

RingCentral

Breaking ground with AI-powered communications



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The construction industry faces unique challenges in the areas of project management, client communication, and operational efficiency. For small to mid-sized commercial and residential construction firms, these challenges are often compounded by limited resources and the need to compete with larger enterprises. RingSense, an AI-powered communication analytics tool, offers a solution to these challenges by providing valuable insights that can drive project success and improve client relationships.

Understanding the communications challenges in construction

48%

of construction rework is due at least partially to ineffective communications.

general contractors **66%**

special trade contractors **68%**

experienced schedule delays on more than 25% of their projects^[2].

The construction industry grapples with persistent challenges that affect firms of all sizes, particularly impacting smaller businesses with limited resources. A recent survey by the Construction Management Association of America found that ineffective communication contributes to 48% of rework in construction projects^[1]. Put another way, communication failures directly lead to wasted time, materials, and labor.

A high rework rate not only impacts timelines but also significantly erodes profit margins and strains client relationships. The complexity of modern construction projects, involving multiple stakeholders, subcontractors, and regulatory requirements, further exacerbates these communication challenges.

Project delays and cost overruns also remain pervasive issues, with recent studies indicating that a significant majority of projects exceed budgets and fall behind schedule. For example, a 2022 report by Dodge Data & Analytics revealed that 66% of general contractors and 68% of specialty trade contractors experienced schedule delays on more than 25% of their projects^[2].

Additionally, efficiently managing and sharing critical information across dispersed teams is a challenge in any business, but is particularly challenging for the modern construction industry. With project sites often spread across different locations, ensuring that all team members have access to up-to-date plans, specifications, and safety information becomes crucial. The lack of real-time collaboration tools can lead to delays in decision-making, increased risk of errors, and missed opportunities for timely problem-solving.

These challenges underscore the need for more effective communication and coordination strategies in the construction sector. Addressing these issues could significantly improve project outcomes, enhance client satisfaction, and boost overall efficiency in the industry.

The value of an integrated platform approach

Historically, construction firms might have used separate vendors for their phone system, contact center, and messaging APIs. This fragmented approach not only increases costs but also creates integration challenges and complicates support. RingCentral's integrated communications platform combines these services, providing a range of essential benefits that are tailored to meet the unique demands of the construction industry:

45%

Frost & Sullivan's 2023 analysis indicates up to 45% reduction in total cost of ownership compared to multiple disparate systems^[3]

Simplified project management: By consolidating multiple systems, RingCentral streamlines communication across job sites, offices, and stakeholders. This is particularly valuable for small to mid-sized construction firms juggling multiple projects with limited IT resources.

Cost-effective scalability: Allows flexible licensing and simplified management, enabling the platform to adapt as projects grow or shrink. Frost & Sullivan's 2023 analysis indicates up to 45% reduction in total cost of ownership compared to multiple disparate systems^[3], allowing construction firms to allocate technology resources more efficiently.

Enhanced on-site collaboration: Seamless integration of voice, video, and messaging tools enables real-time problem-solving between field workers and office staff. This rapid communication is crucial for addressing unexpected issues and maintaining project timelines.

Regulatory compliance: Adherence to industry-specific regulations across all communication channels, reducing risks associated with documentation and reporting requirements in construction projects.

Improved client communication: Enhanced information sharing with clients, from project updates to change orders. This transparency leads to smoother project execution and higher client satisfaction, crucial for securing future contracts.

Mobile workforce empowerment: Designed for use on the go with full featured and optimized mobile apps. RingCentral enables construction teams to stay connected and productive whether they're on scaffolding, in transit, or at the office, ensuring no critical information is missed. Push to Talk

RingCentral's comprehensive solution for construction firms



Simply put, RingCentral's integrated communications platform is designed at its core to break through communications roadblocks. As we have seen, an integrated approach addresses a common challenge in the construction industry: the use of disparate communication tools that lead to inefficiencies and increased costs.

RingEX (UCaaS) provides a comprehensive unified communication system that seamlessly integrates voice, video, messaging, SMS, and fax capabilities. This solution is invaluable for construction teams dispersed across multiple job sites or working remotely. It facilitates real-time collaboration, enabling project managers to perform virtual site inspections, architects to share and discuss blueprints instantly, and field teams to report progress or issues immediately. The platform's SMS functionality allows for quick updates and alerts, while its fax capabilities ensure secure transmission of important documents like contracts or permits. With its mobile-friendly design, RingEX ensures team members stay connected and productive whether they're in the office, on-site, or traveling between locations.

RingCX (CCaaS) enables sophisticated contact center functionalities tailored for construction firms. This system enables efficient management of client inquiries, from initial project consultations to ongoing support throughout the construction process. Features like intelligent call routing ensure that clients are quickly connected to the most appropriate team member, whether it's a sales representative, project manager, or technical expert. The platform also offers multichannel support, allowing firms to engage with clients via their preferred communication method, be it phone, email, or chat.



CPaaS (Communications Platform as a Service) facilitates seamless integration between RingCentral's communication tools and popular construction management software like Autodesk Construction Cloud (ACC), which includes the popular PlanGrid and BIM 360 products. Enabled through ACC Connect, these integrations enable construction firms to create custom workflows tailored to their specific needs. For instance, a company can link their project management system with RingCentral messaging, automatically alerting team members when milestones are achieved or when urgent issues need attention. This integration significantly boosts operational efficiency by minimizing manual data entry and enhancing information flow across systems. RingCentral's open APIs allow for further customization with other industry-specific tools, ensuring flexibility as construction technology evolves.

Moreover, RingCentral's Workflow Builder offers a low-code solution that construction companies can leverage to create custom communication workflows without extensive programming knowledge. This tool enables firms to automate processes such as job site updates, safety alerts, or material delivery notifications, improving efficiency and reducing the risk of miscommunication across project teams.

RingCentral Events offers a robust platform for hosting virtual meetings, webinars, and large-scale online events. In the construction industry, this tool can be used for a variety of purposes. Firms can conduct detailed client presentations, showcasing 3D renderings and virtual walkthroughs of proposed projects. It's also an excellent resource for team training sessions, allowing companies to efficiently onboard new employees or provide ongoing education on safety protocols and new construction techniques. Additionally, the platform can be used to host or participate in industry networking events, connecting construction professionals across geographical boundaries for knowledge sharing and business development opportunities.

RingSense and RingCentral AI bring advanced capabilities to the construction industry. These AI-powered tools analyze communication data, providing valuable insights into client interactions, project discussions, and team performance. By leveraging natural language processing and machine learning, RingSense can identify key themes, sentiment, and action items from calls and meetings. This enables construction firms to make data-driven decisions, improve project management, and enhance client relationships. The AI assistant can also automate routine tasks, such as scheduling and note-taking, allowing teams to avoid costly errors as well as focus on high-value activities.

Transforming construction communication with AI-powered tools



Artificial intelligence is reshaping communication in the construction industry, offering unprecedented insights and efficiencies. RingCentral's suite of AI-powered tools is at the forefront of this transformation, designed to help construction businesses extract valuable insights from their communication data and address industry-specific challenges.

These advanced AI technologies analyze various forms of communication, including calls, messages, and meetings, providing construction firms with actionable insights to enhance their operations. Let's explore how AI tackles common pain points in the construction sector:

Enhanced client communication

AI-powered sentiment analysis enables construction firms to monitor client satisfaction throughout the entire project lifecycle. This technology analyzes call recordings and transcripts, detecting subtle nuances in tone and language that may indicate potential issues or concerns. By identifying early warning signs, construction teams can address problems proactively, before they escalate into major challenges.

For example, if a client expresses mild frustration about project timelines during a routine check-in call, AI can flag this conversation for immediate attention. The system might detect phrases like "a bit behind schedule" or "slight delay," which human listeners might overlook. This early detection allows project managers to address concerns swiftly, potentially adjusting schedules or increasing resources to meet client expectations. Such proactive problem-solving maintains positive client relationships and reduces the risk of costly disputes or project derailments.

Improved project coordination

29%

A recent study by the Project Management Institute found that ineffective communication contributes to project failure in 29% of cases^[4].

AI-powered automated note-taking serves as a digital scribe, capturing and organizing critical details from project meetings and client calls with remarkable accuracy. In the complex world of construction, where a single misunderstood specification can lead to expensive rework, this feature is invaluable. The AI system can discern between casual conversation and crucial project information, ensuring that no important detail falls through the cracks.

For instance, during a lengthy project meeting, AI might capture specific material requirements, timeline adjustments, or budget constraints that were briefly mentioned. These details are then organized into clear, actionable summaries, accessible to all team members. This shared understanding helps prevent misalignments that could lead to errors or delays. A recent study by the Project Management Institute found that ineffective communication contributes to project failure in 29% of cases^[4]. This finding emphasizes the critical nature of AI-powered note-taking. By providing accurate, AI-generated summaries, these tools act as a central information hub, keeping all stakeholders aligned on project goals, timelines, and client expectations.

Operational efficiency

AI-powered call analytics dive deep into communication patterns within construction firms, offering a granular view of how time and resources are being utilized. This data-driven approach to operational management can uncover inefficiencies that might otherwise go unnoticed, particularly in smaller firms where resources are stretched thin.

These systems can track various metrics such as call duration, frequency, and outcomes across different teams or projects. For example, they might reveal that certain types of client inquiries consistently lead to lengthy, unproductive calls. Armed with this information, managers can develop targeted solutions, such as creating FAQ documents or training modules to address common issues more efficiently. Similarly, if the analysis shows that a particular team member excels at resolving complex problems quickly, their approach can be studied and replicated across the organization. For small to mid-sized construction firms, where every minute counts, these insights can lead to significant improvements in resource allocation and overall productivity.

Sales performance optimization

AI-powered call scoring offers construction firms a powerful tool for refining their sales strategies and improving conversion rates. This technology goes beyond simple call metrics, evaluating the quality and effectiveness of sales interactions based on customizable criteria. For construction businesses, these criteria might include how well a salesperson explains complex project specifications, addresses potential client concerns, or articulates the firm's unique value proposition.

The system can analyze hundreds of calls, identifying patterns in successful interactions and areas where improvement is needed. For instance, it might reveal that sales calls that include detailed discussions of the firm's safety record and quality assurance processes have a higher success rate. This insight can then be used to refine sales scripts and training programs. Research showing higher revenue growth for companies with formal sales processes highlights the potential impact of such data-driven refinements. By providing concrete, actionable insights into what works in sales conversations, AI empowers construction firms to continuously improve their sales strategies, ultimately driving business growth and success.

Case Study: redT Homes

redT Homes, a pioneering sustainable home builder, implemented RingCentral to support its innovative approach to construction. The company's unique business model, which emphasizes eco-friendly materials and energy-efficient designs, required a communication solution that could connect various teams across different stages of the building process. By adopting RingCentral's integrated platform^[5], redT Homes experienced significant improvements across multiple areas of their operations:

Enhanced Project Coordination: The unified communication system dramatically improved collaboration between design teams, contractors, and on-site builders. Real-time video conferencing allowed for instant problem-solving, while shared document repositories ensured all teams had access to the latest sustainable design specifications and project timelines.

Customer Experience Improvement: RingCentral's integrated communication capabilities transformed redT Homes' customer service operations. The system's intelligent routing ensured that inquiries were directed to the most appropriate team member, whether related to eco-friendly material options, energy-efficient systems, or post-construction support.

Cost Savings: By consolidating multiple communication tools into a single platform, redT Homes significantly reduced its IT expenses. The company eliminated costs associated with maintaining separate phone systems, video conferencing tools, and customer service software.

Increased Agility: The scalability of RingCentral's cloud-based solution proved invaluable as redT Homes navigated changing market conditions. During periods of high demand for sustainable homes, the company could quickly add new users and expand its communication capabilities without significant IT overhead.

Improved Supply Chain Management: RingCentral's platform facilitated better communication with eco-friendly suppliers, enabling redT Homes to manage its sustainable supply chain more effectively. Real-time messaging and video conferencing capabilities allowed for quick resolution of material shortages or quality issues, minimizing production delays.

Mike Bulin, VP of Sales and Marketing at redT Homes, shared his perspective on RingCentral's impact: "RingCentral has been invaluable for creating the efficiencies that are helping us grow. We've reduced our tech stack by a third. We now have everyone on the same communications platform. We're keeping all company leads in-house. And we can more accurately track our marketing ROI because we integrated RingCentral with Salesforce."



This comprehensive communication overhaul not only streamlined redT Homes' operations but also positioned the company for sustained growth in the construction market.

Conclusion

For small to mid-sized commercial and residential construction firms, effective communication is the cornerstone of success. AI-powered tools, as part of RingCentral's integrated communications platform, offer incredible insights that can fundamentally change how construction businesses operate, communicate, and thrive in a competitive market.

By providing tools for enhanced client communication, improved project coordination, increased operational efficiency, and optimized sales performance, RingSense directly addresses the unique challenges faced by the construction industry. When leveraged as part of RingCentral's comprehensive suite of communication tools, it offers a robust solution that can help construction firms of all sizes build success, project by project.

As the construction industry continues to evolve, those who harness the power of AI-driven communication tools will be best positioned to succeed. Don't let outdated communication systems hold your business back. Take the first step towards transforming your construction firm today. Explore how RingSense and RingCentral's integrated platform can provide the insights and tools you need to improve client satisfaction, streamline operations, and drive growth. Contact a RingCentral representative to schedule a personalized demo and see firsthand how our solutions can address your specific needs. The future of construction communication is here – are you ready to build it?

^[1] Construction Management Association of America, "An Owner's Guide to Project Delivery Methods," 2021 edition.

^[2] Dodge Data & Analytics, "Improving Performance with Project Data," 2022

^[3] Frost & Sullivan, "Frost Radar™: Cloud Meetings and Team Collaboration Services Market, 2023,"

^[4] Project Management Institute, "Pulse of the Profession 2023,"

^[5] RingCentral, "redT Homes Case Study,"

About RingCentral

RingCentral Inc. (NYSE: RNG) is a leading provider of AI-driven cloud business communications, contact center, video and hybrid event solutions. RingCentral empowers businesses with conversation intelligence, and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide. 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 855-774-2510.



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