RingCentral

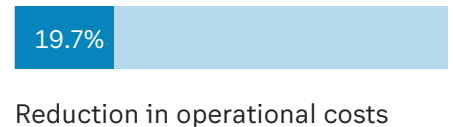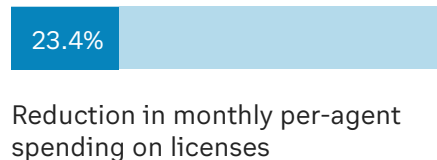# RingCentral's unified communications and contact center solution

Small and mid-sized business edition

Say hello to lifelong customers with RingCentral's unified communications and contact center solutions, together.

It's not easy creating lifelong customer relationships, but with RingCentral by your side, you can build a collaborative customer service culture and win the hearts of your customers.

📞 Call in progress

With a unified communications and contact center solution, you can exceed customer expectations at every touchpoint and maximize return on investment (ROI). Don't believe us? Businesses that have an integrated unified communications as a service (UCaaS) and contact center as service (CCaaS) report the following:

56.7%

Increase in customer satisfaction ratings[1]

23.4%

Reduction in monthly per-agent spending on licenses

19.7%

Reduction in operational costs

1. The State of Unified Communications in 2021, Metrigy

Top benefits of RingCentral's unified communications and contact center solution

When it comes to finding an integrated UCaaS and CCaaS solution, RingCentral is your best choice, and we'll tell you why with our top benefits and features list below.

Resolve customer issues the first time
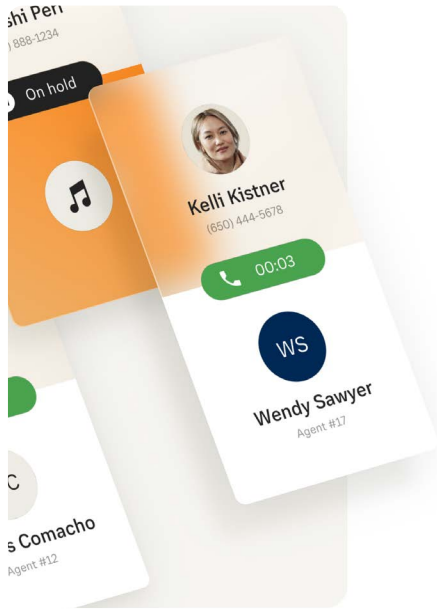
The easier your team can collaborate, the faster they can resolve customer issues. Empower your employees to resolve customer problems the first time by connecting your unified communications app with your contact center.

- **Unified directory.** Customer service employees can easily connect with experts within your organization (via messaging, video, or phone) to share knowledge and get answers to questions.

- **Call transfer controls.** Agents can easily transfer customers to lines outside of your contact center and bring them back to solve customer issues quicker.

- **Intelligent routing.** Route customers to the right agent with the best-matched skillset the first time for faster resolution.

- **Live call analytics and reporting.** Get an instant snapshot of how your team is performing and what your customers are experiencing—have fun slicing and dicing into new data to make better business decisions and shorten resolution times.

- **Dashboard alerts.** Contact center supervisors and agents are instantly notified of any issues or gaps in customer response times, making it easy to address real-time changes.

## Communicate with customers in the right place, at the right time
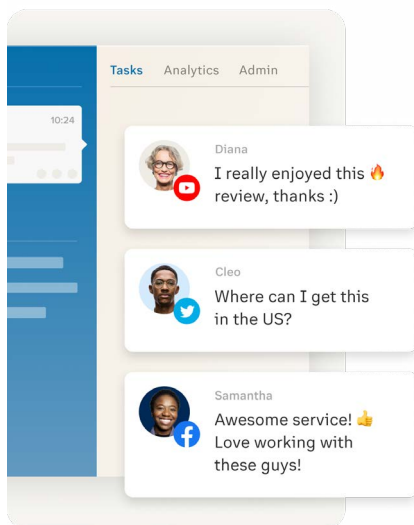
The way customers communicate has changed drastically. There are numerous channels customers can now tap into—phone, messaging, video, email, social media, live chat, and the list goes on. Start communicating with your customers on their preferred channel.

- **Omnichannel routing.** Let customers reach out to you on the channel that's most convenient for them at any given moment. Deliver the best customer experience with easy and seamless channel switches across 30+ digital channels, including phone calls, SMS, messaging, video calls, social media, live chat, and email to name a few.

- **Self-service.** Sometimes it's faster for customers to resolve issues themselves. Enable your customers to perform routine operations over the phone on their own and clarify customer needs for more personalized service.

- **Chatbots.** If a customer has a simple, common question, let a chatbot handle it. Automate simple queries with chatbots and if more support is required, have the chatbot transfer the customer interaction to an agent with full context.

- **Superior voice quality.** Provide flawless customer service with an industry-leading voice network—say goodbye to dropped and choppy calls.

Accelerate agent productivity

Ensure your agents hit (and exceed) their customer service goals every time. Equip your agents with coaching and support tools that will supercharge their performance, level up their skills, and make them love their job.
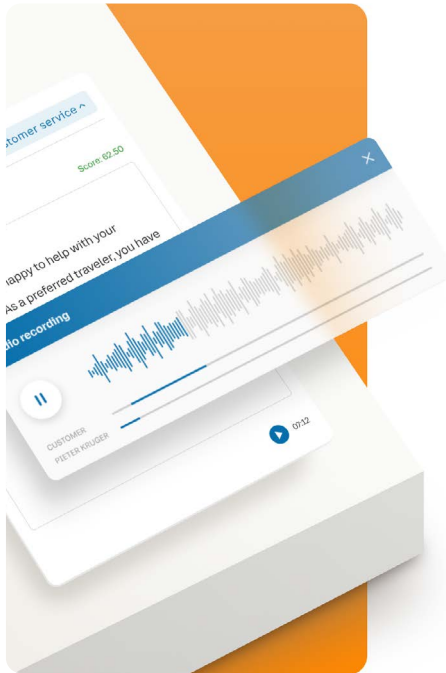
- **Silent monitoring.** Supervisors can silently monitor customer calls to keep a pulse on an agent's performance. Use whisper, barge-in, or takeover mode to help agents through customer interactions.

- **Analytics.** Give agents valuable insights into their performance, including their strengths and areas of improvement.

- **Call recording.** Record all calls to gain insight into agent performance and the customer experience while improving agent coaching.

- **Workforce management.** Optimize agent schedules to maximize coverage and minimize idle time so customers aren't left in the cold during peak times and agents aren't idle during quiet times.

- **CRM integrations.** Whether you use Salesforce or another popular CRM app, agents will get handy customer information pulled up on their screen every time they're interacting with a customer—this better prepares agents and personalizes the customer experience.

- **Streamlined workflows.** Did you know the average turnover rate for a cell center is 30–40%, but some centers see numbers as high as 100%?[2] Reduce your turnover by providing employees more streamlined workflows that will make their jobs easier. Your top talent will stay around longer if you make it easy for them to communicate with both employees and customers and continue to grow their skills.

Drive operational agility and ROI

Whenever you're investing in anything new, you want to make sure you're getting the best bang for your buck. With RingCentral, you'll be getting exceptional value and ROI across all your business and customer communications.

- **Real-time actions.** Drive real-time actions with updates sent directly to stakeholders and tap into valuable analytics on agents, customers, and operations.

- **One vendor.** Avoid the headache and high costs that come with managing multiple vendors. With RingCentral, you'll only have one vendor to deal with for sales, support, and compliance.

- **Scalability.** Control your costs by optimizing your agent availability based on demand. During periods of high demand, you can scale your contact center to have more agents ready to serve, and during periods of low demand, you can scale down.

2. What's Causing All That Turnover in Your Call Center?, MyWorkChoice
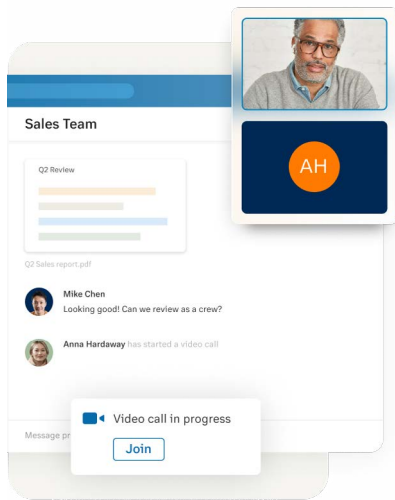
- **Simplified IT work.** Working with cloud-based solutions comes with many benefits—one being you can quickly set up new hires (in minutes, not hours) on your platform without going to your IT consultant. Turn to easy management controls that don't require IT support—less IT support means more cost and time savings that you can invest in other areas of business.

- **Ease of use.** Give your team an intuitive app that's quick to learn. Your employees can easily communicate with one another in any channel and connect to their favorite apps.

Whatever your communications needs are, RingCentral has your back

When it comes to your business and customer communications needs, RingCentral has your back.

If you're a small or mid-sized business looking for the basics, the RingCentral MVP™ Premium edition plus Live Reports gives you all the benefits of our award-winning unified communications platform with additional contact center features (like call recording, supervisor modes, and integrations with key business apps).

If you're a mid-sized business and you're looking for something more robust, there's RingCentral Contact Center™ and RingCentral Engage Digital™, which has everything you need to manage and grow a full- stack contact center.

For more information, please contact RingCentral Partner Support at partners@ringcentral.com or 800-595-8110.

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