



# MetriStar Top Provider Award

*Unified Communications as a Service*

*RingCentral*

**Q1 2026**

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## Metrigy 2025 MetriStar Awards: RingCentral

### Category: Unified Communications as a Service

RingCentral earned the Metrigy MetriStar Top Provider Award for Unified Communications as a Service (UCaaS). The value of the MetriStar Award is that it is based on both customer ratings of providers and quantitative metrics correlating the use of a vendor's products and services with measurable business success.

### Product Category

**Unified Communications as a Service:** UCaaS is a cloud-based suite of integrated communications and collaboration applications. At a minimum, UCaaS offerings must include calling to and from the public switched telephone network (PSTN). UCaaS may be sold as telephone-only services or bundled with other UC features, including meetings, messaging, and contact center. All applications for call control are hosted by the service provider, though customers may deploy local equipment for PSTN connectivity and remote site survivability. Endpoints may include software apps, physical phones, or conferencing devices. Services are typically sold on a per-user seat basis, with most providers offering volume and length-of-term discounts. UCaaS may include bundled PSTN access and/or the ability for customers to use their own PSTN connectivity services (an approach known as bring your own carrier, or BYOC). UCaaS providers may also offer options for long-distance or 800-number service as well as SMS/MMS.

### 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 with the highest demonstrated improvement in key business metrics
- **Top Customer Sentiment** – Highlights providers whose customer sentiment scores are at or above average

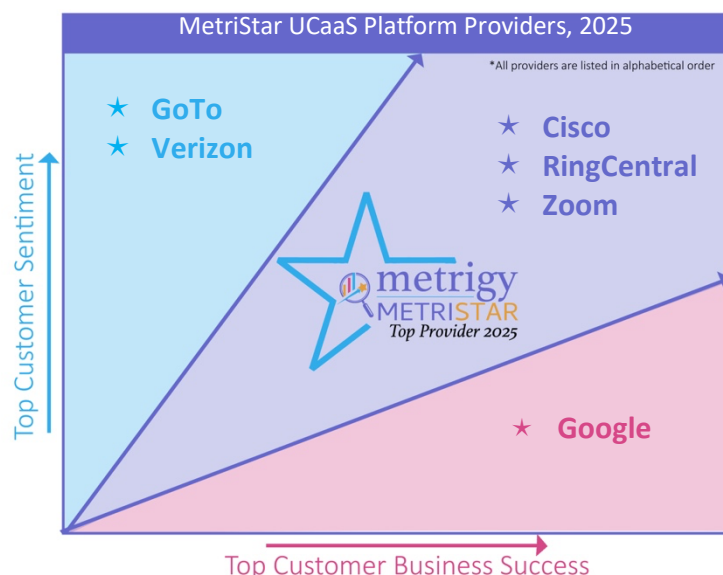


Figure 1: MetriStar UCaaS Platform Providers, 2025 (names in alphabetical order)

## Research Methodology

### Business Success

Research participants in our *Workplace Collaboration MetriCast 2025* study provide data on before-and-after changes in business metrics (revenue, costs, and employee productivity) resulting from the use of UCaaS.

We then calculate the overall success achieved by each provider's customers. Those providers whose customers have achieved average or better-than-average success in at least two of the three business metric categories are noted as achieving top customer business success. On a per-provider basis, average revenue improvement ranged from 3.0% to 20.9%. Average cost savings ranged from 5.3% to 22.3%. Average productivity improvement ranged from -15.0% to 43.6%.

In Figure 2 below, we show the reported average business success across three business metrics: revenue improvement, cost savings, and employee productivity gain.

*RingCentral achieved high measured success with a 20.9% average improvement in revenue, 18.1% average cost savings, and a 43.6% average improvement in employee productivity. Revenue and productivity improvements were the highest among all vendors included in this study.*

| UCaaS Business Metric Improvements, 2025 |           |             |           |             |                       |             |
|------------------------------------------|-----------|-------------|-----------|-------------|-----------------------|-------------|
| Change                                   | Revenue   |             | Costs     |             | Employee Productivity |             |
|                                          | How many? | Mean change | How many? | Mean change | How many?             | Mean change |
| Improved                                 | 69.9%     | 15.4%       | 59.9%     | -19.1%      | 74.9%                 | 21.2%       |
| Made worse                               | 1.8%      | -8.8%       | 3.0%      | 7.0%        | 2.0%                  | -14.7%      |
| No change                                | 27.3%     | N/A         | 35.6%     | N/A         | 1.0%                  | N/A         |
| Group ≥ overall mean                     | 14.9%     |             | -16.5%    |             | -20.6%                |             |

Figure 2: UCaaS Business Metric Improvements, 2025

Most companies across all categories in the *Workplace Collaboration MetriCast 2025* study see improvements in their business metrics. But some find their metrics either stay flat or worsen with the addition of a new technology. For example, the cost of buying, implementing, and training may increase costs before savings emerge. Employee productivity and/or revenue may drop as companies adjust to new collaboration tools, the technology is not implemented or integrated well, or it doesn't save them time.

### Customer Sentiment

In addition to business success, we ask participants to rate provider performance in 11 categories, as noted in Figure 3 below. The rating scale is from 1 to 10, with 10 being the highest possible score. We then average the scores across all categories to determine the overall average score for each provider. For UCaaS providers, the overall average customer sentiment score is 8.52; individual company scores ranged from 8.22 to 8.72.

*RingCentral's overall score was 8.8, with technical features (8.7), value (8.8), analytics capabilities (8.7), AI capabilities (8.8), ease of use (8.8), voice quality (8.7), and security capabilities (8.8) either*

rated the highest or tied for the highest rating of all vendors offering an integrated voice, video, meetings, and AI solution included in this study.

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

| 2025 UCaaS MetriStar: Customer Sentiment Ratings vs. Average, by Provider                                                  |                    |                                     |             |                           |                                    |                        |                 |                       |                      |               |                       |               |
|----------------------------------------------------------------------------------------------------------------------------|--------------------|-------------------------------------|-------------|---------------------------|------------------------------------|------------------------|-----------------|-----------------------|----------------------|---------------|-----------------------|---------------|
| Vendor                                                                                                                     | Technical features | Response time to problems/questions | Reliability | Value (bang for the buck) | Integrations with key applications | Analytics capabilities | AI capabilities | Regulatory compliance | End-user ease of use | Voice quality | Security capabilities | Average Score |
| 8x8                                                                                                                        | ▼                  | ▲                                   | ▼           | ▼                         | ▲                                  | ▼                      | ▲               | ▼                     | ▲                    | ▼             | ▼                     | ▼             |
| Cisco                                                                                                                      | ▲                  | ▲                                   | ▲           | ▲                         | ▲                                  | ▲                      | ▲               | ▲                     | ▲                    | ▲             | ▲                     | ▲             |
| Dialpad                                                                                                                    | ▼                  | ▼                                   | ▼           | ▼                         | ▼                                  | ▼                      | ▲               | ▼                     | ▼                    | ▼             | ▼                     | ▼             |
| Google                                                                                                                     | ▼                  | ▲                                   | ▼           | ▲                         | ▲                                  | ▼                      | ▼               | ▼                     | ▼                    | ▼             | ▼                     | ▼             |
| GoTo                                                                                                                       | ▲                  | ▲                                   | ▼           | ▲                         | ▼                                  | ▲                      | ▲               | ▼                     | ▼                    | ▲             | ▲                     | ▲             |
| Microsoft                                                                                                                  | ▼                  | ▼                                   | ▲           | ▼                         | ▲                                  | ▼                      | ▼               | ▲                     | ▲                    | ▼             | ▼                     | ▼             |
| Nextiva                                                                                                                    | ▼                  | ▼                                   | ▼           | ▼                         | ▼                                  | ▲                      | ▼               | ▼                     | ▼                    | ▼             | ▼                     | ▼             |
| RingCentral                                                                                                                | ▲                  | ▲                                   | ▲           | ▲                         | ▲                                  | ▲                      | ▲               | ▲                     | ▲                    | ▲             | ▲                     | ▲             |
| Verizon                                                                                                                    | ▲                  | ▲                                   | ▲           | ▲                         | ▲                                  | ▼                      | ▲               | ▲                     | ▲                    | ▲             | ▲                     | ▲             |
| Vonage                                                                                                                     | ▼                  | ▲                                   | ▲           | ▼                         | ▼                                  | ▼                      | ▼               | ▲                     | ▲                    | ▼             | ▼                     | ▼             |
| Zoom                                                                                                                       | ▲                  | ▲                                   | ▲           | ▲                         | ▼                                  | ▲                      | ▲               | ▲                     | ▲                    | ▲             | ▲                     | ▲             |
| Average                                                                                                                    | 8.61               | 8.38                                | 8.64        | 8.53                      | 8.45                               | 8.51                   | 8.39            | 8.52                  | 8.59                 | 8.56          | 8.53                  | 8.52          |
| 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 3: 2025 UCaaS MetriStar: Customer Sentiment Ratings vs. Average, by Provider

## MetriStar Summary of Results

The results for the categories comprising the UCaaS MetriStar are described here:

- **MetriStar Top Provider** – Research participants gave these providers an 8.52 or above customer sentiment rating, *and* customers achieved at- or above-average business success in at least two areas. These providers—Cisco, RingCentral, and Zoom—have earned a **MetriStar Top Provider Award**. Each has received high sentiment scores, and customers documented at- or above-average business success using their products and services.
- **Top Business Success** – One additional provider—Google—earned recognition as having its customers achieve at- or above-average business success in at least two of three metric areas.
- **Top Customer Sentiment** – Two additional providers—GoTo and Verizon—earned at or above an 8.52 customer sentiment score.

## Companies Rated

Metrigy received input for a total of 15 UCaaS providers. Of those, we received enough ratings for 11 companies, as shown in Figure 3. Providers that did not receive enough ratings to be counted individually are Alcatel-Lucent Enterprise (ALE), Intermedia, Sangoma, and Windstream.

## Metrigy's Take

RingCentral has long been a pioneer in the UCaaS space, with one of the earliest cloud-based communications platform in the market. Since its launch in 1999, RingCentral has rapidly grown and now offers RingEX UCaaS as a fully integrated communications suite with calling, meeting, messaging, and AI capabilities, as well as additional products for events and customer engagement.

Metrigy has tracked a rapid adoption of UCaaS over the last several years, accelerated by the shift to remote work resulting from the early 2020's pandemic. Metrigy's annual *Workplace Collaboration MetriCast 2025* market forecast research shows that more than 90% of companies have implemented

UCaaS, with almost 59% now using it as their only employee communications platform. Additionally, nearly a third have a single provider for contact center and unified communications.

RingCentral has continued the rapid advancement of its portfolio, integrating AI to deliver virtual assistant capabilities into its app. Its AI assistant improves productivity through meeting and messaging summarization, task capture, and translation. RingCentral also offers AI solutions designed for horizontal use cases, including sales optimization. Additionally, it offers an agentic AI IVR that allows callers to resolve issues, schedule meetings, and automate routine responses.

For companies using Microsoft Teams for meetings and messaging, RingCentral offers a comprehensive set of calling integration capabilities. These include the ability to embed RingCentral calling features into the Teams app and PSTN connectivity through Direct Routing. By integrating with RingCentral, Teams users can obtain access to advanced calling features provided by RingCentral as well as the ability to integrate Teams users into the contact center through RingCentral's RingCX platform, potentially reducing operating costs and management complexity.

RingCentral's results in this study show that it is both enabling measurable customer success and doing so in way that resonates with customers across a variety of metrics.

### Study Overview

Metrigy conducted our global *Workplace Collaboration MetriCast 2025* research study in Q2 2025. We surveyed 775 IT leaders responsible for communications and collaboration purchasing and/or operations from organizations headquartered in 10 countries in Asia-Pacific, Europe, and North America. In this study, we gathered detailed information on workplace collaboration technology adoption plans, current and planned spending, provider adoption, plans for changing providers (and why), applications in use for personal endpoints (i.e., headsets and phones), meeting apps, SIP trunking, team collaboration apps, UCaaS, enterprise session border controllers, and video room systems.

To get more details on this and other research, please visit [www.metrigy.com](http://www.metrigy.com).

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