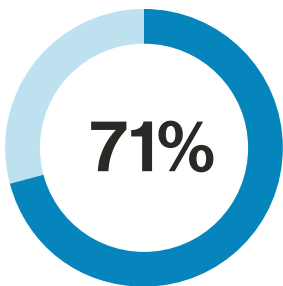


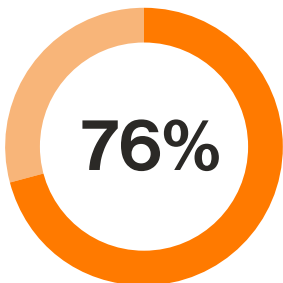


## Delivering effortless customer experiences

An AI-powered contact center purpose-built to provide superior omnichannel customer service.



of consumers expect personalized interactions from companies<sup>1</sup>.



get frustrated when their experience doesn't feel personal<sup>1</sup>.

When customers reach out, they expect brands to quickly respond with convenient, personalized service. Unfortunately, it can be extremely challenging for many companies to consistently deliver the level of service required to satisfy customers across all channels. Complex systems, data silos, and a skilled workforce shortage often make it hard for companies to unify and modernize their contact center operations to meet expectations.

RingCX changes this, providing an AI-powered contact center built to make it easy for companies of all sizes to quickly and efficiently modernize their operations to provide a superior level of service across channels. RingCX enables agents, supervisors, and business leaders to optimize their everyday activities to deliver higher contact center performance, customer satisfaction, and cost savings.

### The AI difference

RingCX was built from the ground up to streamline and unify contact center communications to enable smarter, more efficient service operations. RingCX provides the latest innovations from RingSense AI to enhance customer experiences across channels. The real-time quality management and assistance capabilities enabled by RingCX help companies ensure every interaction is personalized and memorable.

## Create an immersive agent experience

"What amazes me is how intuitive RingCX is. It provides voice and all digital channels in a single pane of glass and at the same time improves our agents' effectiveness."

– Jamie Bell, VP of Client Solutions  
at The Office Gurus

RingCX provides agents a single application to view all customer information and issues. Automated assistance and intelligent prompts help agents find the most relevant information and take the most appropriate actions to increase first contact resolution rates. By automating transcriptions, the generation of call summaries and other routine workflows, agents are empowered to do more meaningful work that can lead to higher satisfaction levels all around.

## Agents communicate across channels in a single application

The screenshot displays the RingCentral RingCX agent interface. The top navigation bar is blue with the RingCentral logo on the left and an active call timer (00:02:50) on the right. The main interface is divided into three sections:

- MY MESSAGES:** A list of messages from customers. The top message is from Kristen Taylor (3 mins) with the subject "Appointment follow up". Below it is a message from Kelly Smith (1 min) with the subject "I have a question about my plan." and a red notification badge with the number 2. The bottom message is from Mark Sampley (1 min) with the subject "I'd like to set up automatic bill pay, can you help?".
- Follow-up questions:** A chat window showing a conversation with Kristen Taylor. The customer's message is "Hello, I had some follow-up questions from my appointment." The agent's response is "Of course. We can jump on a video call and go over your questions. Let me set up a video session for us." Below the response is a system message: "Andrea Ferrera started a video call...". At the bottom, there is a text input field with the placeholder "Your message here..." and a send button.
- Info:** A profile card for Kristen Taylor, showing 1 Opened, 3 Closed, and 19 Messages. The card lists her contact information: First name (Kristen), Last name (Taylor), Company (Lume Solar), Gender (Female), Email (ktaylor@lume.com), and Cell phone ((612) 898-0044).

## Use AI to improve every interaction

"RingCX gives us everything we need—voice call routing, fantastic analytics, and digital options all in a single package."

–Devon Lemay, Manager at EON Health

RingCentral applies AI to make every interaction smarter, effective, and satisfying. Intuitive AI provides automation, assistance, and analytics to delight customers, enhance the agent experience, and easily identify areas of improvement. With RingCX, supervisors gain the insights they need to provide feedback and coaching to agents to accelerate onboarding and improve long-term effectiveness.

## Agents get coaching powered by AI

The screenshot displays the RingCentral 'Calls' interface. On the left, there's a sidebar with navigation icons. The main area shows a list of calls with columns for SCORE, NAME, TITLE, DATE, and DURATION. The call 'Marketing Q4 presentation planning' is highlighted. To the right, an AI coaching panel is open for this call, showing a transcript and several coaching points with expandable details.

SCORE	NAME	TITLE	DATE	DURATION
10	Kathryn Murphy	Ramon Largaespada's video meeting	Jul 20, 2023	30 min
5	Darlene Roberts...	Marketing Q4 presentation planning	Jul 20, 2023	15 min
1	Bessie Cooper	Inbound call from with Belmont California	Jul 20, 2023	45 min
5	Kathryn Murphy	Contact Center Discovery Call   Meridian	Jul 20, 2023	1 hr
9	Darlene Roberts...	Inbound call from with Belmont California	Jul 20, 2023	20 min
5	Bessie Coop... +2	Q3 Analytics Regroup	Jul 20, 2023	20 min
2	Kathryn Mu... +2	Ramon Largaespada's video meeting	Jul 20, 2023	30 min
7	Darlene Roberts...	Inbound call from with Belmont California	Jul 20, 2023	45 min
5	Bessie Cooper	Contact Center Discovery Call   Meridian	Jul 20, 2023	1 hr
8	Kathryn Mu... +3	GDI Integrated Facility Services, Inc. / RingCentral...	Jul 20, 2023	50 min

**Marketing Q4 presentation planning**  
Jul 20, 2023 (30 min)

Replay Review deal Call details

Overview Transcript **AI coach** Trackers Q&A Next steps

- It's important to know candidate's current employment situation as well as notice period details. Agent should probe this information tactfully, ensuring they respect candidate's current employment commitments.
- Agents should raise the topic of salary expectations early in the conversation. This not only demonstrates transparency but also ascertains that the both parties are in the same ballpark.
- Ensure to probe further if the candidate mentions any relevant skill or competency. Validate their authenticity by asking for examples or situations where they have utilized those skills.
- It's important to know candidate's current employment situation as well as notice period details. Agent should probe this information tactfully, ensuring they respect candidate's current employment commitments.

09:42 13:12

## Streamline contact center operations

RingCX enables companies to deploy a modern contact center in a matter of days, even minutes. Prebuilt roles, templates, and configuration imports and exports make it easy to get up and running fast. Fully integrated with your customer relationship management (CRM) tools and other systems of record in your contact center, such as Salesforce, Zendesk, Microsoft Dynamics, ServiceNow, and Hubspot, to create an immersive experience for agents that helps simplify and accelerate existing workflows.

## Reduce contact center costs

"We chose RingCX ultimately based on our overall costs when we noticed annual contractual costs going up with our previous provider and some of the technology becoming stale."

– Brian Dampman, Chief Operating Officer at ACQ Holdings

RingCX provides transparency with one simple price for the base package, which includes unlimited minutes. Companies no longer have to worry about metering or endless add-ons or a-la-carte options pushing price points higher. With RingCX, companies have access to a complete set of AI-powered capabilities that lower the total cost of ownership (TCO) of their contact center.

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## Key RingCX capabilities

### AI-powered

RingSense AI is at the core of RingCX, providing insights, automation, and assistance.

### Omnichannel

The ability to connect with customers on the channel of their choice.

### Easy to deploy

Simple administration enables any business to deploy a contact center in days.

### Simple to use

Designed from the ground up to create effortless workflows for customers and agents.

### Best value

Predictable, fixed-rate pricing ensures a low total cost of ownership.

1. "Next in Personalization 2021 Report," McKinsey & Company, Nov. 12, 2021, <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying>

Learn more at  
[ringcentral.com](https://ringcentral.com)



RingCentral Inc. (NYSE: RNG) 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. RingCentral is headquartered in Belmont, California, and has offices around the world.

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