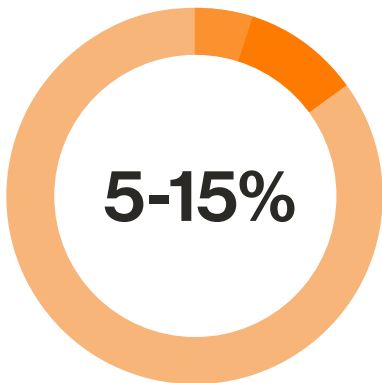


RingCX AI Interaction Analytics

Get AI-powered customer satisfaction insights on every call



is the typical response rate for CSAT surveys¹

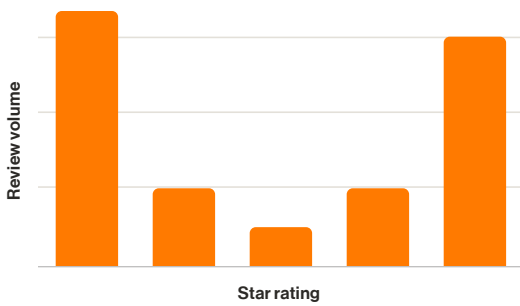
Tracking customer satisfaction (CSAT) data should be a priority for any business. However, traditional CSAT relies on surveys, engaging only a small percentage (5–15%) of customers post-interaction. This narrow data pool leaves organizations guessing about the experiences of the vast majority of their customer base.

To combat low response rates, some businesses offer incentives to encourage participation. However, this tactic often leads to inaccurate data, as respondents may provide false or misleading answers simply to obtain the reward.

In addition, most survey responses come from either the most satisfied or the most dissatisfied customers, creating a polarized view of the customer experience. This results in skewed data that doesn't reflect the reality of the majority of customer interactions.

RingCX AI Interaction Analytics solves this problem by providing businesses with automated insights from 100% of customer interactions.

Key features and benefits



The majority of survey responses are biased toward highly dissatisfied or highly satisfied²

Comprehensive insights

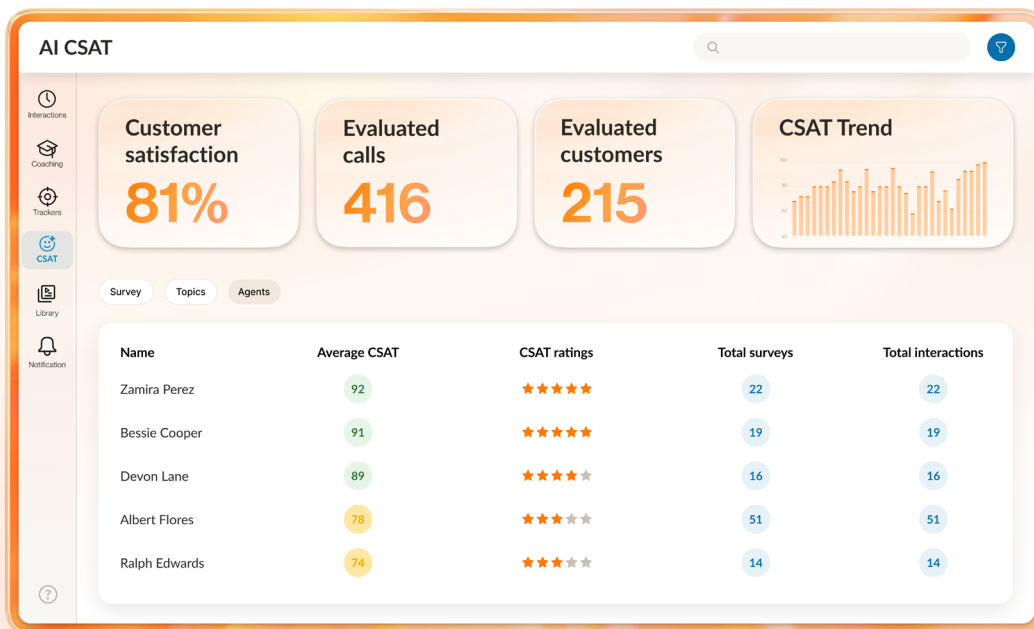
Unlike traditional surveys that often provide limited responses, RingCX Interaction Analytics collects CSAT data from 100% of calls. This approach ensures that every customer's voice is heard, delivering results that accurately represent your entire customer base. As a result, it eliminates the biases that can occur when only considering responses from extreme responders or from customers who are incentivized to provide feedback.

Automated intelligence

Interaction Analytics streamlines the organization process and analyzes responses to automatically determine CSAT, Net Promoter Score (NPS), and overall customer sentiment. Thus, businesses can spend more time acting on insights rather than calculating them.

AI-powered dashboards

Visualize CSAT trends over time, compare agent performance, and uncover actionable insights instantly. With intuitive dashboards tailored to your needs, decision-makers can prioritize high-impact changes that improve CSAT scores.



Benefits

Enhanced customer satisfaction

By acting on complete and unbiased insights, businesses can achieve measurable increases in customer satisfaction and loyalty.

Improved agent performance

Coaching based on AI-driven analytics enhances your team's skills, contributing to more positive customer interactions.

Operational efficiency

Streamline workflows and make data-driven decisions to improve processes across your organization.

Why Interaction Analytics?

Interaction Analytics is more than just a product; it's a paradigm shift in customer insights. By replacing outdated, manual methods with AI-driven automation and precision, RingCX empowers organizations to deliver truly exceptional customer experiences while improving operational efficiency and business outcomes.

Uncover what you've been missing. Get deeper insights, accurate results, and 100% coverage of interactions with RingCX AI Interaction Analytics. Gain the tools, transparency, and intelligence needed to lead in customer experience.

Ready to revolutionize your customer experience? Contact us today to learn how RingCX can transform your approach to customer satisfaction.

1. <https://www.customersure.com/survey-response-rates>
2. <https://www.qualtrics.com/experience-management/research/response-bias/>

For more information, please contact a sales representative. Visit ringcentral.com or call 855-774-2510.



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