



MetriStar Top Provider Award

Contact Center Platforms

RingCentral

Q1 2022

Robin Gareiss
CEO & Principal Analyst
Metrigny

Metrigrig 2022 MetriStar Awards: RingCentral

Category: Contact Center Platforms

RingCentral has earned the Metrigrig MetriStar Top Provider Award for contact center platforms. The value of the MetriStar Award is that it is based on both customer ratings of providers and quantitative metrics correlating the use of a vendor's products and services with measurable business success.

Product Category

Contact Center Platforms: Contact center platforms are the communications core of all customer engagement technologies. At minimum, they provide Automated Call Distribution (ACD) to route incoming voice calls to appropriate customer service agents. They often include Interactive Voice Response, as well. Increasingly, providers are adding Artificial Intelligence-based apps, such as conversational AI, as well as Workforce Optimization, analytics, and self-service capabilities. The platforms also may have the ability to interact with customers over multiple, integrated channels.

Award Description

MetriStar recognitions are as follows:

- **MetriStar Top Provider** - Recognizes technology providers whose customers achieved high business success *and* achieved above-average customer sentiment ratings
- **Top Business Success** - Highlights providers with above-average percentage of customers achieving business success
- **Top Customer Sentiment** - Highlights providers with above-average customer sentiment scores

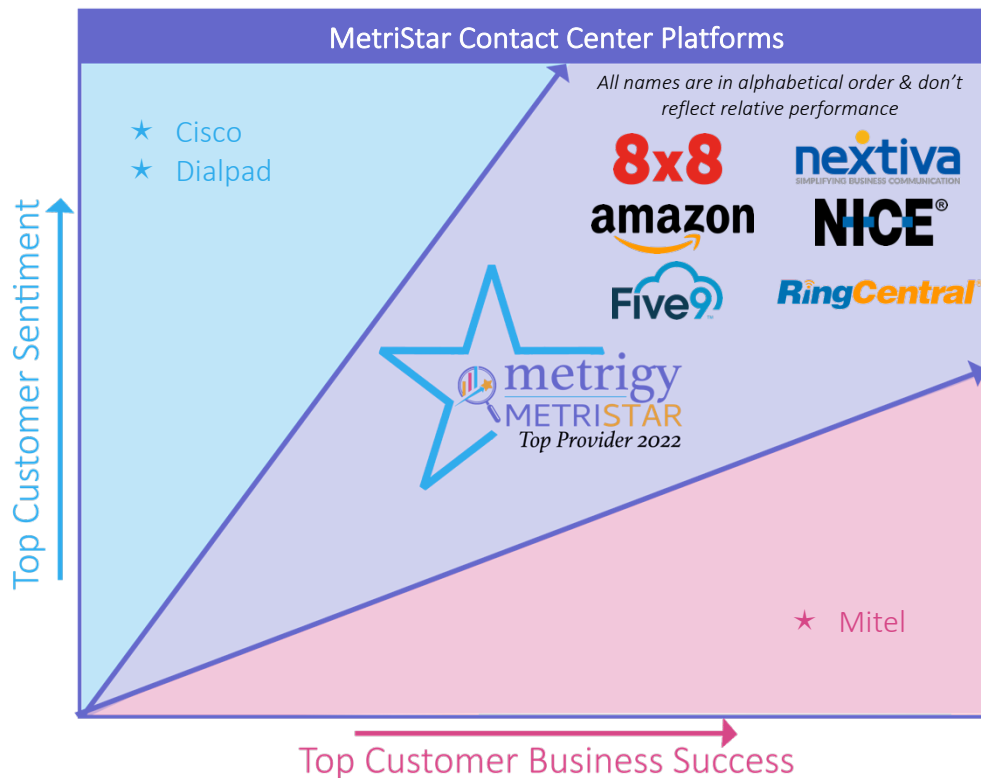


Figure 1: MetriStar Contact Center Platforms (Names in alphabetical order)

Research Methodology

Business Success

Research participants of our *Customer Experience MetriCast 2022* research study provide data on before-and-after changes in business metrics (revenue, costs, customer ratings, and agent efficiency) resulting from the use of contact center platforms.

In the first sub-column of each section in Figure 2 below, we show how many participants said contact center platforms improved the metric, made it worse, or resulted in no change. The second sub-column shows the percentage improvement or degradation for each metric. We calculate the overall mean for each metric using *all* figures—even 0% for those with no change—noted in the purple row below. Research participants with at least half of their metrics greater than or equal to the overall mean are placed in the success group.

We then calculate the percentage of each provider’s customers in our study that are in the success group. For contact center providers, 31.4% to 61.5% of each company’s customers were in the success group, with the average at 45.2%. *RingCentral customers saw measurable success: 45.5% of them were in the research success group. Specifically, RingCentral’s success group saw a 31.4% revenue increase, 25.6% cost decrease, 42.0% customer ratings improvement, and 30.3% improvement in agent efficiency.*

Contact Center Platform Business Metric Changes								
Change	Revenue		Costs		Customer Ratings		Agent Efficiency	
	How many?	Mean change	How many?	Mean change	How many?	Mean change	How many?	Mean change
Improved	74.4%	28.0%	55.7%	-26.7%	68.4%	29.5%	69.2%	29.8%
Made worse	6.0%	-29.8%	16.2%	23.3%	10.5%	-31.2%	8.8%	-22.1%
No change	17.1%	0.0%	24.8%	0.0%	18.3%	0.0%	18.8%	0.0%
Success Group ≥ overall mean change	18.0%		-10.7%		16.8%		17.6%	
<small>Unsure responses may result in "How many?" columns totaling < 100%</small>								

Figure 2: Contact Center Platform Business Metric Changes

The majority of companies across all categories in the *Customer Experience MetriCast 2022* study see improvements in their business metrics. But some find their metrics either stay flat or worsen with the addition of a new CX technology. For example, the cost of buying, implementing, and training may increase costs before savings emerge. Customer ratings (and revenue) may drop because some don’t like the new technology, the technology is not implemented or integrated well, or it doesn’t save them time. Agent efficiency may suffer if training was poor and agents weren’t able to determine how to use the technology to automate some of their manual functions, deflect live agent calls, or add new value to an existing interaction.

Customer Sentiment

In addition to business success, we also ask research participants to rate provider performance on a variety of areas, as noted in Figure 3 on the following page. The rating scale is 4 = Excellent, 3 = Good, 2 = Just OK, and 1 = Poor. For all providers, overall average customer sentiment score is 3.33, with a range of 2.97 to 3.48 for those rated individually.

RingCentral’s overall score was 3.37, with analytics capabilities (3.58) and technical features (3.52), as its top-performing areas. Figure 3 shows how individually each rated provider scored relative to the average across each of the categories rated.

Contact Center Platform MetriStar: Customer Sentiment Ratings vs. Average									
Provider	Technical features	Response time to problems and questions	Reliability of the platform	Value (bang for the buck)	Integration with other apps	Analytics capabilities	Artificial intelligence capabilities	Security capabilities	Average Score
8x8	▲	▲	▲	▲	▼	▲	▲	▲	▲
AWS	▲	▲	▲	▲	▲	▲	▲	▲	▲
Aspect	▼	▼	▼	▼	▲	▼	▼	▲	▼
Avaya	▼	▼	▼	▼	▼	▲	▼	▼	▼
Cisco	▼	▲	▲	▲	▲	▲	▼	▲	▲
Dialpad	▼	▼	▲	▲	▲	▲	▲	▼	▲
Five9	▲	▲	▲	▼	▲	▼	▼	▲	▲
Genesys	▲	▼	▲	▼	▼	▲	▲	▲	▼
Mitel	▼	▼	▲	▼	▼	▼	▲	▲	▼
NEC	▼	▼	▼	▼	▼	▼	▲	▼	▼
Nextiva	▼	▲	▲	▲	▲	▲	▲	▼	▲
NICE	▲	▼	▲	▲	▲	▲	▲	▲	▲
RingCentral	▲	▲	▲	▼	▼	▲	▲	▲	▲
Talkdesk	▼	▲	▼	▼	▼	▼	▼	▼	▼
Twilio	▼	▼	▼	▼	▼	▼	▼	▼	▼
Zendesk	▼	▼	▼	▼	▼	▼	▼	▼	▼
Average Score	3.39	3.34	3.40	3.27	3.36	3.29	3.25	3.40	3.33

Other providers were rated and factored into the average scores, but they didn't garner enough responses to be counted individually.
 LEGEND ▲ = Above average ▼ = Below average ● = At average.




Figure 3: Customer Sentiment Ratings vs. Average, by Provider

MetriStar Summary of Results

The results for the categories that comprise the Contact Center MetriStar are described here:

- MetriStar Top Provider.** Research participants rate these providers at least 3.33, and at least 45.2% of each provider’s customers are in the MetriStar Success Group. These providers—8x8, Amazon, Five9, Nextiva, NICE, and RingCentral—have earned a **MetriStar Award**. All received high sentiment scores, and customers documented business success through the use of their products and services.
- Top Business Success.** Only one additional provider—Mitel—was recognized as having at least 45.2% of its customers in the success group.
- Top Customer Sentiment.** Two additional providers earned at least a 3.33 average customer sentiment score. They are Cisco and Dialpad.

Companies Rated

MetriStar received input for a total of 30 contact center platform providers. Of those, we received enough ratings for 16 companies. We received enough ratings for AT&T and Verizon, but the responses were based on partner platforms, so we did not include them in this analysis. Other providers that did not receive enough ratings to be counted individually are: Bell and Rogers, Enhouse, Grasshopper, Lifesize, Lumen, Microsoft (using Teams voice with Direct Routing partners), Oracle, Telstra, Ujet, Vonage, Zoho, and Zoom.

MetriStar’s Take

Companies use RingCentral’s contact center platform to manage calls, provide omnichannel engagement, route inbound service requests to the appropriate agent, manage agent scheduling, and provide insight into customer experience performance.

RingCentral has a multifaceted approach to delivering CX: It has a long-time and tightly integrated partnership with NICE for cloud voice and digital capabilities, expanded further in May 2021. That is also integrated in with its own digital platform, providing numerous interaction channels, as well as AI and analytics. Companies then also can integrate with RingCentral’s Unified Communications and Collaboration platform—important given UC and contact center integration has become a top-priority project in most organizations. When companies use a single provider for UC and contact center integration, they see a 54.1% improvement in revenue and a 36.9% boost in customer ratings, according to the Metrigy’s 2021 *CX & Workforce Optimization* study.

Beyond those capabilities, RingCentral also offers Communications Platform as a Service (CPaaS), for custom-developed communications applications, such as click-to-call or SMS reminders.

One could argue that RingCentral’s MetriStar is a reflection of the NICE CXone solution, because RingCentral sells the solution fully integrated with its Message Video Phone (MVP) platform. But there is more to a service than the technology behind it. Other factors, such as value, integrations, and customer service make up the customer sentiment and business success. Research participants say they appreciate the ability to buy both internal and external communications capabilities from a single provider.

Areas of note in our research include the following:

- RingCentral markets to size and vertical segments, offering case studies products that are well-thought-out for the specific segment.
- By integrating contact center with MVP, companies can extend collaboration capabilities companywide, along with configurable routing and an “Ask the Expert” capability using directory, presence, conference calling, and transfers.
- Numerous CRM integrations are available.
- Workforce Optimization (WFO) capabilities, including quality and performance management, feedback management, interaction analytics, and screen recording are available.
- AI can route customer interactions to the best possible agent, based on real-time performance analytics. It also offers a full suite of automation capabilities, such as self-service, chatbots, and virtual hold.
- For sales-specific functions, RingCentral has the typical outbound dialers, but it also provides campaign and list management capabilities, along with compliance and risk-mitigation controls.
- Co-browsing is available, and we’re finding this to be an important feature that sometimes is not integrated as part of a contact center solution.
- Finally, RingCentral has a wide range of analytics and reports available, but we like that it incorporates surveys into the tool so companies can regularly measure and track important metrics, such as Net Promoter Score, Customer Effort Scores, or CSAT.

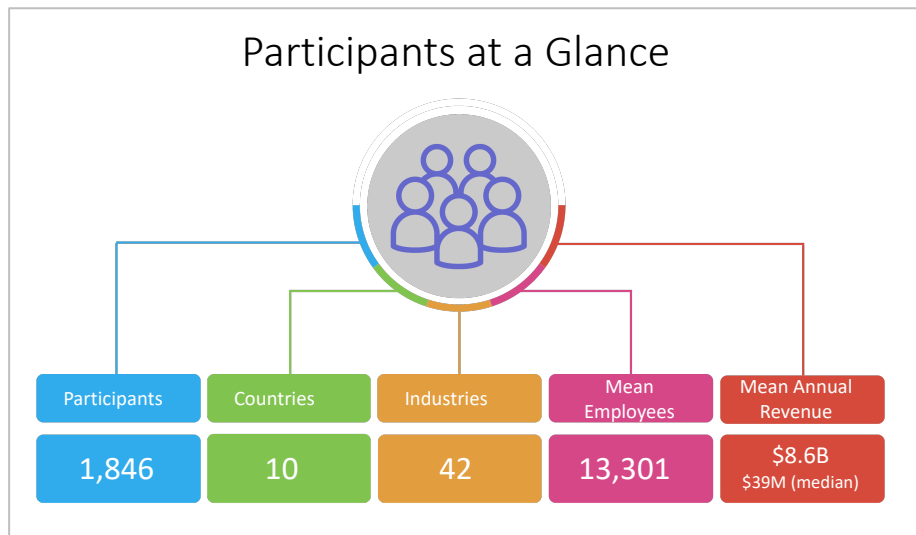
Study Overview

Metrigy conducted our global **Customer Experience MetriCast 2022** research study in November and December 2021. We surveyed 1,846 CX leaders from organizations headquartered in 10 countries from three regions (North America, Europe, Asia-Pacific). In this study, we gathered detailed information on CX technology adoption plans, current and planned spending, provider adoption, plans for changing providers (and why), applications in use, provider ratings, business success, and more. We analyzed both quantitative and open-ended qualitative commentary from CX leaders on what they like most and least about their providers.

The MetriStar output from the study focuses on the provider ratings and associated business success for the following areas: Artificial Intelligence (AI) platforms, Communications

Platform-as-a-Service (CPaaS) platforms, contact center platforms, contact center platform management tools, conversational AI, customer self-service knowledge bases, visual engagement applications, voice biometrics, Voice of the Customer (VoC) platforms, and Workforce Optimization (WFO) applications.

To get more details on this and other research, please visit www.metrigy.com.



ABOUT METRIGY: Metrigy is an innovative research firm focusing on the rapidly changing areas of Unified Communications & Collaboration (UCC), digital workplace, digital transformation, and Customer Experience (CX)/contact center—along with several related technologies. Metrigy delivers strategic guidance and informative content, backed by primary research metrics and analysis, for technology providers and enterprise organizations.