

RingCentral's unified communications and contact center solution



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Say hello to lifelong customers with RingCentral's unified communications and contact center solutions, together. It's not easy creating lifelong customer relationships, but with RingCentral by your side, you can build a collaborative customer service culture and win the hearts of your customers.

With a unified communications and contact center solution, you can exceed customer expectations at every touchpoint and maximize return on investment (ROI). Don't believe us? Businesses that have an integrated unified communications as a service (UCaaS) and contact center as service (CCaaS) report the following:

56.7%

increase in customer satisfaction ratings.¹

\$2.7M

of savings of avoided legacy system costs over three years.²

\$10.8M

of cost saving CHT over 3 years.²

1. [The State of Unified Communications in 2021, Metrigy](#)

2. [The Total Economic Impact™ Of RingCentral Contact Center And MVP](#)

Top benefits of RingCentral's unified communications and contact center solution

When it comes to finding an integrated UCaaS and CCaaS solution, RingCentral is your best choice, and we'll tell you why with our top benefits and features list below.

Resolve customer issues the first time



Empower your employees to resolve customer problems the first time by connecting your unified communications app with your contact center.

- **Unified directory.** Customer service employees can easily connect with experts within your organization (via messaging, video, or phone) to share knowledge and get answers to questions.
- **Call transfer controls.** Agents can easily transfer customers to lines outside of your contact center and bring them back to solve customer issues quicker.
- **Complete view.** Agents gain insights from prior customer conversations across all channels through a single interface, delivering personalized customer service.
- **Intelligent routing.** Route customers to the right agent with the right skillset the first time for faster resolution.
- **Live, unified analytics and reporting.** Get an instant snapshot of how your team is performing and what your customers are experiencing—dig into new data to make better business decisions and cut resolution times.
- **Dashboard alerts.** Contact center supervisors and agents are instantly notified of any issues or gaps in customer response times, making it easy to address real-time changes.

Communicate with customers in the right place, at the right time



The way customers communicate has changed drastically. There are numerous channels customers can now tap into—phone, messaging, video, email, social media, live chat, and the list goes on. Start communicating with your customers on their preferred channel.

- **Omnichannel routing.** Let customers reach out to you on the channel that's most convenient for them at any given moment. Deliver the best customer experience with easy and seamless channel switches across 20+ digital channels, including phone calls, SMS, messaging, video calls, social media, live chat, and email to name a few.
- **Intelligent virtual agents (IVA).** Reduce customer effort with automated self-service for simple, repetitive queries and tasks. In fact, 40% of companies say AI reduces the number of customer interactions requiring live agent support¹. If the IVA is unable to address a customer issue, it seamlessly passes the interaction to a live agent with full context of the conversation.
- **Superior voice quality.** Provide flawless customer service with an industry-leading voice network—say goodbye to dropped and choppy calls.

Accelerate agent productivity

Ensure your agents hit (and exceed) their customer service goals every time. Equip your agents with coaching and support tools that will supercharge their performance, level up their skills, and make them love their job.

- **Real-time guidance.** Real-time AI agent assistance and script guidance enables live coaching on every call. Guide agents on what to say to improve engagement by up to 63% and reduce agent attrition by 45%.
- **Silent monitoring.** Supervisors can silently monitor customer calls to keep a pulse on an agent's performance. Use whisper, barge-in, or takeover mode to help agents through customer interactions.
- **AI-generated summaries.** Equip agents with real-time, AI-generated transcription and post-call summaries to enable agents to better engage in customer conversations and save 35% of post-call work time² by freeing them from taking notes or capturing action items.
- **Call recording.** Record all calls to gain insight into agent performance and the customer experience while improving agent coaching.

1. [How AI is Changing Employee & Customer Experiences, Metrigy](#)

2. [How AI is Changing Employee & Customer Experiences, Metrigy](#)



- **AI-based workforce management.** Optimize resource costs and agent schedules with the right mix of agents and skills. AI-driven forecasting means customers aren't left in the cold during peak times and agents aren't idle during quiet times.
- **CRM integrations.** RingCentral's contact center solution, RingCX, integrates with leading CRMs like Salesforce. Its interface is embedded right within the CRM interface and will match contacts in the CRM during screen pop, create or manage existing tickets or cases, and automatically log each interaction in the CRM.
- **Unified agent experience.** Agents can easily navigate all channels, with voice, video, and 20+ digital channels in a unified interface.
- **Streamlined workflows.** Did you know the average turnover rate for a call center is 30–40%, but some centers see numbers as high as 100%?² Reduce your turnover by providing employees more streamlined workflows and user-friendly AI tools that will make their jobs easier. Your top talent will stay around longer if you make it easy for them to communicate with both employees and customers and continue to grow

Drive operational agility and ROI

Whenever you're investing in anything new, you want to make sure you're getting the best bang for your buck. With RingCentral, you'll be getting exceptional value and ROI across all your business and customer communications.

- **Real-time actions.** Drive real-time actions with updates sent directly to stakeholders and tap into valuable analytics on agents, customers, and operations, such as call volumes and customer sentiment. Create out-of-the-box reports and live dashboards to provide a complete view into operations across all channels.
- **Conversation analytics.** Understand customer interactions by identifying customer frustrations, trending topics, competitive mentions, objections, and more.
- **AI quality management.** Get a complete view of agent performance and save time by identifying critical interactions for coaching opportunities with automated conversation summaries, scoring, and feedback. Provide time-stamped feedback to agents as needed.



- **One vendor.** Avoid the headache and high costs that come with managing multiple vendors. With RingCentral, you'll only have one vendor to deal with for sales, support, and compliance. Using RingEX, meeting participants no longer need to use multiple communications tools or download different meeting software, which means you'll be saving up to 15 minutes¹ before each meeting.
- **Scalability.** Control your costs by optimizing your agent availability based on demand. During periods of high demand, you can scale your contact center to have more agents ready to serve, and during periods of low demand, you can scale down.
- **Simplified IT work.** Working with cloud-based solutions comes with many benefits—one being you can quickly set up new hires (in minutes, not hours) on your platform without going to your IT consultant. Turn to easy management controls that don't require IT support—less IT support means more cost and time savings that you can invest in other areas of business.
- **Ease of use.** Give your team an intuitive app that's quick to learn. RingCX simplifies traditionally complex setups, allowing deployment in hours or even minutes. Features like prebuilt admin roles, agent templates, a visual designer interactive visual response (IVR), and pre-built CRM integrations remove complexity for everyone.

When it comes to your business and customer communications needs, RingCentral has your back.

If you're a small or mid-sized business looking for the basics, the RingEX from RingCentral Advanced edition plus RingCX gives you all the benefits of our award-winning unified communications platform with additional contact center features (like call recording, supervisor modes, and integrations with key business apps).

Name your communications need—RingCentral has it. Let's talk. Visit ringcentral.com or call 855-774-2510 to see how an integrated unified communications and contact center solution can transform your employee and customer experiences.

To learn more about RingEX, visit:
ringcentral.com/solutions/smallbusiness

1. [The Total Economic Impact™ Of RingCentral Contact Center And MVP, Forrester](#)

About RingCentral

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. Visit ringcentral.com to learn more.