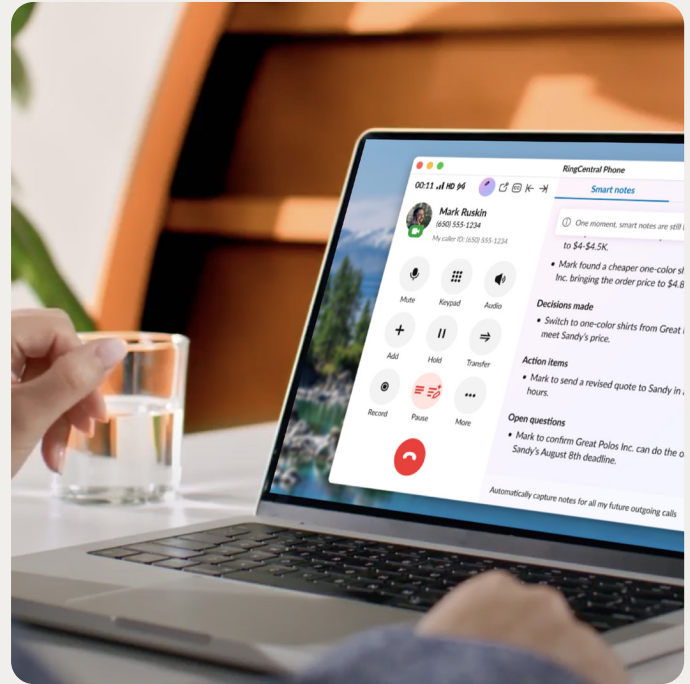




RingSense AI for RingCX

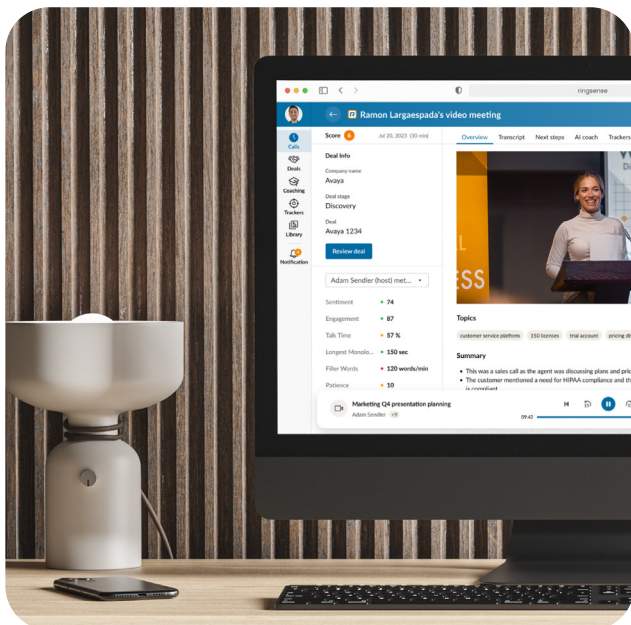
Enhancing intelligence, improving
customer interactions, and
driving business growth



Transforming customer interactions with AI-powered insights and workflows

RingSense AI for RingCX provides a suite of AI-powered capabilities, including real-time agent and supervisor assistants, that automate workflows and deliver actionable insights and recommendations to improve service delivery and overall contact center performance.

The RingSense AI architecture



Data collection

By integrating with RingCentral's communication platform, RingSense AI seamlessly captures raw data from all phone calls, video meetings, and digital service interactions in over 20 digital channels. This data collection process is secure to maintain the confidentiality of all customer interactions.

Natural language processing (NLP) engine

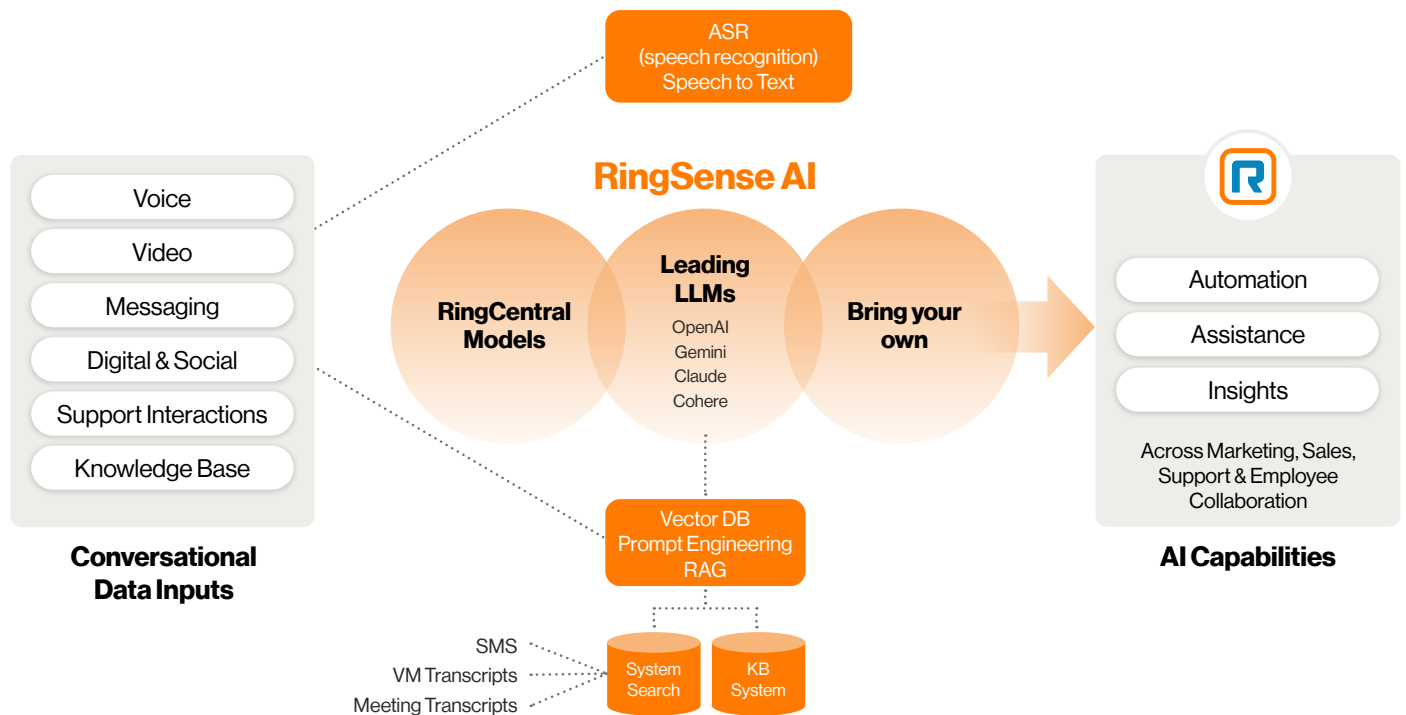
RingSense AI processes the data using RingCentral's advanced natural language processing (NLP) engine. It is continually learning and tuning on vast datasets to enable it to transcribe conversations, identify key phrases, and analyze the context of interactions with a high degree of accuracy.

Machine learning (ML) algorithms

RingSense AI employs sophisticated machine learning (ML) algorithms to learn and improve from each interaction. These algorithms analyze patterns in customer behavior, sales strategies, and outcomes to refine recommendations and insights. This self-learning capability ensures RingSense AI continuously increases its effectiveness over time.

A bespoke large language model (LLM)

RingSense AI is based on a bespoke large language model (LLM) that has been tailored to meet the specific communications needs of RingCentral customers. Contrasting sharply with LLMs designed for general purpose use, RingSense's LLM was customized to incorporate the unique jargon, data sets, expertise, and specialized operational requirements of RingCentral customers to deliver highly accurate and relevant results. This results in more efficient and effective communication, decision-making, and problem-solving processes.



Contact center innovations

In addition to the general RingSense AI technology that RingCX leverages, the platform provides specific AI-powered contact center elements. These include a native, real-time AI-powered assistant for both agents and supervisors, advanced AI-based coaching insights for managers and supervisors, and a new bring-your-own IVA framework that allows customers and partners to quickly integrate their Intelligent Virtual Agent (IVA) of choice with RingCX.

Key Capabilities

Conversation intelligence

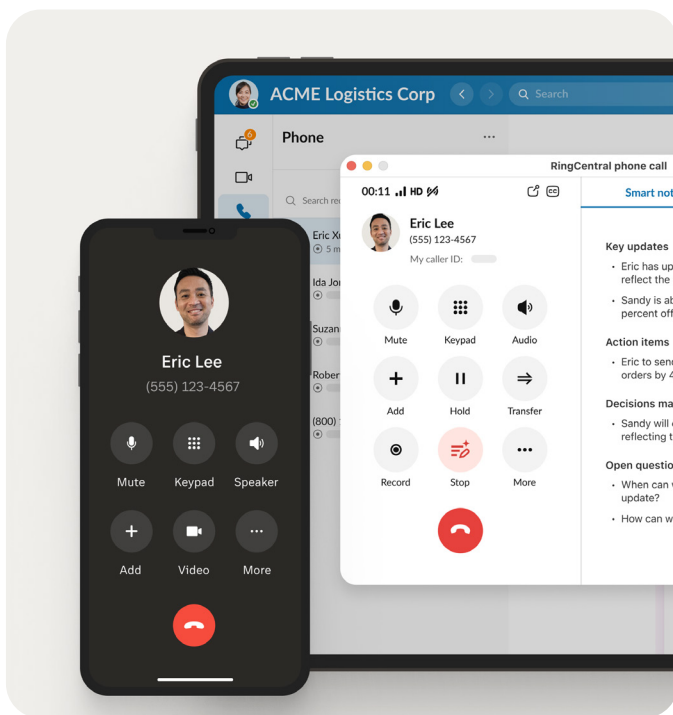
RingSense AI for RingCX analyzes contact center conversations in real-time, transcribing calls and extracting key information to provide immediate insights into customer sentiment, preferences, and pain points. This enables agents to make adjustments on the fly to better address the needs of customers and create more satisfying outcomes.

Real-time call summaries

RingSense AI for RingCX automatically generates real-time transcripts and call summaries of all agent interactions, eliminating the note-taking burden on agents and allowing them to focus solely on being present and engaged in their conversations. It also ensures there is a complete record of every call, along with concise summaries that help agents stay on top of their work and supervisors monitor interactions across their teams more effectively.

Agent insights and recommendations

RingCX AI Agent Assist actively listens to customer conversations and offers agents real-time, personalized insights and recommendations that help them respond to customer inquiries more effectively. Based on analysis of historical data from past interactions and company documents, websites, and knowledge bases, as well as the current interaction, the AI suggests information or next-best steps to help the agent deliver more satisfying interactions and increase first contact resolutions.



Sentiment analysis

To help build stronger relationships, RingSense AI for RingCX provides sentiment analysis that helps agents understand the emotional tone of customer interactions and adapt to better meet their needs. In real-time, representatives can gauge the mood and attitude of customers during conversations and respond appropriately to address concerns and create more positive experiences.

Automated follow-ups

RingSense AI for RingCX automates follow-up tasks to maintain momentum and keep customer service interactions progressing on track. The AI can automatically schedule reminders, draft emails, and provide prompts for next steps to ensure no action item falls through the cracks and every customer knows they have been heard and matter.

Supervisor support and coaching

RingCX AI Supervisor Assist proactively alerts supervisors to interactions that may require their attention. With one-click access, supervisors can see a full transcript and call summaries that enable them to quickly assess the situation and determine the best intervention strategy to support both the customer and agent more effectively. RingSense AI Quality Management automatically analyzes the customer interactions of each agent and generates personalized AI-based coaching suggestions to help address any issues or knowledge gaps. By leveraging AI to automatically review all interactions, supervisors are able to significantly streamline quality management workflows and improve the overall performance of the contact center.

"Since we migrated to RingCX, we estimate a 20% time savings for customer success reps due to sophisticated AI-based technology that RingCX delivers."

– Michael Brown, IT Enterprise Operations Manager at PDS

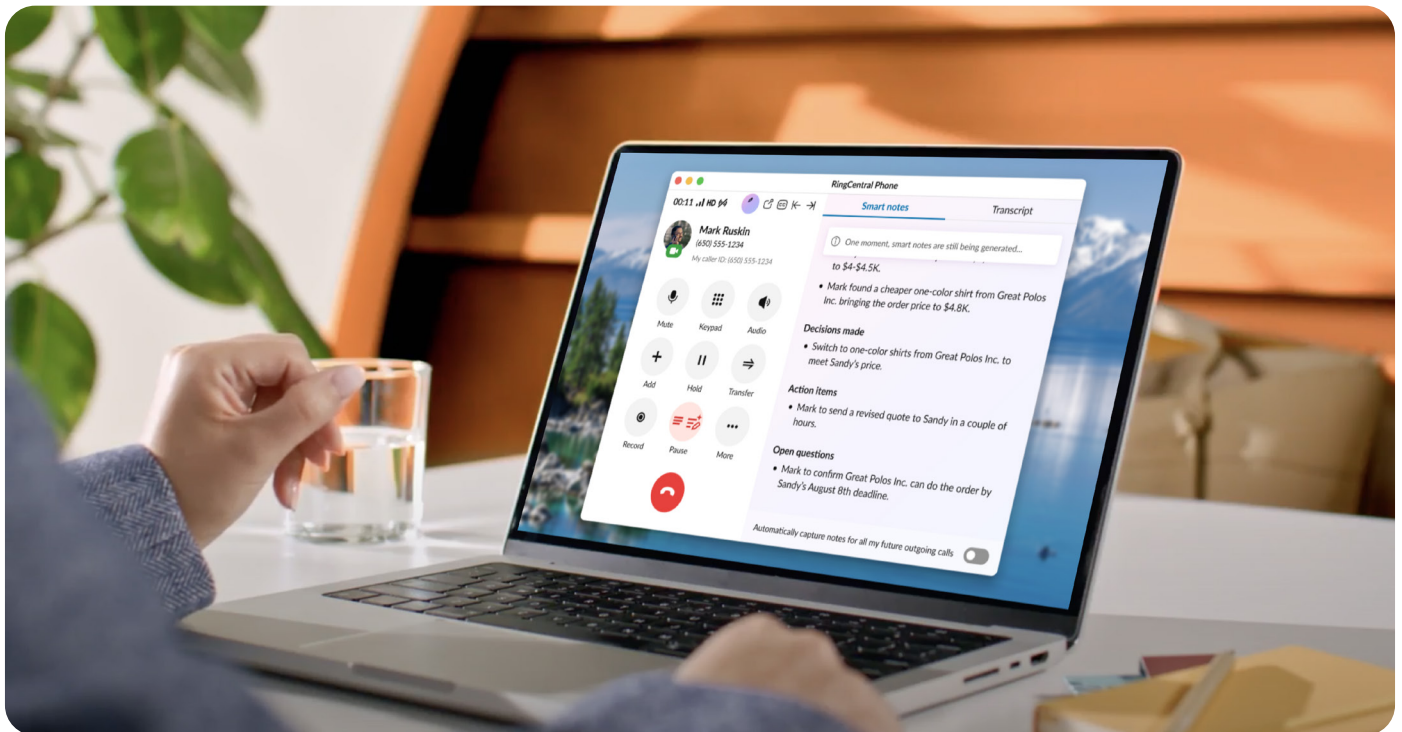
Benefits of RingSense AI

Increase productivity

Automate routine tasks, such as data entry, note-taking, and follow-ups to reduce the time agents need to spend on manual, administrative work and increase their ability to focus on the conversations and work that make a difference.

Improve customer experiences

Gain immediate access to relevant information, both past and present, along with recommendations on next steps to ensure each customer interaction is productive and satisfying. Use deep insights into customer behaviors, preferences, and sentiment to personalize interactions and improve engagement and loyalty.



Drive business growth

Access a wealth of data and actionable insights to support more informed, data-driven decision-making. With the ability to analyze historical data and predict future trends, teams can quickly adapt and optimize strategies to increase performance and drive growth.

Increase contact center performance

Take advantage of RingSense AI for RingCX, which includes a real-time AI-powered assistant for both agents and supervisors, to identify opportunities to improve engagement and put into practice recommendations that will create more seamless, personalized, and high quality customer service experiences.

Next steps

RingSense AI stands as a reliable partner, driving growth and success through intelligent insights and automation. To harness the power of RingSense AI for RingCX and provide contact center agents and supervisors the tools they need to effectively engage customers, please contact a sales representative.

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



RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact center solutions. More flexible and cost effective than legacy on premises 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 RingEX™, 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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