

Using RingCX to boost your KPIs

SENTIMENT

A snapshot of how customers feel while interacting with your agents



900 CALLS

😊 550 positive

😐 70 natural

😞 280 negative



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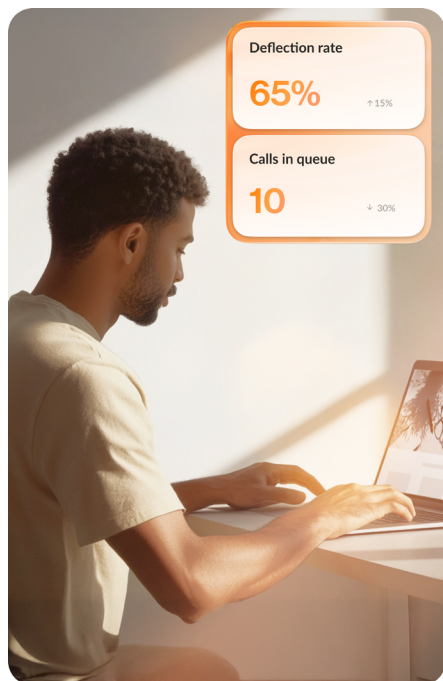
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KPI improvements lead to better customer experiences and growth

Key performance indicators (KPIs) help you keep your business aligned to achieve your objectives. They measure progress toward stated goals, as well as uncover problem areas in your operations that need to be addressed, so you can improve overall performance.



Within the contact center, KPIs often relate to the customer experience (CX), ranging from how long customers have to wait for help to how well an agent resolves their issue. It is important to be able to view your KPIs in context, so you can understand what factors, like customer behaviors, may be influencing them and adjust your strategies appropriately.

RingCX gives you the visibility and tools you need to easily monitor and manage your agent and contact center performance to improve customer experiences. Features such as intelligent routing, AI-powered agent assistance, and workforce management help you streamline processes, empower agents, and increase satisfaction.

This eBook explores how to identify factors and operational challenges that can impact the performance of your contact center and how RingCX can help you boost your KPIs, including:

- Average handle time (AHT)
- Customer satisfaction (CSAT)
- First contact resolution (FCR)
- Agent attrition
- Average wait time (AWT)
- Abandonment rate

Improve average handle time (AHT)

2-4 minutes

is the industry's average handle time¹.

The longer it takes to address a customer's question or issue, the more likely it is they will get exasperated and frustrated. One reason a call can take a long time is if the agent isn't prepared to respond effectively. Sending inbound calls and messages to the first available agent or group of agents, without considering the knowledge or skills needed, can significantly lengthen the time spent with the customer. When agents don't have the right resources or customer information they need, they are forced to ask for basic data or manually search in CRM and other business systems. This often requires opening separate browser tabs or going back and forth between different windows or screens, which can significantly lengthen conversations.

RingCX can help address these disconnects and ensure the right agent has the right context and information they need to efficiently address the customer's needs. For instance, RingCX provides:



Intelligent routing

Ensures customers get to the right agent, with the ability to include agent skills, agent availability, agent state, longest idle agent, the last agent to interact with the customer, geographic location, agent ranking, round robin, sequential ringing, and simultaneous ringing, into the routing decision.



Agent scripting

Provides a powerful tool for agents to move smoothly through their calls. Scripts can be used for sharing, collecting, updating, and saving information using behind-the-scenes APIs, custom JavaScript, and web service tools. They can be as dynamic and interactive as you choose.



AI summaries

Generates automatic summaries of each interaction, eliminating the need for note-taking and manual entry. AI summaries can help streamline AHT by up to 25%.

1. <https://convin.ai/blog/best-call-center-productivity-metrics>



Immersive agent experiences

Simplifies how agents handle customer interactions by integrating with leading CRM applications to give them all the RingCX functionality they need within that application to handle customer inquiries. Solves the challenge of agents having to switch between different browsers or screens. In addition to prebuilt CRM integrations, RingCX provides direct routing for Microsoft Teams, a browser extension for Chrome, and APIs for custom integrations with vertical-specific or homegrown systems to ensure everything an agent may need is at their fingertips.



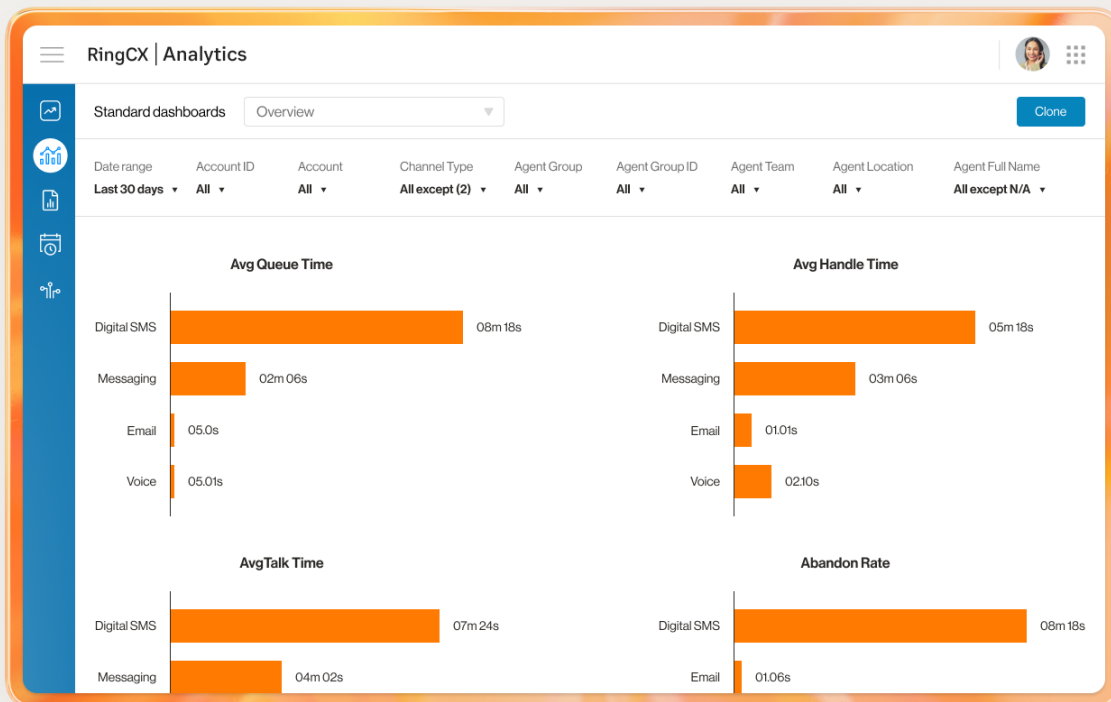
AI Agent Assist

Offers real-time AI coaching and guidance for agents, giving them an “AI coach” on every call. The generative AI monitors the call for customer questions and automatically suggests responses based on your existing content. By eliminating the need for agents to manually search for answers, AI Agent Assist helps streamline and speed interaction times.

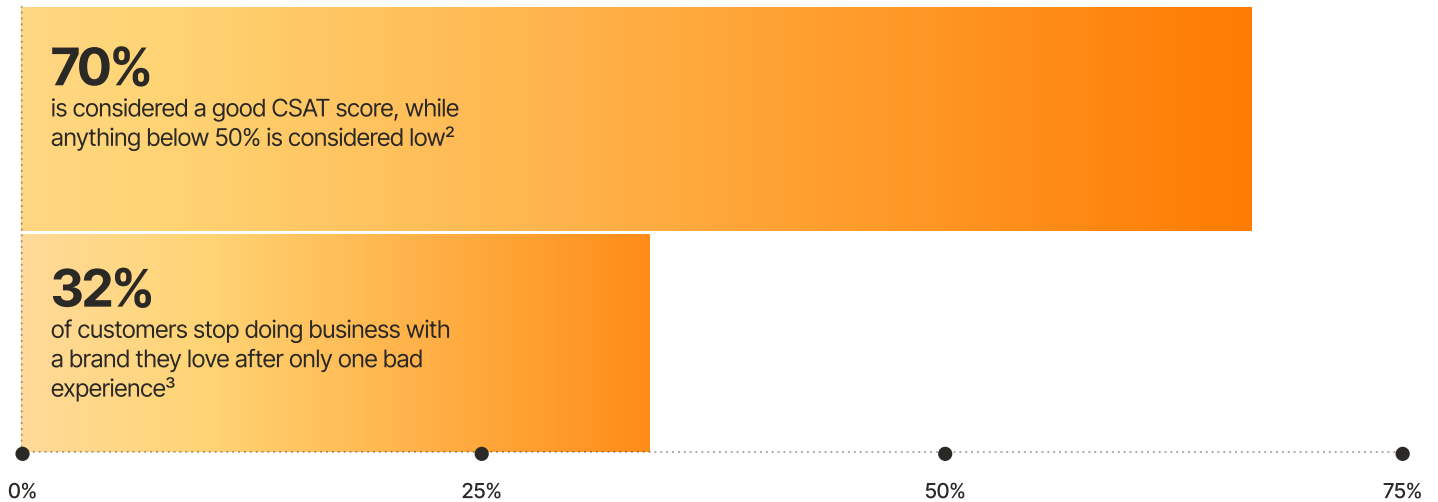


AI Supervisor Assist

Provides real-time alerts, summaries, and transcripts for supervisors, showing them why customers called, what the agent did to solve the problem, and suggested next steps. This makes it easier to understand if and when intervention is needed and puts them in a better position to help solve challenging issues quickly.



Customer satisfaction (CSAT)



Low CSAT scores indicate problems with the customer experience. Often it can be tied to some aspect of your customer service that is broken or lacking, which may be revealed by your other contact center KPIs. Customers could feel that it takes too long to reach an agent, they might not like the solutions they receive, or they may have an issue with the agent who helped them.

Since there are many possible reasons, it is critical to have a way to measure CSAT to help pinpoint where the issues lie. RingCentral can help with:



Post-call surveys

Delivers short, easy-to-answer questions—boolean, multiple choice, or rating scales—to customers to increase response rates. Note, however, because surveys are voluntary, there can be a high decline rate, which can make it hard to get a complete understanding of customer sentiment.



AI Quality Management

Provides scoring and insights into all customer interactions, powered by AI, to help track overall customer sentiment that can be used for CSAT. It can also uncover positive and negative topics that could shed light on what is impacting CSAT.

² [What Is a Customer Satisfaction Score \(CSAT\)?](#)

³ [Experience is everything. Get it right](#)

First contact resolution (FCR)

90%

FCR rate is considered high, while anything under 40% is considered low⁴

1%

increase in FCR correlates with a 1% increase in CSAT scores⁵

0%

50%

100%

When customers reach out with a problem, they expect an accurate solution the first time—they don't want to waste time contacting you again. Often, a low FCR rate is the result of inexperienced or ill-equipped agents. In particular, new agents can struggle with FCR because of gaps in their training and experience, coupled with the pressure to keep their AHT low.

The goal is to ensure agents have access to the information and resources that will best help them quickly and effectively address the customer's inquiry. RingCX can help by providing:



Agent scripting

Embeds a knowledge base that can provide agents with product information that is specific to their needs, as well as pull canned responses, based on similar past interactions that can accelerate and streamline conversations.



AI Agent Assist

Eliminates manual searches for answers, putting intuitive responses in the hands of agents. Because RingCX leverages your existing knowledge content, you can ensure it is accurate and relevant to the needs of your customers.



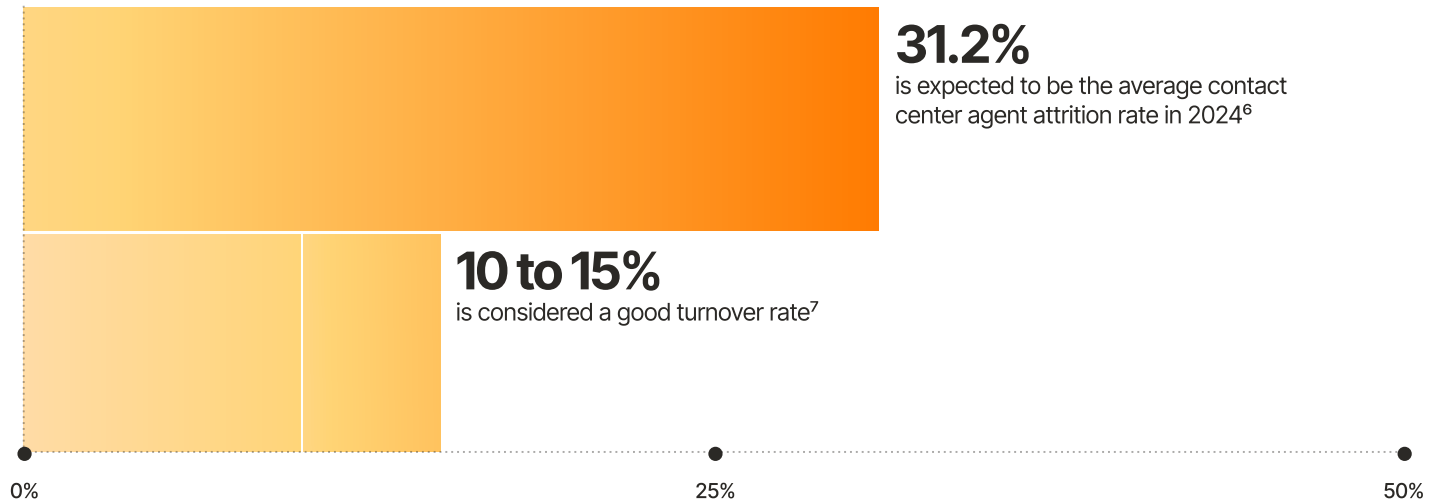
Intelligent routing

Ensures customers get to the right agent who is best equipped to help them with their problem. Can route based on a variety of factors, including agent skills, geographic location, the last agent to interact with the customer, and others.

⁴ [8 first call resolution best practices: Benefits, challenges, and more](#)

⁵ [First Call Resolution \(FCR\): A Comprehensive Guide](#)

Agent attrition



The job of a contact center agent is extremely stressful, and high attrition rates are common. Replacing experienced agents with new agents is costly and time consuming, so CX leaders are constantly looking for ways to improve agent satisfaction.

RingCX can help reduce many tedious, repetitive tasks, while empowering agents to make more informed decisions that lead to better service and overall improvements in productivity and satisfaction with capabilities such as:



Intelligent Virtual Agents

Offload simple, repetitive tasks from agents with an Intelligent Virtual Agent (IVA). Available for voice and digital channels, an IVA can provide AI-powered self-service with 24/7 availability, reducing agent workload.



AI quality management

Offers easy access to dashboards that allow agents to see their overall performance at any time versus having to wait for a supervisor review. The AI Coach provides behavioral coaching that the agent can use to understand how to improve their performance.



Performance management

Offers gamification features, such as customizable avatars, achievement badges, and weekly contests that can promote a sense of teamwork and friendly competition to keep agents engaged.



AI summaries and follow-ups

Free agents from note-taking and tedious manual data entry with automated summaries at the end of each interaction. Give agents a complete record of their interactions that helps them maintain context and deepen the relationships they have with their customers. Automates follow-up tasks, such as scheduling reminders, drafting emails, and providing prompts for next steps to maintain momentum and keep interactions on track.



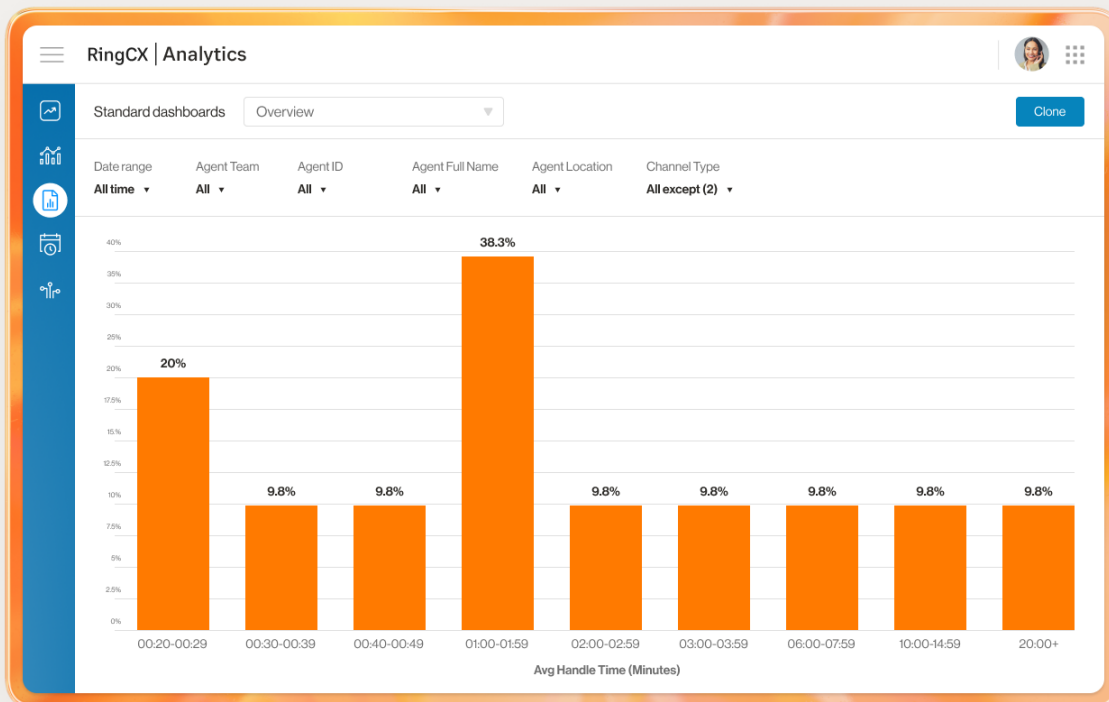
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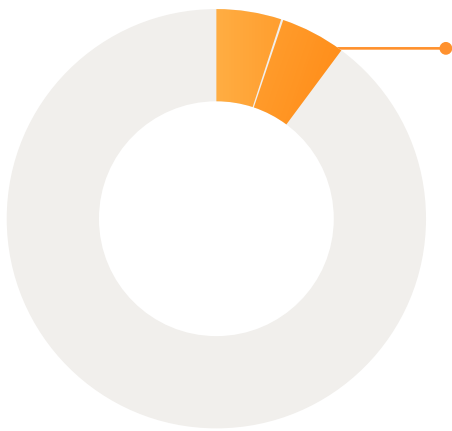


Workforce management (WFM)

Provides advanced workforce management capabilities, such as AI-powered forecasting, shift trading, and shift bidding to ensure appropriate staffing levels to handle customer contact loads. Since it accurately predicts interaction volumes, agents are less likely to be overworked during peak times or underutilized during slow periods. By giving agents more control over their schedules, they are less likely to experience fatigue and burnout.



Average wait time (AWT) + Abandonment rate



5-10%

is the industry standard for abandonment rates⁸

The longer customers have to wait to solve an issue, the more likely they are to hang up the phone or end a chat. Often staffing issues are the root cause of long wait times, which can lead to high abandonment rates. There may not be enough agents available to support call loads or inefficient routing rules that end up causing customers to wait on agents who are already engaged.

RingCX can help you offload agent workloads and improve routing and staffing plans to ensure you can meet customer load with capabilities, such as:



Intelligent virtual agents (IVAs)

Deliver real-time support to across channels with an IVA to increase customer self-service and reduce agent load. Provides APIs to connect voice and digital IVAs that can significantly reduce wait times and abandonment rates with 24/7 self-service.



Agent scripting

Provides a powerful tool to help agents onboard and ramp up to effectively support customers, giving you a bigger pool of agents you can confidently count on to meet the needs of customers.



Queue events

Adjust your queues to minimize customer wait times. Automate actions to expand the agent pool or switch customers to a different queue after a timeout to ensure their issues are addressed in a timely manner. In addition, callback options can be offered to let customers keep their place in queue without waiting on the phone

8. [2024's Top Call Center Statistics: Trends and Insights](#)



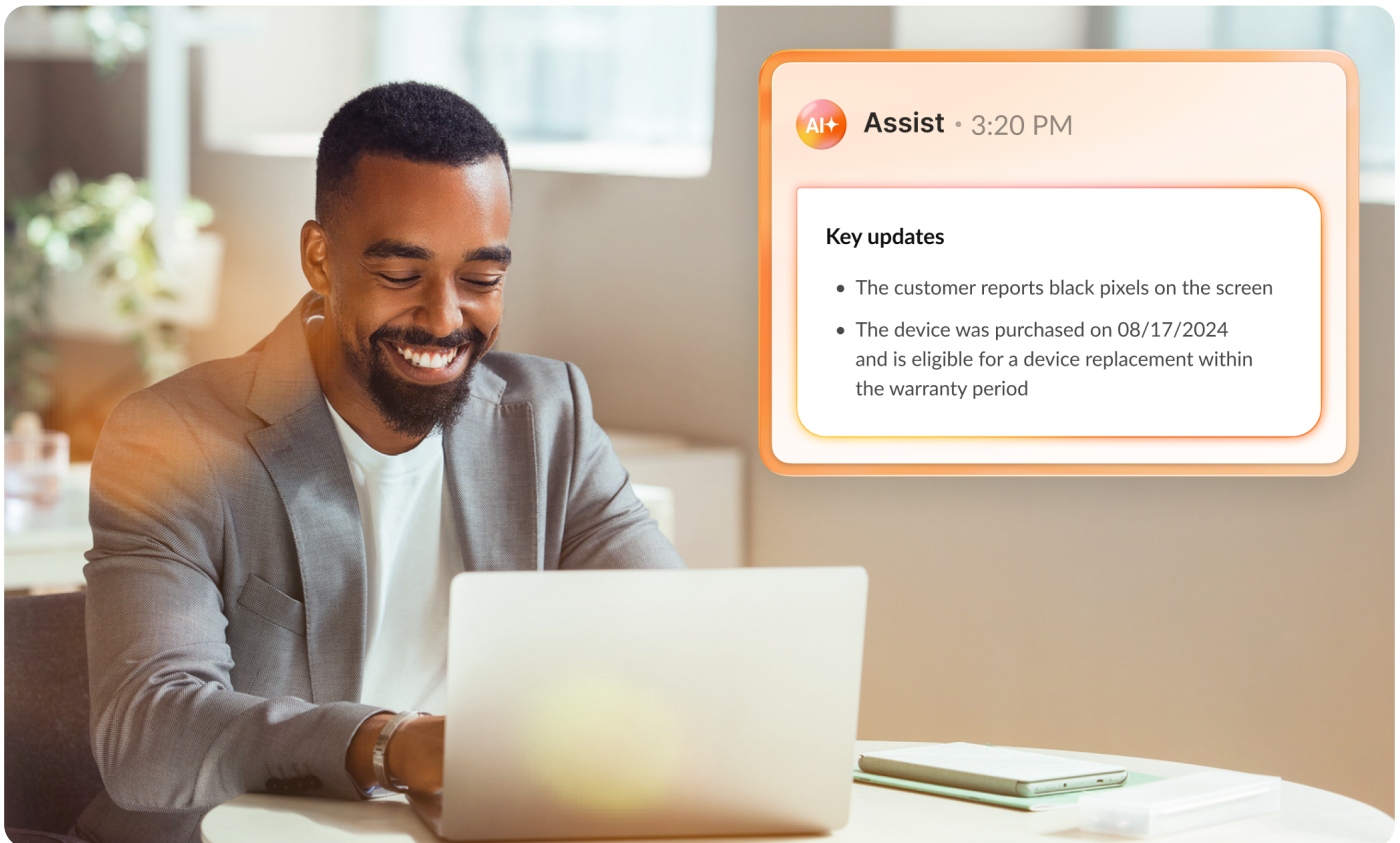
Workforce management (WFM)

Offers AI forecasting and resource management you can use to ensure you have the right number of agents available at the right time on any channel to reduce AWT and abandonment rates.



Analytics

Gives you multiple prebuilt reports that focus on abandonment rates, including a per-queue view of call abandonment, so you can understand where and when you are losing customers and can focus to address the root causes.



KPIs need to be managed holistically

Each contact center KPI plays a role in delivering an effortless customer experience to drive satisfaction and growth. If companies focus on one KPI to the detriment of another, overall performance can suffer. For instance, if a company uses AHT as the primary measure for agent performance, agents may feel pressure to rush to resolution and not listen to the details needed to get to the root issue, which can impact FCR and overall CSAT scores. A talkative customer or a complex issue can also impact handle times – if agents are penalized for these longer calls that are out of their control, morale can dip and attrition rates rise, which can affect a company's ability to service customers and generate lower CSAT scores. If a company doesn't pay attention to AWT, and customers are forced to wait on hold for an extended amount of time, they may get angry and take their frustrations out on the agent, which can not only impact CSAT scores, but also agent satisfaction and attrition rates.

Every single KPI is related and affected by another, which is why they have to be measured and managed as a whole. RingCX, powered by AI, provides the visibility, intelligence, and control you can rely on to track and improve your overall contact center performance to ensure ongoing alignment with your strategic business objectives. For more information on how RingCX can help you boost all your KPIs, please visit: <https://www.ringcentral.com/ringcx.html>

For more information, please contact a sales representative. Visit [ringcentral.com](https://www.ringcentral.com) or call 855-774-2510.

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.

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