



MetriStar Top Provider Award

Contact Center-as-a-Service Platforms

RingCentral

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Beth Schultz

VP of Research & Principal Analyst

Metrigy

Metrigy 2026 MetriStar Awards: RingCentral

Category: Contact Center-as-a-Service Platforms

RingCentral earned Metrigy's 2026 MetriStar Top Provider Award for Contact Center-as-a-Service (CCaaS) Platforms. The value of the MetriStar Award is that it is based on customer ratings of providers *and* quantitative metrics correlating the use of a vendor's products and services with measurable business success. Companies use RingCentral's CCaaS platform as the core of their AI-enabled communications strategies.

Product Category

Contact Center-as-a-Service Platforms: CCaaS platforms, together with on-premises contact center platforms, are the communications core of customer engagement. At minimum, they provide automated call distribution (ACD) to route incoming voice calls to appropriate agents. They often include interactive voice response, as well. Providers offer artificial intelligence (AI)-based apps, such as agent assist, AI agents, and transcription, as well as workforce engagement management, analytics, and self-service. The cloud-based platforms can interact with customers over multiple, integrated channels. The emerging technologies may be the vendor's own or that of an integrated technology partner.

Award Description

MetriStar recognitions are as follows:

- **MetriStar Top Provider** – Recognizes technology providers whose customers achieved high business success *and* that received at- or above-average customer sentiment ratings
- **Top Business Success** – Highlights providers whose customers realized the most substantial business success metric improvements
- **Top Customer Sentiment** – Highlights providers whose customer sentiment scores are at or above average



Figure 1: MetriStar CCaaS Platform Providers, 2026 (names in alphabetical order)

Research Methodology

Business Success

Research participants in our *Customer Experience MetriCast 2026* study provided data on before-and-after changes in business metrics, including revenue, customer satisfaction (CSAT), employee efficiency, and operational costs, resulting from the use of their CCaaS platform. They classified the impact as a significant or modest increase, no change, or a significant or modest decrease. Figure 2 below shows the average percentage response for each of the business metrics across all companies.

| 2026 CCaaS Platform MetriStar: Business Success Average Change | | | | | |
|--|----------------------|-----------------|-----------|-----------------|----------------------|
| | Significant Increase | Modest Increase | No change | Modest Decrease | Significant Decrease |
| Revenue | 27.7% | 50.7% | 18.1% | 3.2% | 0.3% |
| CSAT | 35.9% | 45.5% | 16.3% | 2.0% | 0.3% |
| Employee efficiency | 37.3% | 38.5% | 22.7% | 0.9% | 0.6% |
| Operational costs | 14.9% | 6.7% | 25.9% | 31.8% | 20.7% |

Figure 2: 2026 CCaaS Platform MetriStar: Business Success Average Change

For each provider individually, we used a diffusion index calculation, subtracting the negative from positive results, with a higher weighting assigned to “significant” responses on either end of the spectrum. For revenue, CSAT, and employee efficiency, we subtracted the decrease percentages from the increase ones and did the opposite for operational cost (and then multiplied by 100 to remove the percentage). Using that formula, the average score is 325. Providers that were above average won a Business Success MetriStar.

Figure 3 below illustrates each provider’s Business Success score, with the average line noted.

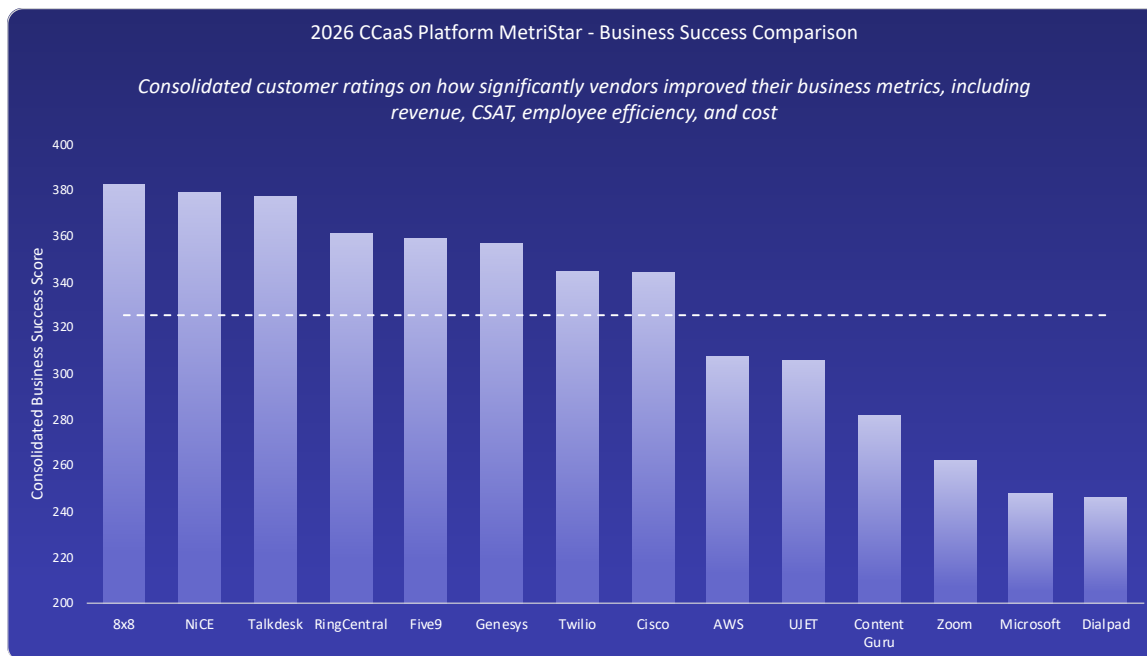


Figure 3: 2026 CCaaS Platform MetriStar – Business Success Comparison

All companies deliver some improvement to their customers' business metrics. As noted on the chart, though, some do so more significantly than others. Overall, for CCaaS, vendors' top-performing area is CSAT improvement, which accounts for 100 of the 325 points making up the average score. Vendors improve revenue and efficiency equally, with operation cost being the lowest scoring area overall. *RingCentral's overall business success score of 361 is the fourth highest score in a field of 14. Across the four categories, it is the top performer for enabling revenue growth and a top-three performer for improving agent efficiency. Additionally, it performs above average for operational cost reduction and at average for CSAT improvement.*

Customer Sentiment

In addition to business success, we asked research participants to rate provider performance on a variety of areas, as noted in Figure 4 below. The rating scale is 1 to 10, where 1 = Extremely Poor and 10 = Outstanding. For CCaaS platform providers, overall average customer sentiment score is 8.38 (up from 8.05 in 2025), with individual provider scores ranging from 7.51 to 8.88. *RingCentral rated an overall 8.71 overall customer sentiment score, second highest among all companies. It scored exceptionally well for AI capabilities, with a 9.14, its highest. It also netted the highest ratings for service reliability and security capabilities, earning a 9.0 for each.*

Figure 4 also shows how each individually rated provider scored relative to the average across each of the categories measured.

| 2026 CCaaS Platform MetriStar: Customer Sentiment Ratings vs. Average, by Provider | | | | | | | | | |
|--|---------------------|--|------------------------|--------------------|-----------------|--|---------------------------|------------------|---------------|
| Vendor | Service reliability | Integrations with key apps & platforms | Analytics capabilities | Technical features | AI capabilities | Security capabilities within the service | Value (bang for the buck) | Customer service | Average score |
| 8x8 | ▲ | ▲ | ▲ | ▲ | ▲ | ▲ | ▲ | ▲ | ▲ |
| AWS | ▲ | ▲ | ▲ | ▼ | ▲ | ▼ | ▲ | ▲ | ▲ |
| Cisco | ▲ | ▲ | ▲ | ▲ | ▼ | ▲ | ▼ | ▼ | ▲ |
| Content Guru | ▼ | ▲ | ▼ | ▼ | ▼ | ▼ | ▲ | ▼ | ▼ |
| Dialpad | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ |
| Five9 | ▼ | ▼ | ▼ | ▼ | ▲ | ▼ | ▼ | ▼ | ▼ |
| Genesys | ▲ | ▼ | ▲ | ▲ | ▲ | ▲ | ▲ | ▲ | ▲ |
| Microsoft | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ |
| NiCE | ▲ | ▲ | ▲ | ▲ | ▲ | ▲ | ▲ | ▲ | ▲ |
| RingCentral | ▲ | ▼ | ▲ | ▲ | ▲ | ▲ | ▲ | ▲ | ▲ |
| Talkdesk | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▲ | ▼ |
| Twilio | ▲ | ▼ | ▲ | ▲ | ▲ | ▲ | ▲ | ▲ | ▲ |
| UJET | ▲ | ▼ | ▲ | ▲ | ▼ | ▲ | ▲ | ▲ | ▲ |
| Zoom | ▲ | ▼ | ▲ | ▲ | ▼ | ▲ | ▲ | ▼ | ▲ |
| Average | 8.51 | 8.34 | 8.28 | 8.35 | 8.34 | 8.49 | 8.24 | 8.48 | 8.38 |
| Other providers were rated but didn't garner enough scores to be counted individually or to be included in average scores. | | | | | | | | | |
| LEGEND ▲ = Above average ▼ = Below average ● = Average | | | | | | | | | |

Figure 4: 2026 CCaaS Platform MetriStar: Customer Sentiment Ratings vs. Average, by Provider

MetriStar Summary of Results

The results for the categories comprising the 2026 CCaaS Platform MetriStar are described here:

- **MetriStar Top Provider** – Research participants gave these providers an 8.38 or above customer sentiment rating and documented better-than-average improvements in their overall business metrics. These providers—8x8, Cisco, Genesys, **RingCentral**, NiCE, and Twilio—have earned a **MetriStar Top Provider Award**. Each has received high sentiment

scores, and customers documented above-average business success improvements using their products and services.

- **Top Business Success** – Two additional providers—Five9 and Talkdesk—earned recognition as having above-average improvements in their business success metrics.
- **Top Customer Sentiment** – Three additional providers—AWS, UJET, and Zoom—earned at or above 8.38 for overall customer sentiment score.

Companies Rated

Metrigy received input for a total of 17 CCaaS platform providers. Of those, we received enough ratings for 14 companies. Providers that did not receive enough ratings to be counted individually are Nextiva, Sprinklr, and Vonage.

Metrigy's Take

RingCentral's RingCX CCaaS platform is at the heart of the company's strategy for delivering an AI-native, omnichannel contact center that brings high-end features to its primary target of midmarket companies. This includes an integrated AI-powered workforce engagement management (WEM) suite, introduced in November 2025 and already making a mark with customers. In addition to CCaaS, RingCentral earned a Top Provider Award in the 2026 CX MetriStar Award program for its WEM suite.

For WEM, RingCentral stood out on customer sentiment, earning the highest average score among all companies, at 8.55 compared to 8.26. It earned its top scores for reliability (8.92, top score of all), analytics capabilities, response time to problems, and supervisor efficiency (an 8.67 for each, and the second highest scores for the latter two categories). For WEM business success, RingCentral scored above the 309 average with a 327, buoyed by a strong showing for CSAT improvements and revenue growth.

RingCentral's high customer sentiment score in AI capabilities serves as a testament to the effort the company has put toward delivering a unified, AI-first platform for CX. Its latest efforts center on agentic AI voice, with RingCentral having launched its AIR Pro agentic AI voice platform in March to bring automated insights, workflow assistance, and intelligent routing to customer interactions. Additional through AIR Pro, CX teams can build custom virtual agents across voice, chat, SMS, and social media without requiring complex programming expertise. Instead, they can use basic natural language prompts within a visual, no-code builder.

AIR Pro builds on AI Receptionist (AIR); generally available since June 2025, the AIR digital agent can answer questions, route calls, and handle scheduling and other tasks using natural language.

RingCentral anchors its AI strategy on three foundational, interrelated actions:

- Automate – AIR answers calls 24/7, handles FAQs, and routes customers appropriately
- Assist – AI Virtual Assistant (AVA) assists human agents, capturing summaries of conversations, translating in real-time, and directing the flow of work
- Analyze – AI Conversation Expert (ACE) processes interaction data to deliver actionable intelligence via interactive dashboards

Additionally, RingCentral differentiates itself by integrating RingCX with its RingEX business communications suite. While RingCX natively unifies outbound dialing, workforce engagement, quality management, and digital channels for external customer engagement, RingEX provides internal tools like a personal AI assistant, business phone, business SMS, team chat, and AI meetings. By bringing these solutions together, RingCentral enables companies to use a single hub that bridges the gap between frontline customer service representatives and the broader organization.

Study Overview

Metrigy conducted our global *Customer Experience MetriCast 2026* research study from March to April 2026. We surveyed 1,437 CX leaders from organizations headquartered in 10 countries from three regions (North America, Europe, Asia-Pacific). In this study, we gathered detailed information on CX technology adoption plans, current and planned spending, provider adoption, plans for changing providers (and why), applications in use, provider ratings, business success, and more.

The MetriStar output from the study focuses on the provider ratings and associated business success for the following areas: agent assist, AI agents, communications platform as a service (CPaaS), contact center as a service (CCaaS), interaction analytics, customer relationship management (CRM), knowledge management, workforce engagement management (WEM), and voice of the customer (VoC).

To get more details on this and other research, please visit www.metrigy.com.



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