

**Long live customer service!
Your answer to great
customer experiences**



Table of contents

CHAPTER 1
Great customer experience begins with
great customer service 3

CHAPTER 2
Simplify employee and customer
communications 4

CHAPTER 3
Strengthen customer service and staff
efficiency 7

CHAPTER 4
Scale your operations affordably 10

CHAPTER 5
Make every customer conversation count 13

Great customer experience begins with great customer service

When it comes to the customer experience, modern consumers are putting their money where their mouth is.

73%

of respondents identified customer experience as an important factor in their purchasing decisions.



A study led by Forbes revealed that most customers would pay more for a better experience, so there's not a lot of wiggle room for your customer service to fail.¹

Here's the rub, though. Customer service can be a challenge, especially when you have a small team. Small businesses don't always have a dedicated customer service department. Instead, customer service might fall on random shoulders in the company, with employees wearing multiple hats. What can you do if this is the case?

Whether you're a team of two or have 100 employees, we're here to help show you the path to delivering great customer service—and as a result, deliver an even greater customer experience. We'll also show you what to look for in a communications system to support your customer service strategy.

Let's get started.

1. [Customers Will Pay More For This, Forbes](#)

Simplify employee and customer communications

The first step to creating a strong customer experience is to create an incredible employee experience. It's simple: If your employees are happy, they'll be more willing to make your customers happy. That means giving them the tools they need to do their job effectively.



Poor team collaboration and customer experience are hard to overcome, especially if your business has been operating the same way for a long time. Ask yourself the following questions:

- Are you dealing with insufficient legacy phone system capabilities that undermine staff and customer service levels?
- Are your store employees receiving calls meant for your customer service or sales teams?
- Are your sales and customer service teams struggling to respond to customers on time due to delayed answers from their peers?

If you answered “Yes” to any of the above, it's time to rethink your customer service strategy. Finding a simple solution that makes it effortless for employees and customers to communicate will make all the difference.

Engage with your employees and customers

Make it easier for your employees to engage with another and customers through a single communications app. Imagine a world where your employees and customers can communicate using phone, SMS, video, and messaging in one unified cloud platform. Sounds nice, doesn't it?

Ditch legacy systems and a messy bucket of tools for one simplified communications system that can do it all.

Separate the business from the personal

Working at a small business can easily blur the lines between your business and personal life. Find techniques to help you and your employees separate both.

For starters, when it comes to your business phone system, find one that can keep your current number or lets you get your own local, global, or toll-free numbers so you can stay connected wherever work takes you. And don't feel obligated to always use your personal number for business purposes. Instead, send professional SMS and MMS from your business number.

Reduce staff burden

Not all customer inquiries are complicated. So, why not make the resolution process less complicated too? With customizable, self-service Interactive Voice Response (IVR), your customers can do simple, straightforward tasks independently and conveniently—this saves your staff time and customers have faster resolutions. It's a win-win!

If you're not convinced about the power of self-service IVR, check out this stat: 79% of customers would rather self-serve than use human-assisted support channels.²

Route customer calls to the right person

When customers need to reach out for live assistance, make sure they're routed to the right person. No one likes long wait times or going through multiple transfers before getting help. Set up call queues and automated call routing so customers always reach the best-matched expert in sales or customer service the first time around.

This is critical for the 60% of small business customers who prefer to interact with brands over the phone,³ and the 83% of customers who expect to engage with someone immediately when contacting a company.⁴

2. [Remarkable IVR Trends, Zephyrnet](#)

3. [Local Business Websites and Google My Business Comparison Report, Brightlocal](#)

4. [State of the Connected Customer, Salesforce](#)

Simplify your workflows

Team messaging, file sharing, and task management foster collaboration and make it easier for your team to communicate on the fly and in real time. Look for a communications system that enables instant, real-time collaboration and communication across your entire organization.

Monitor, coach, and support your team members

Improve employee training and customer experience by discreetly listening in on calls in real time without the customer knowing. Best-of-breed communications solutions also enable whisper-coaching, providing more support to team members and leading to better call outcomes.



Strengthen customer service and staff efficiency

If you're like most small businesses, you may find it hard to track historical and real-time performance of your customer service, sales, and telemarketing staff.

When you can't recognize call volume patterns or assign staff accordingly, you can't get proper customer experience insights.

Luckily, with a robust communications solution, you can increase operational agility by monitoring call queues in real time and gaining insights to improve customer satisfaction and employee productivity.

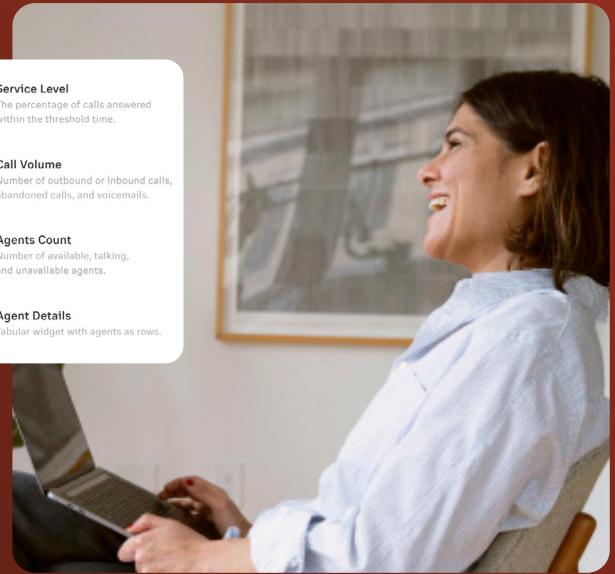
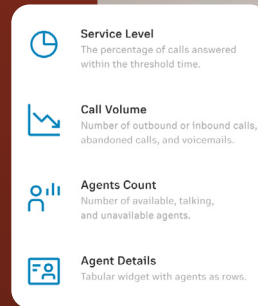
Access real-time and historical insights

Start making strategic decisions by turning to real-time and historical insights. With the right communications system, you can monitor call queues, use a line of business analytics, and view dashboards that track the performance of customer service representatives and overall customer experience.

Tapping into this valuable data will help guide your customer service strategy and validate your business decisions.

Become a customer experience champion

Did you know small business customer experience champions reduce average total resolution time by 44%?⁵ Take the next step toward becoming a customer experience champion by upgrading to a communications system packed with real-time data, like RingCentral.



Track customer engagement

An advanced communications solution makes it easy for you to get an accurate read on customer engagement. By seeing when customers come into a queue, how long they had to wait, who they were routed to, and how long they were engaged, you can determine whether the outcome was effective and track their overall customer experience.

Improve customer service quality

Deliver a five-star customer experience by constantly improving your customer service quality. Get a communications system that helps you identify calls that indicate a need for coaching and makes it easy for you to monitor on-hold calls, agent availability, missed calls, and overall service levels to improve team performance.

5. [How SMB CX Leaders Who Raise Their Game Are Driving Business Success, Zendesk](#)

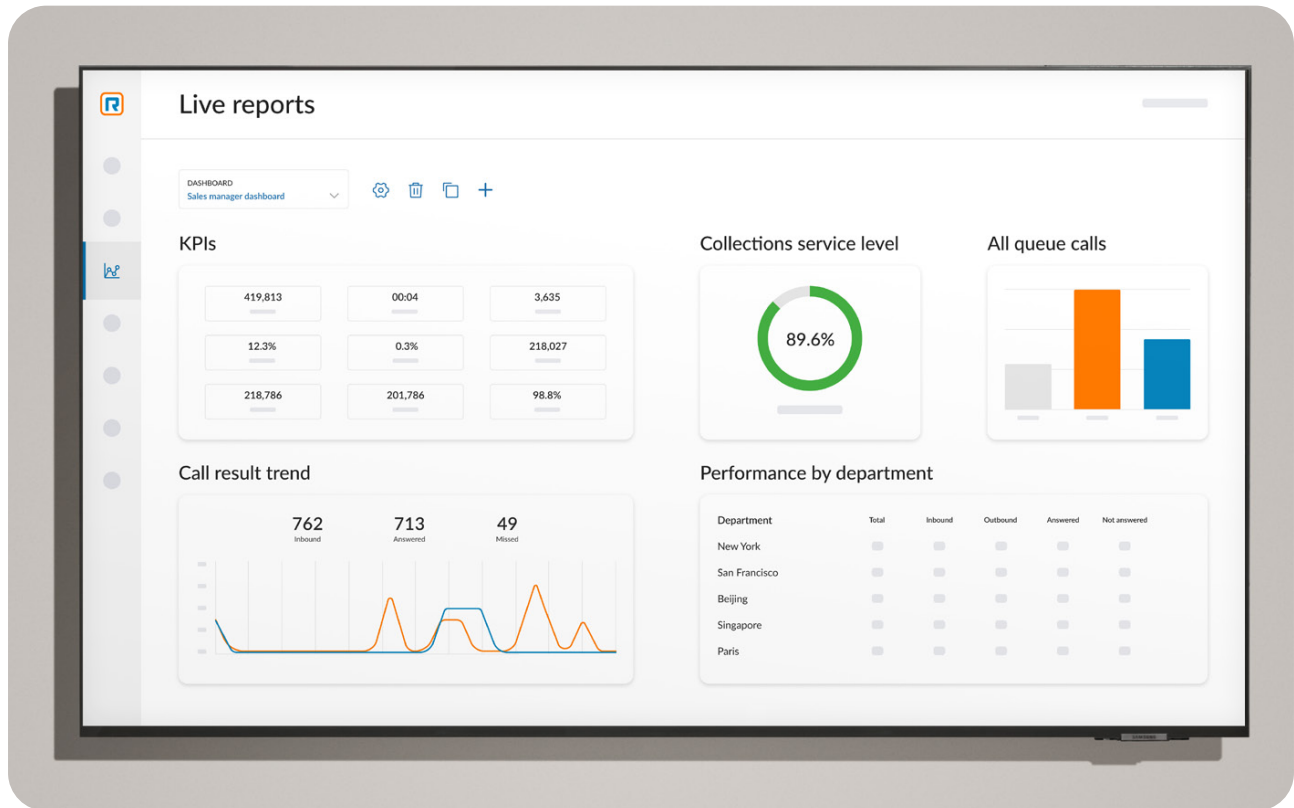
Ensure proper staffing levels

A communications system with baked-in data can help you analyze queues and spot emerging patterns in call traffic to staff accordingly and prevent queue overload. You can even drill down into each location to adjust resources to support heavy call volumes.

Proper staffing levels only lead to stronger First Call Resolution (FCR) rates—this is a big deal because studies show that a 1% FCR improvement lowers operating costs by 1% and increases customer satisfaction by 1%.⁶

Display any dashboard

With the right platform, you can display any dashboard on a wall-mounted screen for the entire team to see. You and your team will have constant visibility into the current state of your customer service operations and can immediately course correct to improve productivity.



6. [First Call Resolution: Comprehensive Guide, SQM](#)

Scale your operations affordably

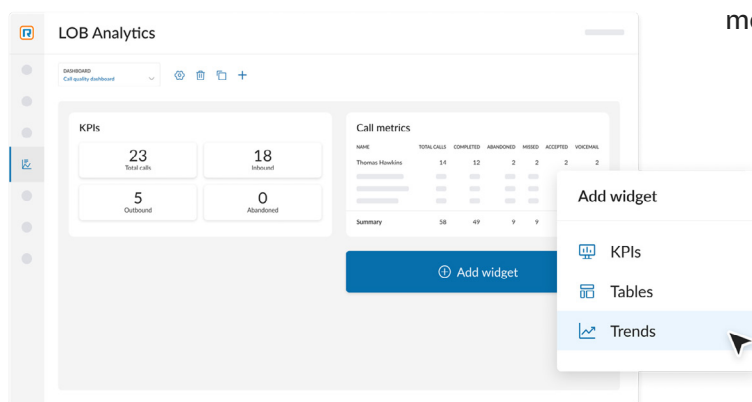
Cost is arguably the most critical factor for small businesses that aim to implement new tools and improve their operations. It's essential to find tools that will grow with your business and protect your budget at the same time.

Many small businesses are not yet ready to make the investment in a fully-featured call center solution. You need an affordable solution that meets the needs of your small business, both now and in the future.

The great news is that you can grow your customer service and sales communications using one secure app from one vendor to improve your ROI without breaking the bank.

Set up new lines and team members instantly

Look for a communications system with easy-to-use configuration tools that can set up new lines and team members at record speed. In addition, ensure it can enable supervisors to use out-of-the-box templates and customizable dashboards to track KPIs, trends, and more without the need for technical expertise.



Simplify workflows

Did you know 42% of customer service agents are unable to efficiently resolve issues due to disconnected systems, outdated user interfaces, and multiple apps?⁷ Streamline how you work by connecting your phone to your most-used business apps, like Salesforce, Google, Zendesk, and Hubspot.

Even enable your employees to work more efficiently with smart screen popups and save them time by integrating with your CRM—all customer information and calls can be housed together. Jumping back and forth between apps will be a thing of the past.

Get one bill from one vendor for all of your business communications

Who wants to deal with multiple vendors and endless paperwork? No one. Choose one vendor for all your business and customer communications needs. One of the biggest perks of choosing an all-in-one communications system from a single vendor is that you'll only pay one bill.

When researching vendors, look for one that will always be by your side with a dedicated support team to help you manage your communications setup. Also, keep an eye out for one that gives you real-time analytics for phone and meetings to get the most out of your investment.



7. [Customer Service Tips: 20 Tips to Keeping Customers Happy. Salesforce](#)

Always stay connected

Availability %	Downtime per year
99.99%	52.60 minutes
99.999%	5.26 minutes

Get one bill from one vendor for all of your business communications

Businesses are well aware of the negative impacts that come with unexpected downtime: loss of productivity and sales. It's critical to get a communications system that keeps your business connected at all times.

Look for a communications system with industry-leading 99.999% uptime availability, which means that your vendor's carrier-grade infrastructure works day and night to keep you online, anytime. You may not think that extra 9 matters, but it does. It's the difference between 52.60 minutes of downtime per year versus 5.26 minutes per year.⁸

With 99.999% uptime availability, you'll be able to easily manage your remote teams from anywhere—even on your mobile device.

If there's one thing you should never skimp on, it's security. Just because your business is not yet in the enterprise-playing field doesn't mean that you can't take advantage of enterprise-grade security

Bulletproof your business and choose a communications system with enterprise-grade security that encrypts all your meetings and conversations.

8. [Microsoft Teams and telephony: Why small businesses prefer UCaaS providers, RingCentral](#)

Make every customer conversation count

Customers expect high-quality service now, just as they always have and will continue to expect in the future. However, the perception of “quality service” has shifted to include more focus on speed, convenience, and personalization.



Customers want flexibility. In some cases, they prefer a quick self-service interaction with a chatbot that can provide simple signposting. At other times, they need an interaction with a knowledgeable agent supported by advanced AI technology.

At a time when 88 percent of customers say the experience a company provides is as important as its products or services, it's imperative to give customers the level of service they require.

On average, businesses using RingCentral's AI-enabled technology see:

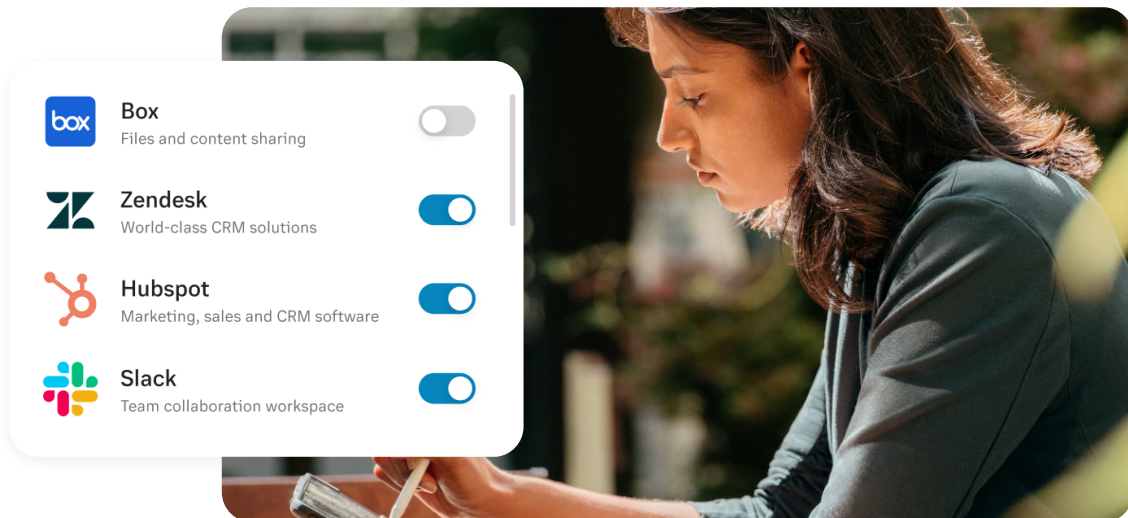
- 38 percent decrease in hold times
- 48 percent increase in CSAT scores

Start delighting your customers to create repeat business. Make the most of a complete phone system, combined with customer service functions, that's easy to set up, easy to use and easy to manage.

And don't forget about all the fun perks that come with RingCentral. For starters, tap into:

- 300+ integrations in the [RingCentral App Gallery](#) and open APIs through the [RingCentral developer portal](#) to customize all your workflows
- Add-on solutions to meet your unique needs, including:
 - [Balto](#) for real-time guidance
 - [Liquid Voice](#) for quality management and compliance
 - [Akazio](#) for call archiving, discovery, and compliance
 - [Genesis](#) for emergency notifications

To learn more about delivering better customer service, [visit the RingCentral website](#).



About RingCentral

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact center solutions based on its powerful Message Video Phone™ (MVP™) platform. RingCentral offers three key products in its portfolio including RingCentral Office®, a unified communications as a service (UCaaS) platform including team messaging, video meetings, and a cloud phone system; Glip®, the company's free video meetings solution with team messaging that enables Smart Video Meetings™; and RingCentral Contact Center™ solutions. RingCentral's open platform integrates with leading third-party business applications and enables you to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

For more information, please contact a sales representative. Visit ringcentral.com or call 877-596-2939.

To learn more about delivering better customer service, [visit the RingCentral website](https://ringcentral.com).