![RingCentral | SMB]

RingCentral 2021 customer success metrics

Deploying cloud communications and contact center solutions is not just good for improving connections, it is great for driving value across the business. Tapping into our global customer community, RingCentral surveyed RingCentral small and medium business customers to learn the business value derived across four categories of metrics: return on investment and general business, cost reduction/IT, employee productivity and business agility, and business process improvement/workforce mobility.

The results of the survey are summarized across 18 metrics that you can use as benchmarks for your own deployment objectives.

	Low (25th percentile)	Medium (50th percentile)	High (75th percentile)	Average	Description
ROI and general metrics					
Revenue growth (%)	10	20	30	**27**	Average revenue growth with RingCentral
ROI (%)	13	50	100	**52**	Overall ROI from using RingCentral
Time to payback (in months)	4	11	12	**13**	Number of months to achieve ROI
Increase in customer satisfaction (%)	20	50	80	**47**	Increase in customer satisfaction with RingCentral
Increase in employee satisfaction (%)	20	50	80	**50**	Increase in employee satisfaction with RingCentral
Total cost of ownership (TCO) metrics (%)					
Faster workflow deployment	1	10	68	**36**	Decrease in the time to deploy workflows with the RingCentral platform

	Low (25th percentile)	Medium (50th percentile)	High (75th percentile)	Average	Description
Total cost of ownership (TCO) metrics (%)					
Faster integration	0	20	50	**30**	Decrease in time to build integrations with the RingCentral platform
Decrease in telecommunication costs	5	18	36	**22**	Decrease in telecommunication costs with RingCentral solutions
Decrease in hardware costs	0	8	24	**20**	Decrease in hardware costs with RingCentral
Decrease in IT spend	5	10	20	**14**	Decrease in overall IT costs with RingCentral
Employee productivity and business agility (%)					
Decrease in in-person meetings	18	50	80	**50**	Decrease in the number of in-person meetings
Increase in meeting effectiveness	10	25	50	**32**	Increase in meeting effectiveness
Increase in employee productivity	11	25	40	**33**	Increase in employee productivity
Decrease in application toggling	0	20	50	**26**	Decrease in time to toggle from application to application
Business process improvement and workforce mobility (%)					
Increase in employee mobility	25	83	100	**68**	Increase in percentage of users that can work remotely
Increase in resource access	10	38	50	**36**	Decrease in time to access resources
Increase in information access	0	10	40	**24**	Decrease in time to access information
Decrease in ramp-up time	0	10	25	**20**	Decrease in time for employees to ramp up

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

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact center solutions based on its powerful Message Video Phone™ (MVP™) global platform. More flexible and cost effective than legacy on-premises PBX and video conferencing 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 RingCentral MVP™, 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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