, around 22% of the GB workforce had worked at least one day from home in the previous week, compared to 12% in 2019¹. If you're still debating whether or not a hybrid, work-from-anywhere or remote model is right for your business, check out these stats:



feel more productive when working from home



feel more productive when working from office

While this hybrid way of working is becoming the norm, it comes with its share of challenges. For example, plenty find it difficult to give workers access to their business phone from multiple devices. This usually means a lot of manual call forwarding from the office. Another problem you might have experienced is spending too much time trying to get new people up and running on the company systems. We've all been there.

While there are challenges to wade through, it's possible for businesses of all sizes to run a hybrid working model. Here are four success stories of businesses that experienced problems with flexibility and now thrive.

1. [The impact of remote and hybrid working on workers and organisations](#)

2. Ipsos surveyed 1,002 U.K. residents aged 21-65. All respondents are currently full-time workers (defined as working full-time, having 2 part-time jobs, or being full-time self employed).

PHMG upgrades its remote-work capabilities



BUSINESS TYPE:
Technology

EMPLOYEES:
650+

LOCATION:
Manchester, UK

WEBSITE:
phmg.com

About PHMG

PHMG is the world's leading audio branding agency. The company develops custom content for telephony journeys provided by businesses to their customers – from auto attendants to on-hold messages and business voicemail recordings. PHMG brings together world-class copywriters, award-winning music producers and other highly talented creatives, to develop a brand-specific audio experience for its 40,000 clients worldwide. These include names like Coca-Cola, Audi, Samsung and Jaguar.

Challenge

PHMG's on-premises phone systems were increasingly falling short of expectations and the company's operational needs – particularly in terms of reliability and the ability to route callers to the right regional office around the world.

Cloud Communications Manager, Anthony Finn, explains:

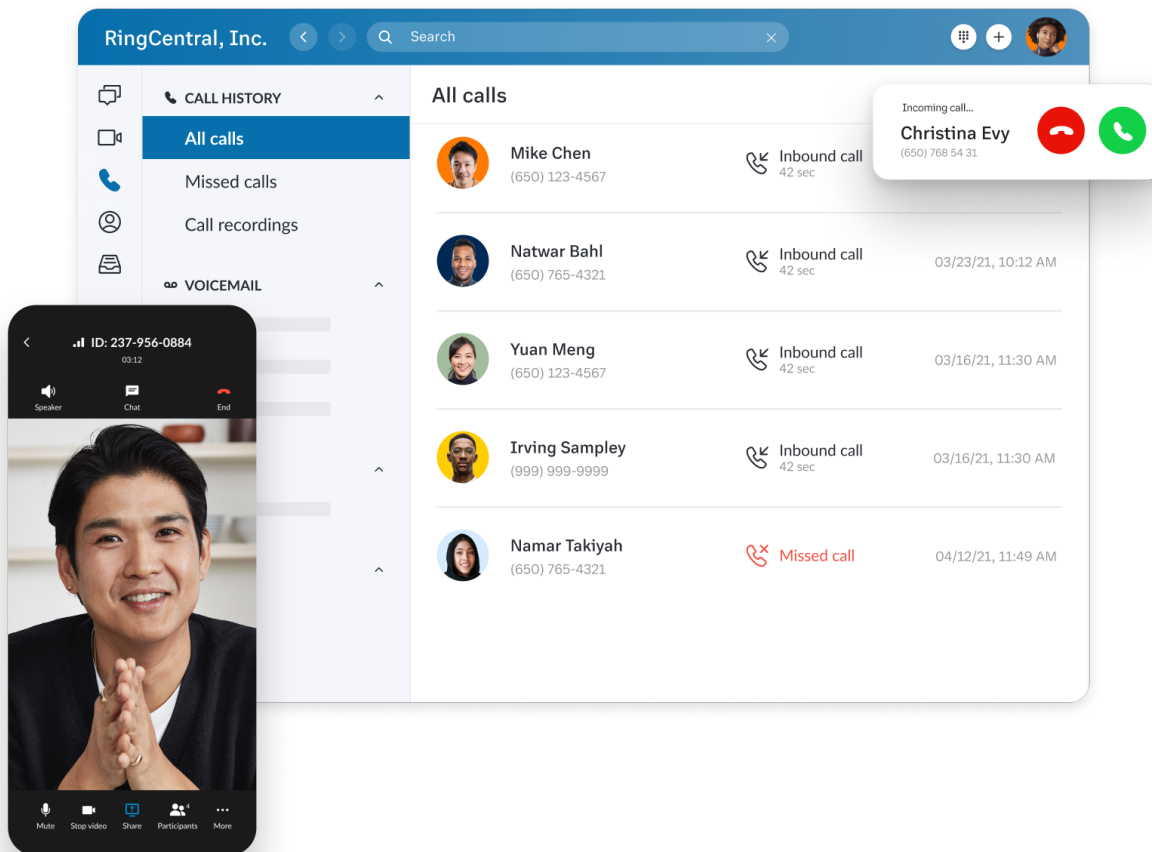
“Telephony is our business, both in terms of how we connect with our clients and prospects, and in the sense that the products we produce are custom audio contents for our clients' telephony environments. We just couldn't continue supporting a phone system that wasn't stable, reliable and continually providing us extremely high call quality.”

PHMG also recognised that they needed to keep pace with their clients' technology. "In recent years, we saw many of our clients move their own phone infrastructures from on-premises to the cloud," says Chris Berisford, PHMG's Finance Director. "We realised PHMG needed to do the same to ensure we were familiarising ourselves with the cloud telephony experiences that our clients were providing to their customers."

Solution

PHMG chose to switch to RingCentral's cloud phone system, and rolled it out to the company's offices in the United Kingdom, North America and Australia. The firm soon discovered numerous benefits, including improved operations and a wider talent pool.

"One huge advantage we found with RingCentral was that we finally had true remote work capability," says Chris. "Our staff can now make and receive work calls from home, on their laptops or smartphones, just as easily as if they were in the office." He continues: "Because we can now support talent working for us remotely from anywhere, RingCentral has effectively opened up our talent pool to the entire world."




The solution is also helping the company deliver an enhanced client experience, since some of PHMG's most active RingCentral users are the company's customer care agents. Chris explains: "With RingCentral, our customer care managers now have an intuitive admin dashboard they can use to set up call flows and call queues exactly how they want – and easily make adjustments when needed, to continually deliver a better experience for callers."

Anthony from PHMG summarises:

"We serve 40,000 business clients all over the world, and our primary touchpoint is by phone. That's hundreds of thousands of inbound and outbound calls running through our organisation every month. Thanks to RingCentral's experience, global infrastructure and 99.999% uptime, we can manage our massive telephony operation with confidence and peace of mind."



Please, take a look at our company plan for Q3

 Q3_Planning_gslides

Lush Cosmetics improves scalability while saving money

LUSH

BUSINESS TYPE:

Retail

EMPLOYEES:

11,000+

LOCATION:

Poole, UK

WEBSITE:

lush.com

About Lush

Lush Cosmetics has grown to become a wildly popular beauty brand, with the Global Cosmetify Index ranking it as No. 8 in the world. In its 25-year history, Lush has launched innovations that have truly changed the industry, including fizzing bath bombs, shower jellies and solid shampoo bars. Lush serves millions of customers each year at its 950 global retail stores, 100 of which are in the UK.

Challenge

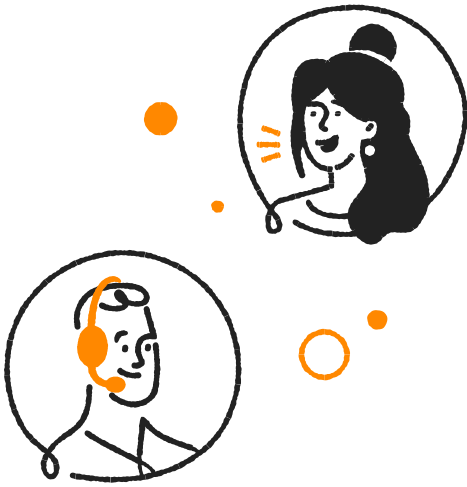
This global organisation was being held back by its local, on-premises phone systems. There were day-to-day problems, as Brad Candy, Lush's Technical Operations Manager, explains:

“We had reliability issues, with the system often shutting down or refusing to let employees log in remotely through the VPN. And it had an extremely complicated backend admin system, meaning we needed vendor support anytime we had a problem or wanted to make a change.”

There was a longer-term issue too. Every time the company expanded into a new region, it meant another on-premises phone system needed to be set up. Brad's IT team couldn't integrate these separate systems into a global company network, or manage them easily from the UK. For an organisation operating worldwide, this was a major roadblock.

Solution

Lush turned to its long-time solution partner, CDW, to help vet technology options and vendors. CDW's guidance led them to RingCentral's anywhere, any-device cloud phone system, which has vastly improved operations. Brad Candy explains how:



“The feedback from our team for RingCentral has already been hugely positive. There’s a sense of relief that we’ve now moved from the clunkiness of an on-premises system to a next-generation cloud communications solution. Updates that used to take us hours to complete previously can now be done in a matter of minutes with RingCentral.”

The new solution is enabling Lush to onboard and train its team faster, offer a self-service option for refunds and get detailed reporting on customer care team performance. All of this is helping improve customer experience. Brad highlights how it’s also providing more flexibility for Lush’s employees:

“RingCentral lets our staff work just as productively at home as in the office. We never had reliable remote-work capability with the old phone setup.”

The cloud technology is enabling Lush to find efficiencies and build a more cost-effective, responsive communications infrastructure. For instance, the firm can quickly add extra licences for short-term staff around the holidays, and turn them off again when the season ends. Then there are the IT cost savings:

“When we rolled RingCentral to our UK headquarters, we were able to eliminate our old telecom services and hardware-maintenance contracts,” says Brad. “That let us bring our phone costs down by £20,000 a year.”

But the biggest benefit is that the company’s phone system is now enabling, rather than hindering, expansion. Brad Candy again:

“Thanks to RingCentral, we now have a scalable system which, as a rapidly growing company, suits us perfectly. When we’re expanding into our other locations across Europe, setting up telephony for that staff is just going to be a case of: How many would you like? When would you like it? Let’s turn it on.”

Mobica slashes costs and connects staff worldwide



BUSINESS TYPE:
High-tech

EMPLOYEES:
1.000+

LOCATION:
Manchester, UK

WEBSITE:
mobica.com

About Mobica

Mobica is a global software services company, offering technologies that transform business outcomes. It works as a development partner to world-leading companies in the automotive, silicon, financial technology, media and telecoms sectors. The firm turns its customers' complex business challenges into competitive advantages, with expert technical knowledge, cross-sector industry experience, and an ability to deliver at scale.

Challenge

Mobica had expanded rapidly, opening new offices around the world, and hiring hundreds of additional employees. But its communications infrastructure had struggled to keep pace:

“For a company undergoing that type of year-on-year growth – even a tech company like ours – it’s easy for the internal tech stack to become outdated while everyone is focused on servicing our customers,” says Tony Healy, Mobica’s Chief Information Officer.

The company was running an ineffective and costly communications infrastructure, built on legacy phone technology and disparate communication tools. It lacked many features employees needed to communicate and collaborate effectively with the rapidly growing, global customer base.

Solution

Mobica decided on a two-stage strategy to resolve these issues. The first stage would be to replace the localised, on-premises telephony hardware with a cloud solution. The second stage would be to phase out the multiple communication and collaboration apps being used across the organisation, and consolidate these into a single, unified solution. IT leaders quickly realised that RingCentral would take care of both stages.

“When you prepare for trial, there are a lot of legal documents. We started using DocuSign, which has an electronic note feature, and now RingCentral Video allows us to get permission and see the clients sign the documents.”

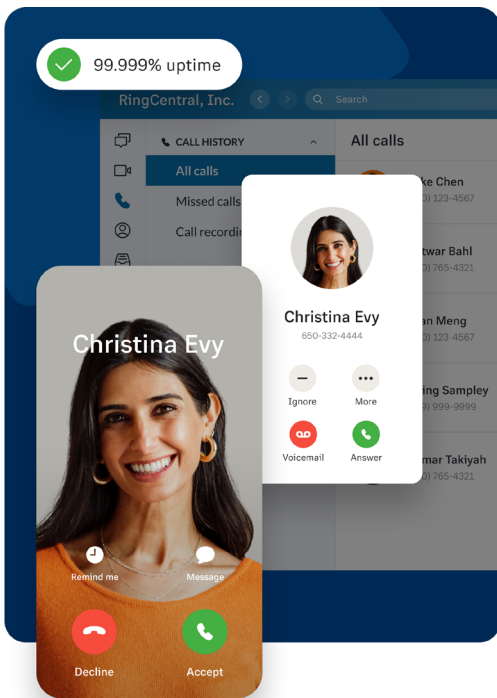
Mobica is now reaping the rewards of this unified solution, as Tony explains:

“The benefits we’re already seeing are enormous. First, we’re saving money. RingCentral MVP is helping us reduce our ISDN lines and our PSTN numbers, whilst empowering our staff to communicate and be reachable anywhere. RingCentral is also helping us become more connected as an organisation, and that’s important in a company as geographically distributed as ours.”

Tony notes they have also been able to enhance their video conferencing experience with improved quality and reliability, and benefit from “enterprise-calibre business phone functionality”. This includes features like automated professional greetings, dial-by-name directory, extensions, advanced routing and more. This, he says, matches Mobica’s reputation as a global technology innovator.

As well as reducing IT costs and improving communications, RingCentral has had a positive impact on collaboration and productivity while employees are working remotely, too:

“Mobica’s workforce now has a central collaboration platform that lets teams organise and maintain a single source of truth on complex projects through one-on-one chat, team chat, file sharing and commenting, conversation archiving, and more. It gives us the ability to be a truly mobile workforce without losing any productivity.”



Thanet District Council gains from digital transformation



BUSINESS TYPE:
Government agency

EMPLOYEES:
500

LOCATION:
Margate, UK

WEBSITE:
thanet.gov.uk

About Thanet District Council

Located in Kent, Thanet District Council is tasked with maintaining the area's towns and villages, ensuring Thanet remains a desirable place to live, work and visit. Home to 140,000 residents, the district boasts some of the most popular holiday spots in the UK.

The council provides services to 140,000 residents – from collecting waste to helping people access housing and benefits – as well as trying to attract entrepreneurs, investment and holidaymakers.

Challenge

Thanet District Council was using an outdated, on-premises phone system for both internal communications and to power its customer service lines. Joe Brackenborough, the Council's Digital Transformation Manager, explains what the impacts of this were:

“The old phone system created all sorts of problems. Calls dropped. Call quality was inconsistent. And making even small adjustments, such as shifting customer support staff from one call queue to another, required contacting the supplier and waiting for them to handle the request.”

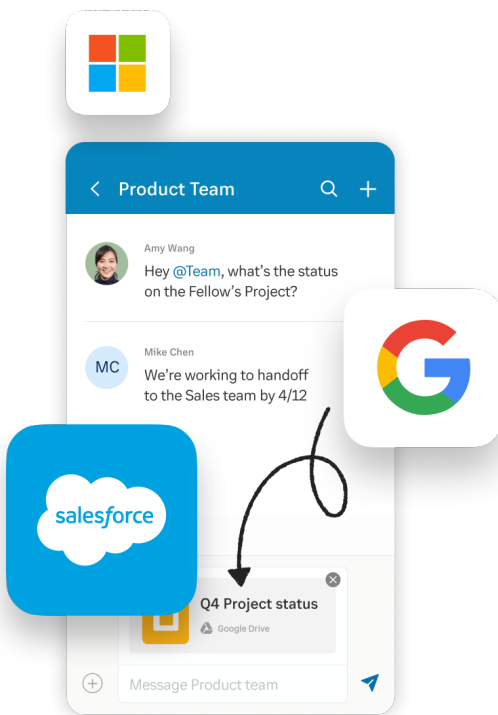
As this on-premises phone hardware was nearing end of life, Joe's team decided to investigate cloud-based communication solutions, as part of its digital transformation initiative.

Solution

Joe's team selected RingCentral as the solution and were immediately impressed by the "crystal-clear" call quality. They also gained the ability to quickly move people in and out of call groups themselves, and better still, RingCentral's insights gave them visibility of their call volume patterns – something they had never had before. Suddenly they could plan and manage their resources effectively.

“The net effect of all this is that thanks to RingCentral, we're now able to provide better service to customers, improve processes and become more efficient,” says Joe.

A key part of the council's digital transformation strategy is to connect employees' workflow apps wherever possible – to create new efficiencies and help them do their jobs more easily. RingCentral's integration app gallery is helping Joe's team achieve this. During the pandemic, they set up all employees with the RingCentral softphone app on multiple devices, including their council-issued Chromebooks. This allowed them to make and receive business calls from their computers.



“To have one app and one experience across any device gives us the flexibility to let users bring their own device – whether it's Android, iOS or Windows, we know they won't have a problem navigating their way around”.

Remote meetings have now become the norm, thanks to RingCentral Video: “We can now have those dozen-person team meetings anytime, no matter where our team is,” explains Joe.

Integration apps have also made onboarding new staff much easier too: “Now when we onboard a new hire, we set them up with a single sign-on username and password through Okta, and they can use that for their RingCentral account as well. We're even automating it further, where creating the Okta account generates the officer's RingCentral number, so they have a business number immediately – no waiting, no work for IT.”

And it doesn't end there. The council has also benefited from significant cost savings by moving to RingCentral; something that's particularly important for publicly funded organisations:

“Overall, moving to RingCentral is saving us nearly £30,000 annually, accounting for the costs of hardware renewal, infrastructure, and resilience with backup lines... [also] calling costs have gone down massively, from hundreds a month to just £10.”

Go mobile with RingCentral

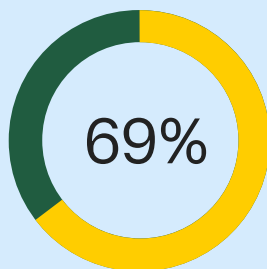
Are you ready to truly work from anywhere? Wherever your teams go, keep them connected to each other, and to customers and vendors, with RingCentral's award-winning solution.

Imagine a world where desk phones are no longer mandatory, but optional. Or one where you can easily switch between devices in the middle of a call, uninterrupted.

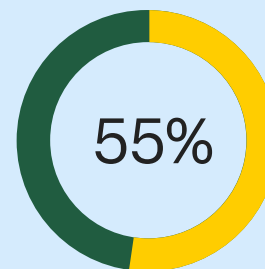
Ditch outdated communication systems. Everything you need can be easily accessible in one app. Start managing all your business communications on the go via your phone, tablet or laptop.

RingCentral helps organisations of all sizes gain flexibility.

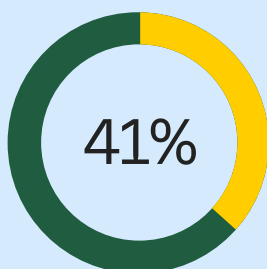
On average, businesses that partner with RingCentral for their communications and collaboration needs see the following:³



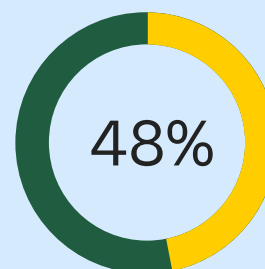
increase in employee mobility



increase in ROI



increase in employee productivity



increase in customer satisfaction

On top of all that, you can tap into 250+ integrations in the [RingCentral App Gallery](#). We're talking about integrations with all your favourite apps, like Salesforce, Microsoft 365 and Google Workspace. Or you can build your own integrations with our open APIs.

3. Source: [RingCentral 2022 customer success metrics](#)

With benefits like scalability, a lower TCO and a 99.999% uptime SLA, it's the perfect choice for larger organisations. [Learn more about RingCentral MVP.](#)

About RingCentral

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact centre solutions 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 MVPTM 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.com/gb/en or call 0800 098 8136.