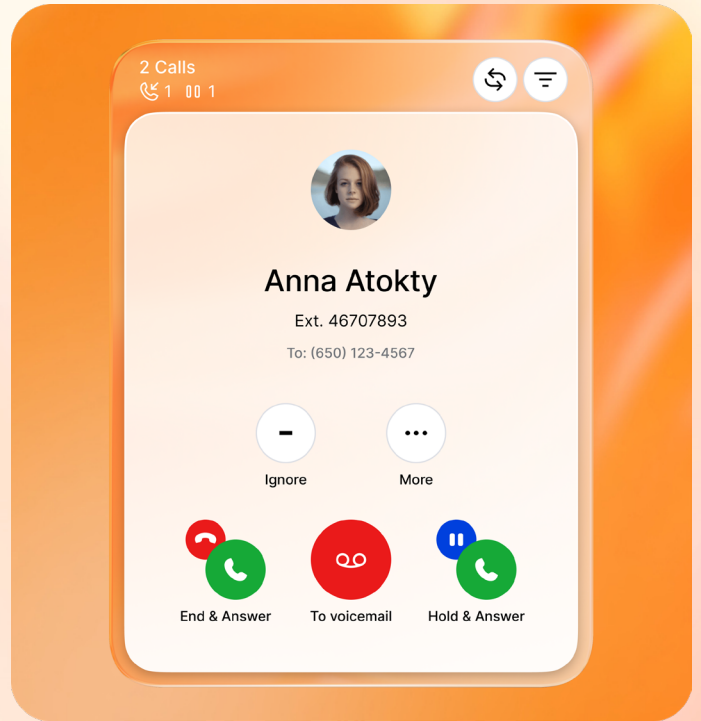


Maximize the Potential of Salesforce with RingCentral

At a Glance: RingCentral's Salesforce Integration Suite



RingCentral's suite of integrations with Salesforce revolutionizes how businesses leverage their CRM investment, addressing key challenges faced by sales, marketing, and customer service teams in today's digital-first environment. By seamlessly embedding advanced communication tools and AI-powered insights directly into Salesforce, these integrations drive significant improvements in productivity, customer engagement, and operational efficiency.

Key Benefits

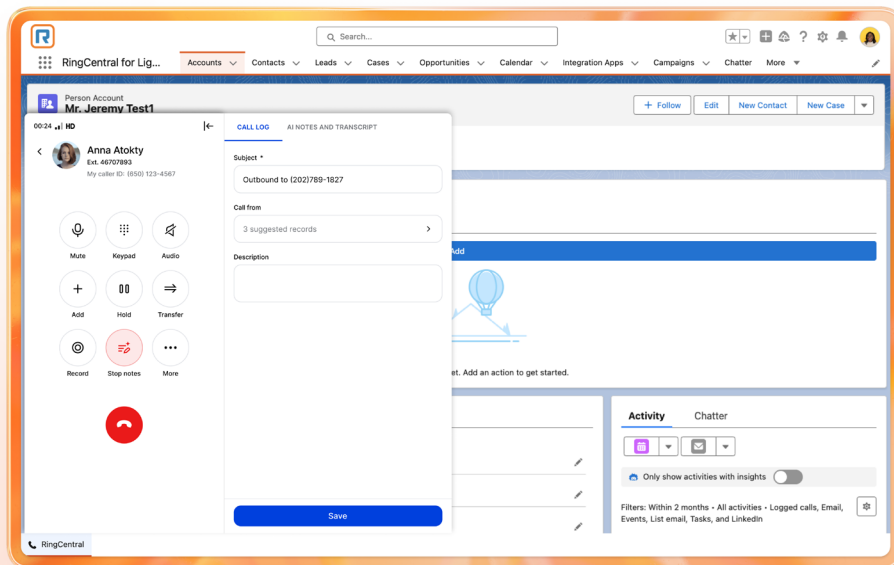
- Streamlined workflows with one-click calling, automatic logging, and unified interfaces
- AI-driven insights for personalized customer interactions and improved sales strategies
- Enhanced event management capabilities integrated directly with Salesforce data
- Omnichannel support for customer service with intelligent routing and personalized scripts

RingCentral's Salesforce integrations empower organizations to maximize their CRM potential, fostering stronger customer relationships and driving business growth. With easy implementation and robust support, businesses can quickly transform their Salesforce experience and gain a competitive edge in their market.

Supercharge Salesforce with integrated communications

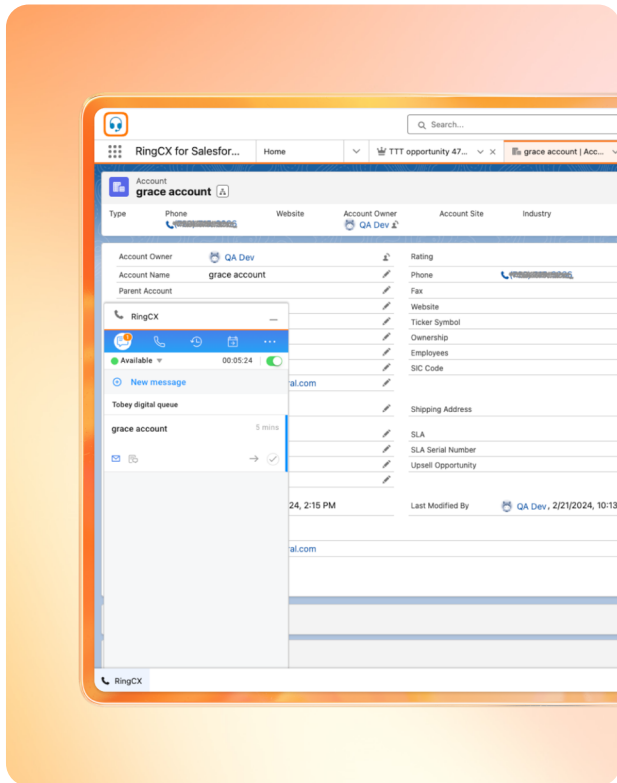
Salesforce is the world's leading customer relationship management (CRM) platform, used by organizations of all sizes to manage customer data, track sales and marketing opportunities, and streamline business processes. While Salesforce excels at organizing customer information, many organizations find they need a robust communications solution to truly maximize their CRM investment.

Sales representatives, marketers, and customer service agents face a multitude of challenges in today's digital-first business environment. Sellers struggle with capturing and analyzing crucial customer interaction data, often missing valuable insights that could accelerate deal closure. They also grapple with the inefficiencies of switching between multiple platforms to manage calls, emails, and customer information.



Marketers, on the other hand, face difficulties in organizing and executing engaging virtual events that can effectively showcase their products and generate qualified leads. They often lack tools to create immersive experiences that stand out in a crowded digital landscape.

How RingCentral elevates Salesforce for sellers, marketers, and agents



Meanwhile, customer service agents are challenged by the need to provide omnichannel support, manage high volumes of inquiries, and deliver personalized experiences while maintaining efficiency. They frequently wrestle with disjointed systems that hinder their ability to access comprehensive customer information quickly, leading to longer resolution times and decreased customer satisfaction.

Sales

RingEX for Salesforce transforms sales productivity by integrating essential communication tools directly into Salesforce. One-click calling, automatic call logging, and advanced call controls streamline interactions, while voicemail transcription synced to contacts ensures no details are missed. Inbound screen pops provide instant customer insights for personalized conversations. This seamless integration eliminates app-switching, automates data entry, and empowers sales reps to focus on what matters most: building relationships and closing deals efficiently.

RingSense for Salesforce revolutionizes sales with AI-driven insights integrated directly into Salesforce. It enables reps to capture and analyze every customer interaction, providing automated transcriptions, sentiment analysis, and personalized coaching in Salesforce. This powerful tool helps teams refine strategies, identify opportunities, and close deals faster. By eliminating manual data entry and offering deep customer insights, RingSense empowers sales professionals to focus on relationship-building and revenue generation, while AI enhances their performance and productivity behind the scenes.

Contact Center agents

RingCX for Salesforce empowers call center agents with a streamlined, all-in-one interface to manage customer interactions. Agents benefit from intelligent screen pops, personalized scripts, and IVR integration, helping them deliver faster, more personalized service. With automatic logging and a unified workspace, agents save time and focus on customer needs. The easy-to-deploy, self-service platform enhances productivity while

drawing on Salesforce data to ensure each interaction is meaningful and efficient, improving overall customer satisfaction.



"The managers are extremely happy with the reports they're able to generate in RingCentral and through the RingCentral for Salesforce integration. That data gives them the insights they need to help improve their teams' efficiencies and the department's performance."

– David Bartos, Senior Telecom Manager

[Read more](#) 

Marketers

RingCentral Events for Salesforce streamlines event management and enhances sales processes by seamlessly connecting your virtual events with your CRM. This powerful integration allows you to effortlessly export registrations to Salesforce, enabling automated workflows and up-to-date contact information. Additionally, you can import registrations from Salesforce into RingCentral's invitation system and export unique attendee links back to Salesforce. This bi-directional sync ensures your sales team has real-time access to event data, improving follow-ups and maximizing the impact of your virtual events.

RingCentral's suite of integrations with Salesforce offers a comprehensive solution to the challenges faced by sales teams, marketers, and customer service agents in today's digital-first business environment. By seamlessly integrating advanced communication tools, AI-driven insights, and event management capabilities directly into

Transforming Salesforce with RingCentral's Seamless Integrations

the Salesforce platform, organizations can dramatically enhance their operational efficiency and customer engagement.

These integrations not only streamline workflows and eliminate the need for constant app-switching, but they also provide valuable, data-driven insights that empower teams to make more informed decisions and deliver personalized experiences. Ultimately, by leveraging RingCentral's Salesforce integrations, businesses can maximize their CRM investment, boost productivity across departments, and create stronger, more meaningful relationships with their customers, driving growth and success in an increasingly competitive marketplace.

Learn more at ringcentral.com

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact center solutions. More flexible and cost effective than legacy on premises systems that it replaces, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect via any mode, any device, and any location. RingCentral offers three key products in its portfolio including RingEX™, a unified communications as a service (UCaaS) platform including team messaging, video meetings, and a cloud phone system; RingCentral Video®, the company's video meetings solution with team messaging that enables Smart Video Meetings™; and RingCentral cloud Contact Center solutions. RingCentral's open platform integrates with leading third-party business applications and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

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