

# How RingCentral has modernized some of today's biggest businesses



## RingCentral helps companies save hundreds of thousands of dollars every year

When it comes to investing in technology, IT leaders' top priorities are cutting down on unnecessary expenses, increasing company efficiency, and generating revenue by improving the customer experience. To achieve these goals, companies need to have the right tools in place. That's why businesses choose RingCentral's [intelligent connected communications platform](#).

But don't just take our word for it. This compilation of case study data and leadership input from some of today's biggest and most successful companies will show you exactly how RingCentral has helped to modernize their business communication processes. And we can do the same for you.

Discover how real RingCentral customers cut down on business expenses by making the switch to a unified communications platform.



For years, global IT service provider [phoenixNAP](#) supported their operations with an in-house telephony system. After experiencing repeated frustration due to the unpredictable nature of the system's cost, phoenixNAP's management decided that the company needed a more modern solution. Their geographic footprint was expanding, and phoenixNAP needed a cloud-based platform to keep up with their growth.

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phoenixNAP's previous provider charged separately for each communications service they offered, so the company was required to pre-determine the features they would need to purchase. Danny Fuentes, Vice President of Information Systems at phoenixNAP, explains, "Sometimes we overpaid for services employees didn't need; other times we found an employee needed more than we'd bought, so we had to upgrade those licenses. It got very expensive and became essentially impossible to plan for our telephony budget."

When Fuentes ran the numbers, he found that RingCentral saved the company about \$180,000 simply due to the lower cost of the solution. “The previous solution was trouble-prone, consumed too many internal resources to manage, and just wasn’t reliable enough to support our global staff,” Fuentes says. “So we feel very fortunate that RingCentral not only solved those issues but is also saving us hundreds of thousands of dollars.”



[C&S Wholesale Grocers](#) is the largest wholesale grocery distributor in the U.S. While their original telephony platform saved money on IT costs for a while, Philippe Bourdon, VP of Infrastructure at the company, says that it eventually led to communication challenges for their business.

"I realized that switching to RingCentral would also save us a fortune every year."

When Bourdon researched the top cloud communications platforms, he found RingCentral at the top of the list in each major category: flexibility, ease of use, and the power to offer users various communication formats in one application.

Bourdon said, “I realized that switching to RingCentral would also save us a fortune every year—about a half-million dollars on per-minute phone charges and another half-million by eliminating third-party maintenance agreements for the Private Branch Exchange systems.”

Other factors, like improving customer service through RingCentral's contact center solution and boosting agent efficiency through [RingCentral integrations](#), also help save C&S Wholesale Grocers money.

## RingCentral helps companies save time while boosting efficiency and productivity



When companies are working with legacy phone systems, RingCentral provides the products and services needed to improve their efficiency and productivity and bring them into a modern communications environment.

Conair, the company that introduced consumers to the pistol-grip hair dryer, sells products on six continents. Before Conair switched to RingCentral, they relied on a decentralized, outdated telephony system. This type of telephony setup caused several problems for Conair, its team, and its millions of customers worldwide.

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Eric Zweigbaum, Director of IT and Global Communications, says the main drawback of the legacy system was the limitations in its administrative abilities. "Adding, moving, and changing users in the phone system required us to involve the vendor," Zweigbaum explains. "It was such an undertaking that we had to set aside 20% of one IT employee's time—the equivalent of a day every week—just to deal with those simple requests."

By moving the company's communications environment to a centralized, intuitive, cloud-based platform, Conair can now make system and customer service adjustments quickly and easily.

RingCentral also provided the company with the flexibility to work on-the-go by using its apps, which led directly to improvements in communication, team collaboration, and overall productivity. Zweigbaum says, "Our old system offered zero remote capability—meaning employees were tied to their desks—now it's easy for us to have business calls or meetings no matter what device we have, and no matter where we are."



Ryder, a Fortune 500 company that provides transportation services and solutions, operates nearly 800 locations across the U.S. A few years ago, Ryder made a plan to modernize its IT communications infrastructure. As the Private Branch Exchange (PBX) systems got older, they became more expensive to maintain and upgrade.

“Because our branches all used old, feature-poor PBX systems,” David Bartos, Ryder’s Senior Telecom Manager, says, “connecting callers with the right people on the first try was often difficult.”

"We reviewed every provider's capabilities, track record, and costs, and RingCentral rose to the top."

After extensive cloud communications research, Ryder decided on RingCentral. Bartos explains, “We did the full RFP process, reviewed every provider’s capabilities, track record, and costs, and RingCentral rose to the top.”

With RingCentral, Ryder was able to easily program automated phone greetings and menus that directed a caller to the right department or team member. And those departments and team members were no longer worried that their legacy phone system would fail them. The newfound mobility RingCentral offered Ryder’s team supported more flexible workflows, which improved their productivity.

## RingCentral helps companies improve CX, which boosts revenue

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Providing a great customer experience is crucial to the success of any company. RingCentral has the tools and support resources you need to take your CX to the next level.

Because Ryder's switch to RingCentral for internal communications was so successful, the company decided to use RingCentral's Contact Center to support its delivery division, Ryder Last Mile.

Bartos says, "It lets them easily work remotely just using their computer and a headset to take calls from customers or drivers."

" [RingCentral] lets the agent have a more personalized and productive conversation from the start."

RingCentral's [Salesforce integration](#) has also improved agent productivity. Bartos explains that the system now "pops up customer profiles in real-time as they're calling in." He continues, "That lets the agent have a more personalized and productive conversation from the start, rather than scrambling around looking for the customer's details."

Further, contact center managers now have more visibility into call flows and agent performance due to RingCentral's data and analytics. Bartos says, "The managers are extremely happy with the reports they're able to generate." The data shown in these reports helps Ryder improve its team's efficiency and CX performance.





Novatech has offered all-in-one IT infrastructure solutions for more than 25 years. It's become an industry leader through organic growth and strategic business acquisitions. And it's because of these acquisitions that the company decided to transform its IT initiatives.

Brad Bromelow, CTO at Novatech, explains, "Rather than trying to maintain each newly acquired firm's legacy telephony systems, we realized we could use this rapid growth period to move to a single-source cloud platform and create one unified communications environment for the entire organization."

When the team researched the track records of companies offering unified communications platforms, their due diligence led them to RingCentral.

"We were able to bring all of those [customer] calls into a centralized cloud platform and route the caller to the right team's queue."



RingCentral helped Novatech revamp both its support operations and sales efforts. Bromelow explains, "With RingCentral Contact Center, we were able to bring all of those [customer] calls into a centralized cloud platform and route the caller to the right team's queue." This type of smart routing had a profound impact on the quality of CX it could provide.

"Our sales team really appreciated having a userfriendly video conferencing solution they could access on any device," explains Bromelow. "They couldn't physically visit prospect or client sites, but they could continue having face-to-face talks with them—and that made a big difference."

**Modernize your business communications with RingCentral**

RingCentral's full-connected platform streamlines workflows, improving productivity and unlocking revenue throughout the business. To learn more about how an intelligent, connected communications platform will benefit your business, [visit RingCentral](#).

# Conclusion

RingCentral 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.

Visit [ringcentral.com](https://ringcentral.com) to learn more.

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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 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.

**RingCentral**

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