

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



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## CHAPTER 1

# 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.

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73%

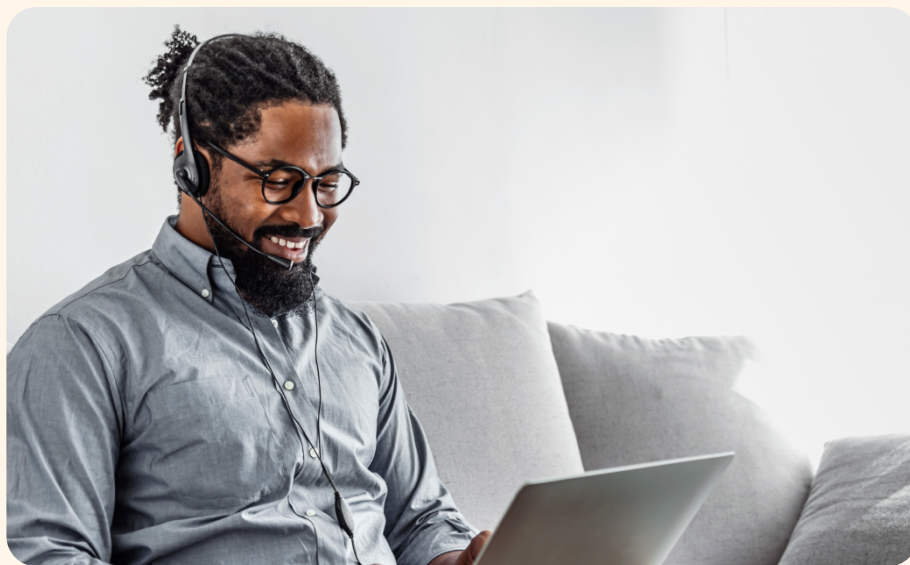
of respondents identified customer experience as an important factor in their purchasing decisions.

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.<sup>1</sup>

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.



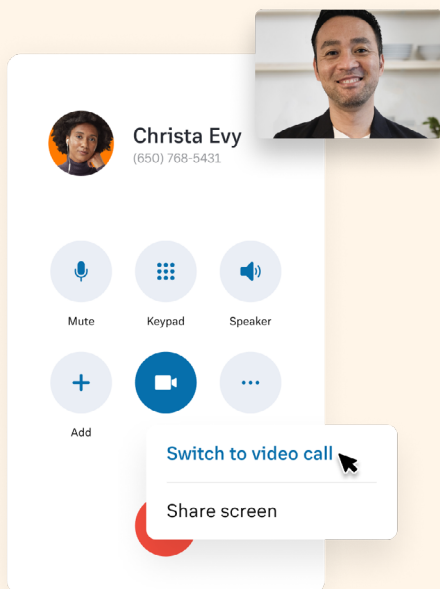
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<sup>1</sup> [Customers Will Pay More For This, Forbes](#)

## CHAPTER 2

# 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.<sup>2</sup>

## 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,<sup>3</sup> and the 83% of customers who expect to engage with someone immediately when contacting a company.<sup>4</sup>



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<sup>2</sup> [7 Remarkable IVR Trends, Zephyrnet](#)

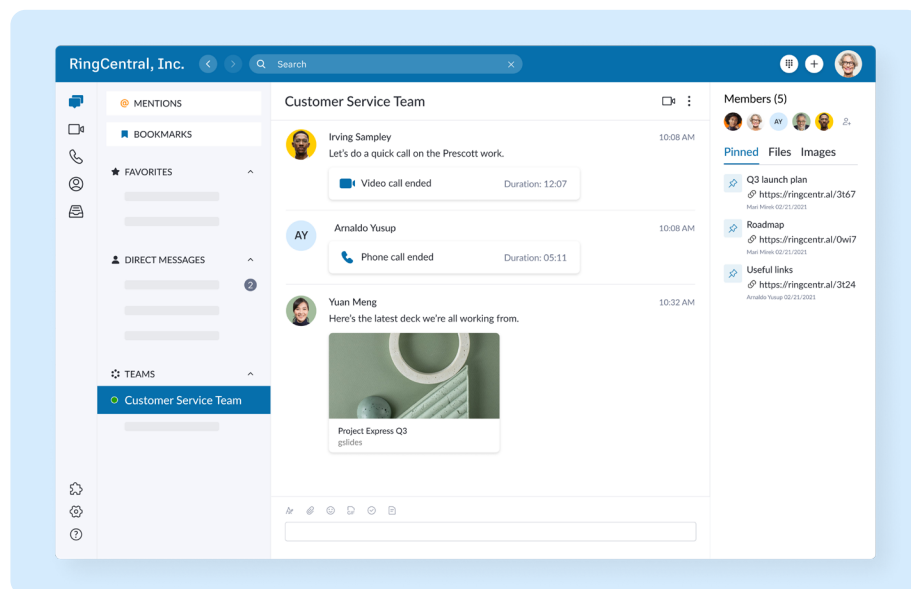
<sup>3</sup> [Local Business Websites and Google My Business Comparison Report, Brightlocal](#)

<sup>4</sup> [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.



## CHAPTER 3

# 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%?<sup>5</sup> 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.



#### Service Level

The percentage of calls answered within the threshold time.



#### Call Volume

Number of outbound or inbound calls, abandoned calls, and voicemails.



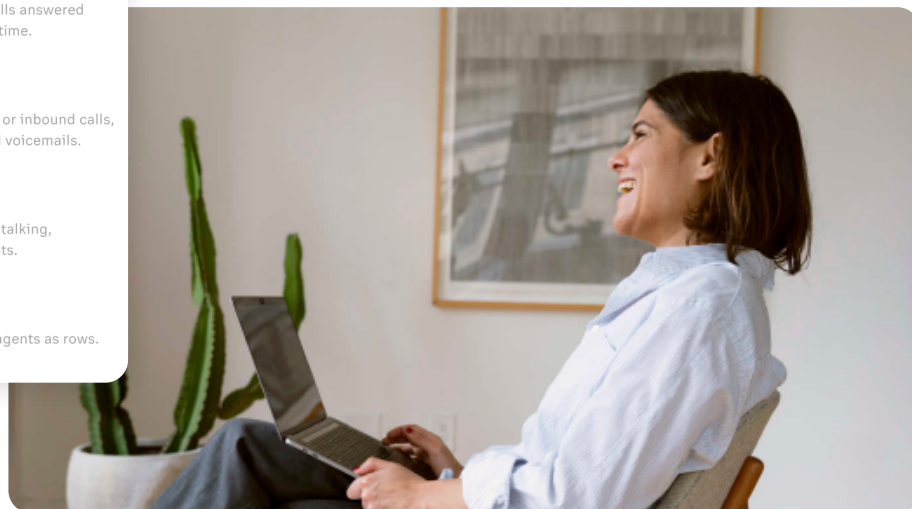
#### Agents Count

Number of available, talking, and unavailable agents.



#### Agent Details

Tabular widget with agents as rows.



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



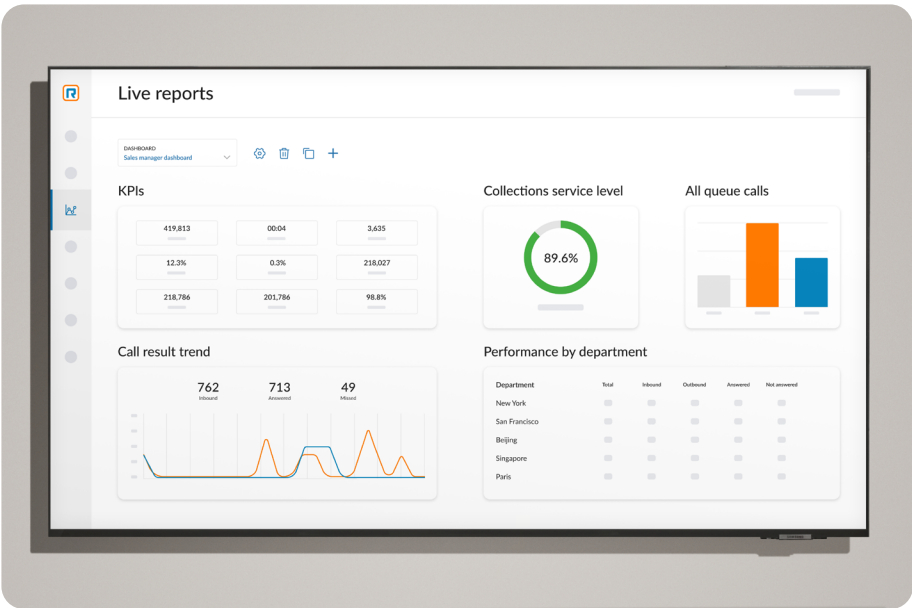
## Ensure proper staffing levels

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%.<sup>6</sup>

## 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.



<sup>6</sup> [First Call Resolution: Comprehensive Guide, SQM](#)

## CHAPTER 4

# Scale your operations affordably

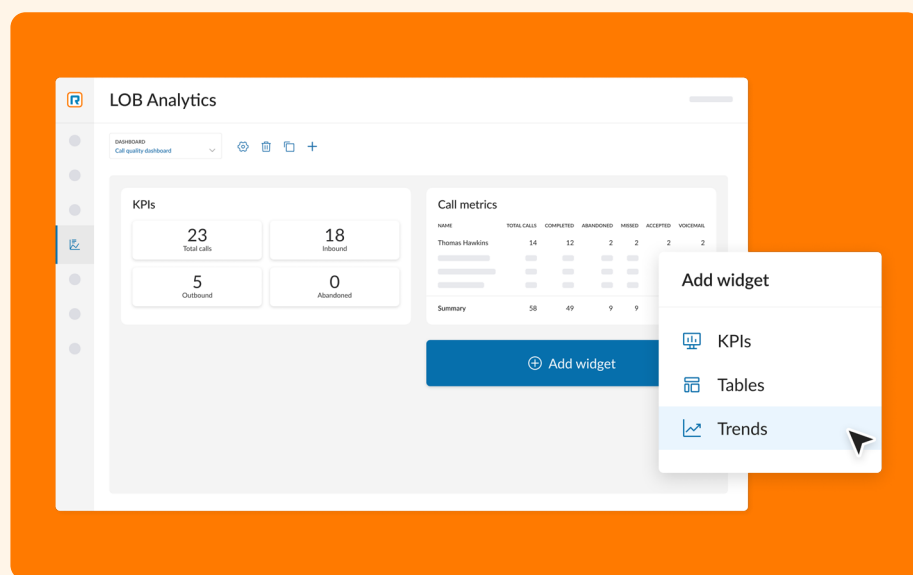
Cost is arguably the most critical factor for small businesses that aim to implement new tools and improve their operations. It's essential to find tools that will grow with your business and protect your budget at the same time.

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?<sup>7</sup> 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.

## Always stay connected

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

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.<sup>8</sup>

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

## Secure customer data

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.

<sup>7</sup> [Customer Service Tips: 20 Tips to Keeping Customers Happy, Salesforce](#)  
<sup>8</sup> [Microsoft Teams and telephony: Why small businesses prefer UCaaS providers, RingCentral](#)

# Small businesses winning in customer experience

What does success look like for small businesses that prioritize customer experience and choose their communications solution wisely? Here's a quick look at three small businesses delivering exceptional customer service to drive great customer experience.



**Industry: Supply chain logistics**

**Employees: 10**

If you're a small business with less than 10 employees, the success story of Vertias Logistics will pique your interest. This third-party logistics firm needed an extremely flexible, reliable, and mobile phone solution that could deliver 24/7 customer service.

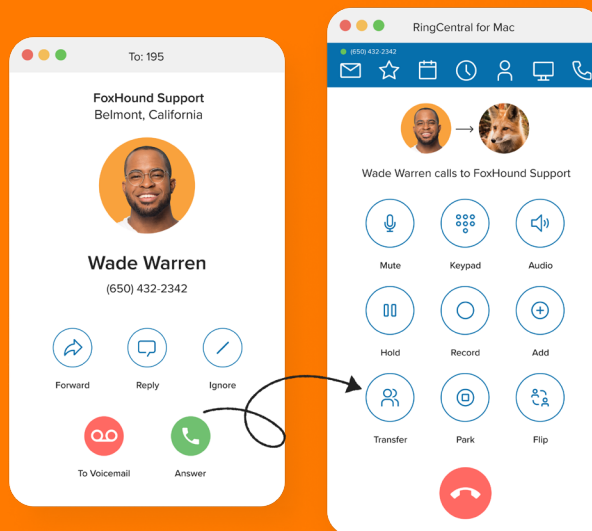
Veritas Logistics chose RingCentral MVP™ to keep the business constantly connected to customers and carriers. With 99.999% uptime availability, the team is always accessible to clients and never misses a call.<sup>9</sup> They also save time in their daily operations thanks to new SMS features.

Brian Hastings, Supply Chain Leader at Vertias Logistics, shares how he's leveraging data to improve operations and customer experience: "One thing I really appreciate is that it's so easy to look up our contact history in the RingCentral app. That comes in handy more than you'd think. If I need to follow up with a driver I talked with a few days ago, but I can't remember who it was, I can just go into my RingCentral call log and use whatever detail I do have—the approximate time of the call, or the driver's area code—and find the person's number right away. That really helps with our operations."

"We're growing rapidly, adding new clients and carriers to our network at a fast pace. And because we have such a flexible and easy-to-scale phone solution, we can continue growing without having to worry that taking on too many clients or jobs will in any way undermine our ability to provide outstanding client service." —Brian Hastings, Supply Chain Leader

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<sup>9</sup> [Veritas Logistics, RingCentral](#)



## Mr. DELIVERY

Industry: Retail

Employees: 50+

Mr. Delivery is an online ordering and food delivery service that processes thousands of orders per day via its website and mobile app. Initially, the team selected a cloud VoIP solution that wasn't meeting the business's needs. Jasem Yousuf, Director of Operations at Mr. Delivery, explained, "As we started to add more customer service representatives, we started to see the call quality really decrease. That led us to look at other vendors."

Mr. Delivery upgraded to RingCentral MVP and never looked back. Jasem shared, "With RingCentral, those quality issues were resolved," and customer satisfaction has improved since the switch.<sup>10</sup>

"Our RingCentral support team was very helpful in making sure we had our IVR and queues match, making it simple for us to transition from the VoIP vendor." —Jasem Yousuf, Director of Operations

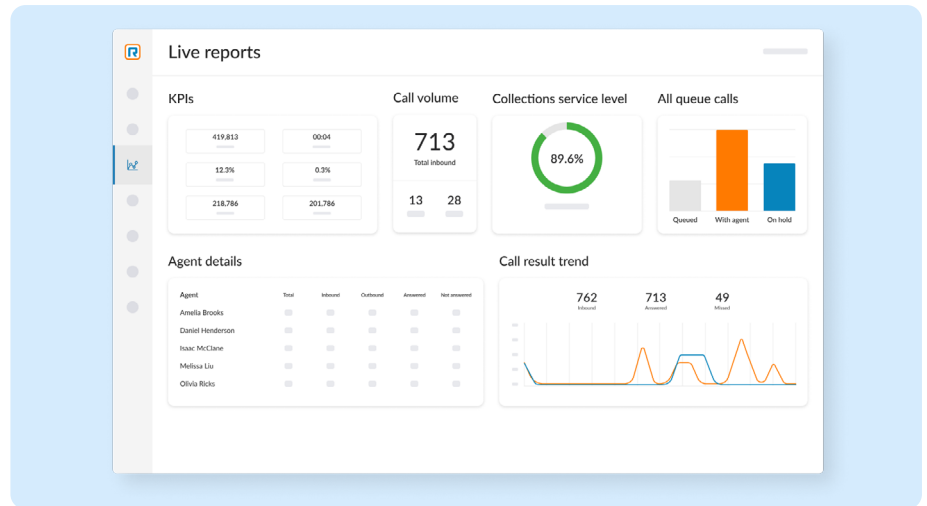
The company credits this positive shift to RingCentral Live Reports, an add-on capability that features easy-to-understand dashboards that track the performance of customer service representatives, as well as overall customer experience.

Live Reports has helped improve customer service at Mr. Delivery by:

- Providing timely measurements of agent performance, especially at holiday times, large sporting events, and during other critical times
- Identifying calls that indicate a need for coaching
- Monitoring on-hold calls, agent availability, missed calls, and overall service levels

<sup>10</sup>. [Mr. Delivery, RingCentral](#)

- Analyzing queue data to ensure proper staffing level
- Troubleshooting emerging patterns in call traffic to prevent queue overload



Mr. Delivery also uses RingCentral Quality of Service (QoS) Reports to further improve customer satisfaction and manage its growth. QoS reports allow the company to track call quality trends down to the individual call. “With the QoS reports, we have analytics to drill down into each city to see how we can maximize our network to support a heavy volume of calls,” Jasem explained.

“RingCentral ensures we have the call quality we need and the ability to expand. RingCentral has been a valued partner to Mr. Delivery.” —Jasem Yousuf, Director of Operations



**Industry: Retail**  
**Employees: 100**

The combination of Beauty Solution’s upscale products and expert training for beauty professionals has helped the company grow to a 100-employee business. This accelerated growth sparked the company’s search for an advanced communications solution that could level up its operations and customer experience.

The company rolled out RingCentral MVP company-wide, and “now everyone uses RingCentral MVP all the time,” according to Shane Brown, IT Marketing Coordinator at Beauty Solutions.<sup>11</sup> Shane shared, “The employees at our brick-and-mortar stores are fully trained on our products, so if we need them to help out with our customer service call center, they can just log in to the system from their store and take service calls as needed. That’s a great benefit for us and our customers.”

<sup>11</sup> [Beauty Solutions, RingCentral](#)



In addition, the team is improving processes with analytics reports. “We found additional benefits in RingCentral’s analytics: we can always see how we’re performing, and that helps us discover issues and opportunities we probably would have missed,” Shane explained.

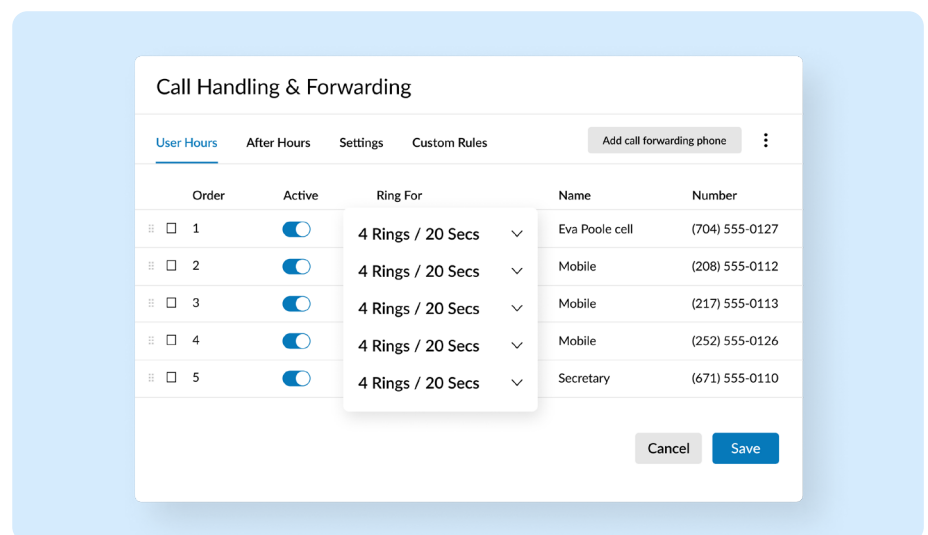
“For example, looking at our RingCentral Live Reports, we realized that between 1 PM and 3 PM our customer service lines get really busy. Knowing that has helped supervisors to adjust our team’s schedules so we’re always properly staffed, and the teams know not to take lunch breaks during that window. Furthermore, if we need to, we can ask our store employees to log in to the customer service call queue and take calls.”

“We also realized that a bunch of people were mistakenly calling a local Beauty Solution store rather than our sales or support numbers,” Shane continued. “They were Googling ‘Beauty Solutions,’ and the local store’s number popped up. So, our store employees had to take calls meant for our support or sales teams. Because we saw that trend in the reporting, we quickly set up a menu to catch those customers and route them to the right number. And our store employees have said they’re no longer dealing with those mistaken calls.”

“Making this fix also allowed us to improve the experience for those customers calling in. And because those mistaken calls were probably costing us some sales, it likely also helped us to make more money.”

“We were looking for a better cloud phone service, but we got a lot more with RingCentral. This platform is helping improve our productivity, creating a better sense of connectedness among all of our employees (especially our remote store staff), and allowing us to create better experiences for our customers.”

—Shane Brown, IT Marketing Coordinator



# Make every customer conversation count

Stop relying on on-premise phone systems and personal cell phones to stay connected with your customers. When the capabilities of a traditional call center solution may be more than you need right now, a cloud-based solution that scales with you allows you to implement only the tools you need now with the freedom to upgrade later.

Start creating a better customer experience from beginning to end with the advanced functionality of combining RingCentral MVP and Live Reports.

With RingCentral's Customer Service Essentials bundle, your business can use unified communications and real-time analytics to simplify employee and customer communications, and strengthen customer service and staff efficiency. Unlike other solutions in the market, Customer Service Essentials provides a simple yet market-leading global solution from one vendor with high reliability and an affordable price that businesses can use to scale their operations.

Get the ideal customer experience with [RingCentral's Customer Service Essentials](#), starting at just \$52.99.

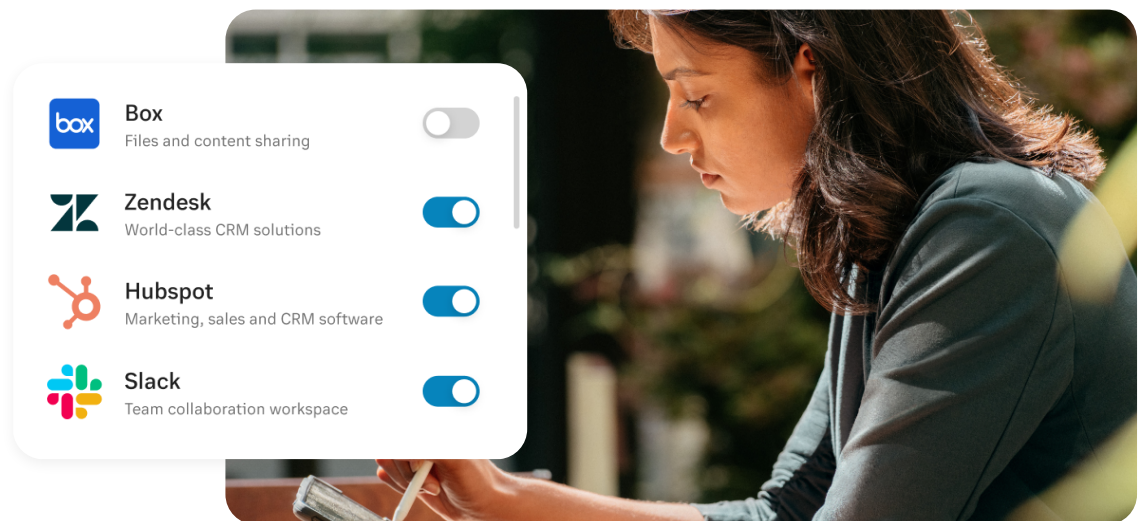
Take advantage of a complete phone system that delivers value with customer service capabilities.



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

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- 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 Customer Service Essentials, visit [ringcentral.com/customer-service-essentials](https://ringcentral.com/customer-service-essentials).



For more information, please contact a sales representative. Visit [ringcentral.com](https://ringcentral.com) 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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