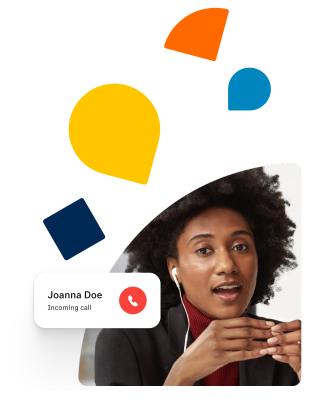# RingCentral

RingCentral Contact Center™ CRM integrations

Consolidated agent desktop for fast, personalized service

Joanna Doe
Incoming call

Customers want to be connected immediately to the right agent to solve their query. Agents want the right information at the right time to make their work easier. CRM integrations help you deliver on those expectations.

With quick and easy access to the tools and information they need, agents can handle more interactions in less time and deliver a more personalized service. Use your CRM data to identify customers and connect them to the ideal agent, improving first contact resolution, average handle time, and customer and agent satisfaction.

Integrations with leading CRM systems

Deploy integrations for Salesforce, Microsoft Dynamics, Oracle Service Cloud, ServiceNow, Zendesk, SAP Cloud for Customer (C4C), NetSuite, SugarCRM, and Bullhorn in hours, and scale them as your business needs evolve.

Don't see your CRM listed above? No problem! We have partners who built additional off-the-shelf integrations to several key CRM providers. Beyond that, RingCentral can connect to almost any back-end system efficiently thanks to our APIs and professional services.

Benefits

Personalized service with complete customer history and full context available at your agents' fingertips.

Increase agent efficiency with a consolidated interface that reduces effort and handle time.

Personalized customer experience based on current customer circumstances.

Make better decisions across all aspects of your business with unified reporting.

Deploy easily with a pre-built integration that installs quickly and scales flexibly.

Reduce training time as agents will be using a familiar interface—their CRM environment.

Personalize every interaction

RingCentral Contact Center integrations empower agents with a 360° view of data across the entire customer journey to understand who is contacting you and why.

- Deliver more personalized interactions that take less effort, make customers feel valued, and set your brand apart from the competition.

- Shorten average handle time by delivering all relevant customer information to the agent before the interaction begins.

- Increase your agents' satisfaction by empowering them to deliver better outcomes for customers and the business.

- Maximize your CRM ROI by using your CRM data to improve customer interactions in your contact center.

Increase agent efficiency

An integrated desktop gives your agents quick and easy access to the tools and information they need to handle more interactions in less time.

- Reduce agent effort with a unified CRM and contact center desktop that eliminates the time spent navigating between separate applications.

- Streamline call handling with an integrated softphone and click-to-dial capabilities.

- Improve contact handle time by automatically delivering a holistic view of the customer's history directly to your agent's desktop so they can quickly determine the best action.

- Reduce after-call work by automatically updating your CRM with contact center interactions data.

Connect customers to the right resource

Use your CRM data to identify customers and route them to the best-suited resource.

- Increase customer satisfaction by routing queries to the right agent the first time.

- Improve average handle time and first contact resolution by reducing the number of transfers, consultations, and follow-up calls.

- Increase agent satisfaction by sending them queries to match their skill set.

Make better decisions

Combine your contact center data with your CRM for a holistic customer view that empowers you to make truly informed business decisions.

- Create holistic customer journey information by automatically synchronizing data between your contact center and CRM system.
- Empower agent self-management through performance and productivity reports.
- Improve the scope, quality, and accuracy of customer data by eliminating errors from manual updates so agents have the most current customer context.
- Empower agents with the most comprehensive and current customer insights

Accelerate operational agility

Eliminate delays, costs, and risk with a tested, pre-built integration.

- Deploy in hours, not days or weeks.
- Eliminate the costs of building and maintaining custom-built integrations.
- Update and scale when it suits your schedule and business needs.
- Use your existing CRM investment and improve every contact center interaction.

RingCentral Contact Center CRM integration capability matrix

Capability	Salesforce	Oracle	Microsoft Dynamics, ServiceNow, Zendesk	Bullhorn, NetSuite, SAP C4C, SugarCRM
SSO login	•	•	•	•
Integrated softphone	•	•	•	•
Agent presence sync	•	Future release	Future release	Future release
Interaction data sync	•	•	•	•
Voice	•	•	•	•
Digital channels	•	•	Future release	Future release
WEM integration	•	•	Future release	Future release
Skills-based routing for voice	•	•	•	•

Skills-based routing for digital channels	•	•	Future release	Future release
Channel elevation	•	•	Future release	Future release

Note: Functionality is dependent on specific use case and CRM capabilities.

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

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