

Checklist: How good is your communications system?

A modern communications system needs to be much more than phone calls and file sharing. It needs to provide workers with a better way of doing things.

And by 'better' we mean faster, cheaper, more accurately, and more intelligently. Is that what your communications system delivers? Use this checklist to find out for sure:



Employee experience

- Connected employees**
Does your communications system connect teams throughout the company, from customer service reps to finance administrators and everything in between?

- Digital tools**
Does your communications system deliver on the latest unified tools by combining message, video, and phone, together with intelligent functionality like call summaries, live transcription and AI-powered coaching?

- Remote work, anywhere**
Does your communications system allow your teams to work from anywhere, on any device, and on any channel of their choosing (message, video, and phone)?

- Scale**
Does your communications system grow with you? Can you scale easily, as needed, from location to location and device to device?

On the go
Does your platform fully support hybrid work, delivering a consistent user experience whether accessed in or out of the office? Can you easily make adjustments, such as scaling or routing, on the fly?

Never miss a call
Do you ever miss calls? Does your phone system allow customers and partners to quickly reach the right person—the first time—without assistance?

Integrated technology

Integrated
Does your communications system integrate with the core apps that your teams use every day? For example, Salesforce, Google, and Microsoft?

Open platform
Can you quickly create custom apps for your communications system using your vendor's APIs?

Analytics
Does your system provide real-time customizable performance analytics, giving you instant insights into call handling time, dropped calls, deals won, customer sentiment and more?

Workflow
Does your communications system support streamlined workflow and task management?

Data sharing
Does your communications system provide your support team full visibility on the latest discussions across multiple projects?

Smart routing
Does your phone system allow you to customize the messaging and/or routing of an inbound call to make sure the caller is routed to the most appropriate employee who's currently available to take a call?

Preset rules
Does your phone system allow you to create preset call routing rules and logic that automatically change outside of business hours?

Easy to deploy
Is your business phone system easy to deploy, even without a dedicated IT team?

Recording
Can your solution automatically record and store calls for future training?

A unified platform

Video
Does your communications system allow your teams to schedule, join, and launch video meetings with a single click?

Messaging
Does your communications system give you a team messaging or chat platform that enables instant messaging and file sharing to individuals, customized groups, and project teams?

SMS/MMS
Does your communications system allow your employees, customers, and partners to send and receive text/SMS/MMS messages?

Internet fax
Does your communications system allow you to send and receive electronic fax documents using your currently assigned phone number?

Customer experience

Customer expectations
Does your phone and communications system provide options to maximize your customer engagement and support?

All channels
Does your current collaboration solution allow your team to respond to customers across multiple different channels like social media, email, and chat?

Query handling
Does your system help customers get answers quicker through smart routing, self-service AI virtual agents, automatic callback options, and call deflection to alternative channels?

Privacy

Do you have the ability to maintain a unique corporate identity on your own personal mobile device by making and receiving phone calls while hiding your personal number?

Agent support

Does your platform provide real-time agent assistance and coaching while providing deep insights into agents and customers for supervisors?

If you left any boxes unchecked, your business is missing out.

Information transfer is more complex and conducted at a greater scale than ever before. Technology can enhance communication and collaboration through tight integrations, seamless accessibility and AI-powered functionality.

RingCentral is an intelligent communications system fit for the modern world of work. Put your business on the path to success today.

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RingCentral 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.

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