

Revolutionizing retail

How cloud communications are transforming customer experience & operational efficiency



The retail world is not just evolving, it's transforming. Today's retail environment spans multiple channels, creating more potential customer touchpoints and opportunities for growth. But with this evolution comes new challenges, particularly in communication. Existing systems and processes can slow down even the most innovative retailers.

Key challenges

Maximizing profits requires retailers to explore every opportunity to deliver a great customer experience while being as efficient as possible and minimizing expenses. Problems with communication channels can stand in the way of these goals in several ways:

- 1. Legacy infrastructure:** Dated, on-premises systems lack flexibility, require specialists to maintain them, and are expensive. Compliance and security concerns (e.g., ensuring HIPAA compliance for pharmacies) add additional business risk.
- 2. Inconsistent customer experiences:** Poor routing capabilities (e.g., from contact center to store), prolonged wait times, difficult-to-manage Interactive Voice Response (IVR) systems, and basic chatbots that answer only basic questions create customer friction.
- 3. Inefficient internal communications:** Communication among store associates and between stores, contact centers, and corporate offices often require multiple systems.
- 4. Quickly adapting to changing market conditions:** Timely changes to IVR menus, greetings, and routing rules to respond to everything from weather emergencies to marketing campaigns often require



74% of retailers still rely on legacy systems for critical operations, with 62% citing these systems as a significant obstacle to digital transformation

- Forrester: "The State of Retail Technology" (2023)

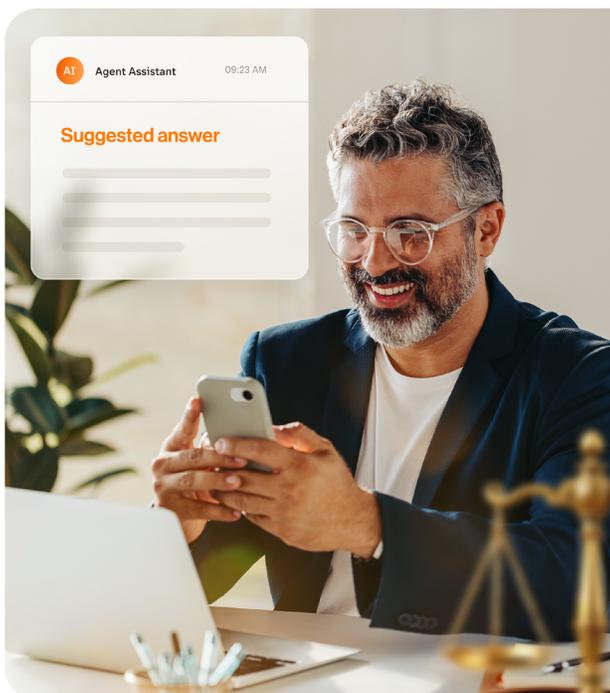
IT involvement. Disconnected systems and processes make data-driven staffing and resource allocation decisions based on typical interaction volumes difficult – and nearly impossible during peak periods. Ongoing contact center agent coaching often falls low on a manager’s daily task list.

- 5. **Cost management:** Optimizing spending is often difficult without compromising quality or creating service scenarios that would put you at a competitive disadvantage.

These challenges highlight the need for flexible, scalable, and feature-rich communication solutions that adapt to the evolving retail landscape and customer expectations.

How to effectively transform retail operations

Retail businesses seeking to enhance customer experiences and streamline operations need a cloud communications platform that unifies all communication channels with AI-powered intelligence. This helps deliver unmatched reliability, scalability, and integration capabilities. Today’s cloud communications platform unifies your calls, contact center, video meetings, messaging, SMS, and events, helping to address those key challenges head-on.



Modernize infrastructure

A contemporary communications platform is key in addressing technical and compliance concerns while offering a new path forward. It enables staff to connect across various devices and locations, significantly enhancing collaboration and productivity. Such platforms typically provide a cloud-based architecture that supports rapid and phased deployment, allowing for smooth migration from legacy systems. They also offer flexible scalability, enabling the ability to quickly add lines, offices, and remote users as needed.

Retailers that successfully modernize their legacy systems can expect to see a **20-30% reduction** in IT costs over a three-year period

- Gartner: "Market Guide for Retail Distributed Order Management Systems" (2023)

Many of these solutions boast integration capabilities with hundreds of popular business applications, including major platforms like Microsoft Teams and Salesforce, and often feature open APIs for custom integrations. High reliability is crucial, with some providers offering up to 99.999% uptime. Security is paramount in these systems, with end-to-end encryption for all communications and compliance with industry standards such as GDPR, CCPA, and ISO 27001, ensuring that sensitive data remains protected.

Enhance customer experience

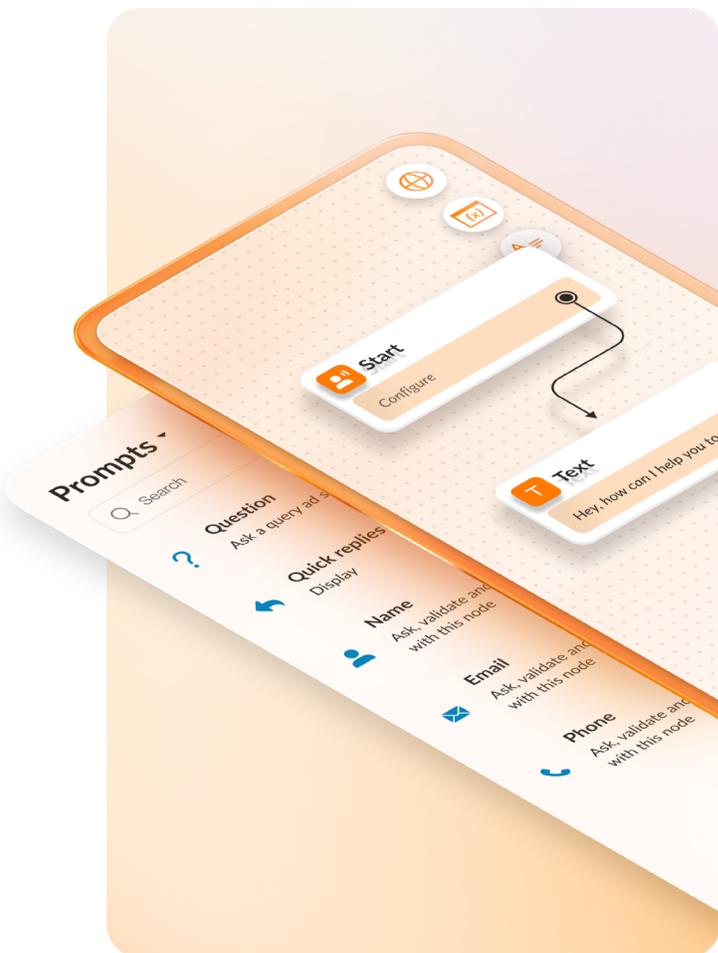
Modern contact center solutions can significantly enhance customer service and operations, offering efficiency and personalization while equipping staff with user-friendly tools to manage customer communications effectively. These advanced systems typically feature intelligent routing, IVR systems, and AI-powered Intelligent Virtual Agents (IVAs). They enable consistent and personalized omnichannel service across various platforms, including voice, chat, email, and social media. Smart queue management helps reduce wait times, while seamless routing between stores, contact centers, and headquarters ensures smooth communication flow.

AI-driven conversational intelligence is impactful in multiple ways. It allows businesses to derive meaningful insights from customer interactions, such as emotion and sentiment analysis. Real-time note-taking capabilities and automated follow-ups further streamline the customer service process and improve overall efficiency.

Strengthen employee collaboration

Modern communication platforms offer comprehensive collaboration features that enable retailers to streamline operations and enhance employee productivity while leveraging existing technology investments. These solutions facilitate communication across all aspects of the business, improving coordination and responsiveness among teams and stores.

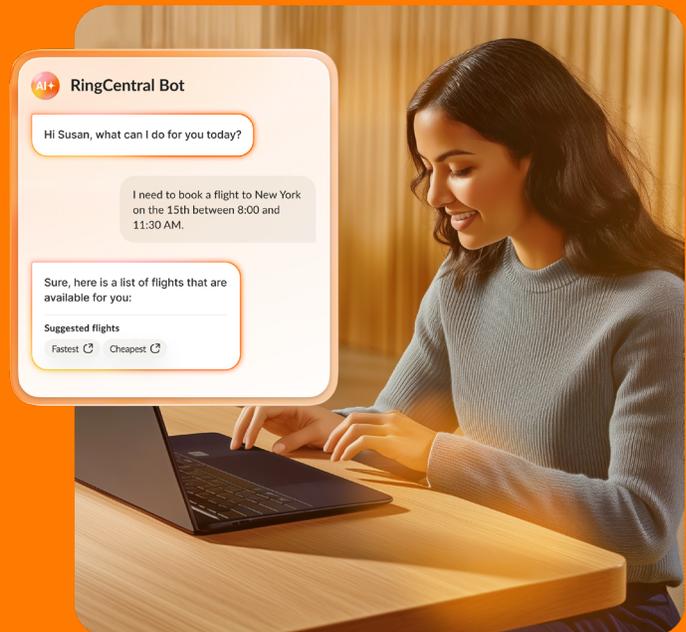
Key features include mobile-friendly applications that integrate voice, video, and messaging for on-the-go staff, seamless integration with multifunction devices already used for inventory management and other on-floor activities, and push-to-talk functionality for



instant communication between associates. Additionally, these platforms typically provide flexible call routing between stores and contact centers, secure login/logout capabilities on shared devices for multiple employees across shifts, and the ability to eliminate separate desk phones, consolidating communication tools into a single, efficient system.

Adapt to market changes

Advanced cloud-based communication platforms provide retailers with robust tools to dynamically optimize their operations, focusing on continuous customer service enhancement while maximizing workforce efficiency. These solutions typically feature user-friendly, no-code interfaces for updating Interactive IVR and IVA routing rules, meaning opportunities aren't missed while waiting on IT. They often include intelligent staffing and resource allocation tools that can quickly scale to match changes in contact center volume during peak times such as sales events or holidays



Leveraging AI-powered analytics, these platforms enable data-driven decision-making beyond measuring activity. AI also helps deliver automated transcription and summarization of customer interactions, enabling more comprehensive customer sentiment analysis.

Manage costs

Modern cloud-based communication platforms provide retailers with powerful tools to optimize their operations dynamically, focusing on continuous improvement of customer service. At the same time, they help maximize workforce efficiency and existing technology investments. As cloud-based solutions, updates and new features are regularly available to future-proof your investment. Consolidating your communications tools with a single provider lowers overall costs and reduces vendor management time.

Retailers who successfully modernized their legacy systems saw an average **15% increase** in operational efficiency and a **12% boost** in customer satisfaction scores

- Boston Consulting Group: "The Future of Retail: Winning Models for a New Era" (2023)

Noted earlier, these solutions typically offer easy, no-code updates to IVR and IVA systems, reducing the burden on IT and associated costs. They include intelligent staffing and resource allocation tools to adjust staffing needs to meet service and quality demands. AI-powered analytics and summaries allow supervisors to focus their time on higher-value work and not creating reports.

Proven retail success: RingCentral in action

Emily Thompson
00:01:31 Seattle, WA

Jordan Fell
Can I upgrade the shipping address for my order?

Michaela Parsons
Is this handbag still available in this color?

Jenny Wilson
Is this product eligible for the sale you're running?

Excurra
Sale price alert! Today only, the Voyager backpack is on sale for 30%. Click here to place an order bit.ly_xyz90210

WAITROSE & PARTNERS

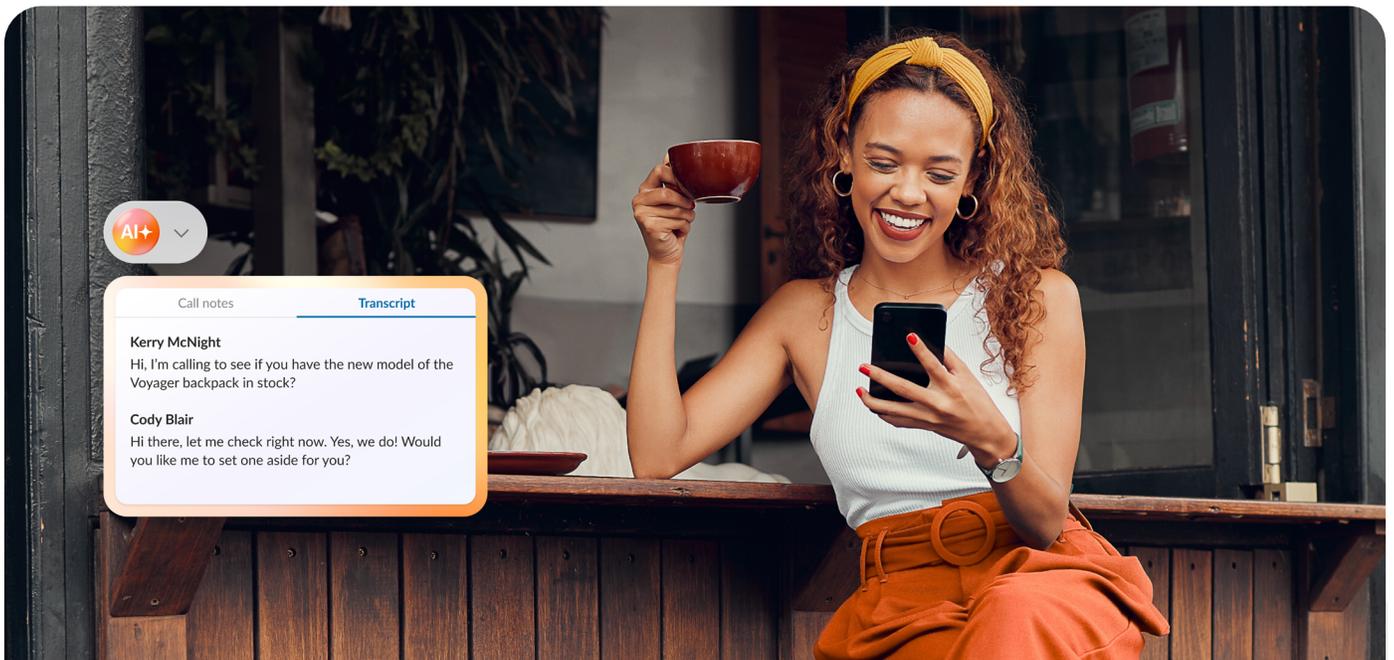
Waitrose & Partners, a leading UK supermarket chain, faced significant challenges with their legacy communication systems, which required employees to carry multiple devices for various tasks. This inefficiency hindered internal communication and customer service. Waitrose consolidated these functions into a single, multifunction handheld device by adopting RingCentral's cloud-based communication platform. This transformation allowed employees, known as Partners, to access telephony services directly on their primary devices, improving communication and coordination across the store. As a result, Partners could assist customers more efficiently, providing real-time answers and enhancing the overall customer experience. The cloud solution also eliminated the need to maintain phone hardware, reducing costs and streamlining operations. With these improvements, Waitrose achieved a more agile and responsive communication system, improving employee productivity and customer satisfaction.

Waitrose's success highlights just some of the benefits retailers can realize with RingCentral.

HOT TOPIC

Hot Topic, known as the "coolest store in the mall," is the first retailer to bring alternative apparel and accessories to shopping malls. Today, Hot Topic offers its unique inventory of music, movie, and game-licensed clothing and merchandise in more than 675 retail locations throughout the US and Canada. Like many companies that grow organically over time, Hot Topic found itself

with a disjointed telecommunications infrastructure across its corporate headquarters, two large distribution centers, and hundreds of North American retail stores. They needed to improve internal communications, collaboration, and improve operational efficiencies, while also reducing their telecom costs. Hot Topic's migration to RingEX reduced telecom costs and enabled workflow improvements across the company. And their experience with RingEX proved so successful that the company later rolled out RingCentral Contact Center for its employee help desk agents to improve employee and customer experiences.



"We monitor the reporting and analytics in RingCentral, and I can tell you that since we've moved to Contact Center, our agents are answering calls and resolving help desk issues quicker than ever. A lot of that is because RingCentral lets us use skill-based routing and send inquiries to the right people on the first try."

– Rana Chowdury,
Senior Director of IT Store Systems and Infrastructure Management

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.

For more information, please
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Visit 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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RingCentral