

An AI-powered contact center

How to create great customer experiences



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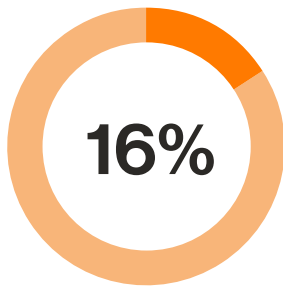
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Great customer experiences start with great customer service

Meeting expectations has never been more difficult—or more important.



is the price premium consumers are willing to pay for products and services from brands who deliver good customer experiences (CX). In addition, they are more likely to try additional offerings from those brands¹.

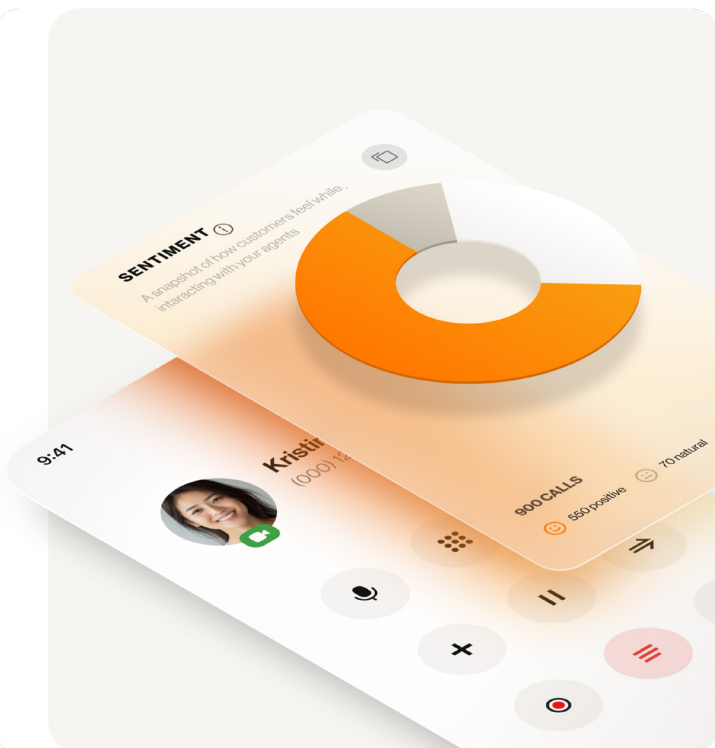
Customers expect personalized digital experiences and reward those brands that deliver. 70% of consumers say a company's understanding of their personal needs influences their loyalty². Companies with an excellent customer experience stand a 17% higher chance of growing consistently year-on-year³.

Customer service plays a critical role in a customer's overall experience. When you answer a customer's question or resolve their issue quickly and effortlessly, it contributes to a positive customer experience that can build preference and loyalty for your brand. 88% of customers say good customer service makes them more likely to purchase again⁴.

Unfortunately, complex systems, data silos, and a skilled workforce shortage can make it difficult to consistently deliver service that meets customer expectations across channels. This ebook discusses how to overcome service obstacles with a unified, AI-powered contact center solution that enables you to create service experiences across channels that satisfy customers and keep them loyal to your brand.

Simplify employee and customer communications

The first step to creating a strong customer experience is to create an incredible employee experience. It's simple: If your employees are happy, they'll be more willing to make your customers happy. That means giving them the tools they need to do their job effectively.



Poor team collaboration and customer experience are hard to overcome, especially if your business has been operating the same way for a long time. Ask yourself the following questions:

- Are you dealing with insufficient legacy phone system capabilities that undermine staff and customer service levels?
- Are your teams struggling to respond to customers on time due to delayed answers from their peers?
- Are your agents having to navigate multiple applications and screens to find the information they need?
- Are your agents bogged down by manual, repetitive tasks, such as note-taking, that can introduce delays and errors?

If you answered “Yes” to any of the above, it’s time to rethink your customer service strategy. Finding a simple solution that makes it effortless for employees and customers to communicate will make all the difference.

Engage with your employees and customers

Make it easy for your agents to find the information they need and engage with other colleagues and customers through a single communications app. Imagine a world where your employees and customers can communicate using phone, SMS, and messaging in one unified cloud platform. Ditch legacy systems for one simplified communications application that can do it all.

Reduce staff burden

Not all customer inquiries are complicated. So why not make the resolution process less complicated, too? With customizable, self-service interactive voice response (IVR), your customers can do simple, straightforward tasks independently and conveniently. This saves your staff time and generates faster resolutions for customers, making it a win-win.



79%

of customers would rather self-serve than use human-assisted support channels⁵.

Route customer calls to the right person

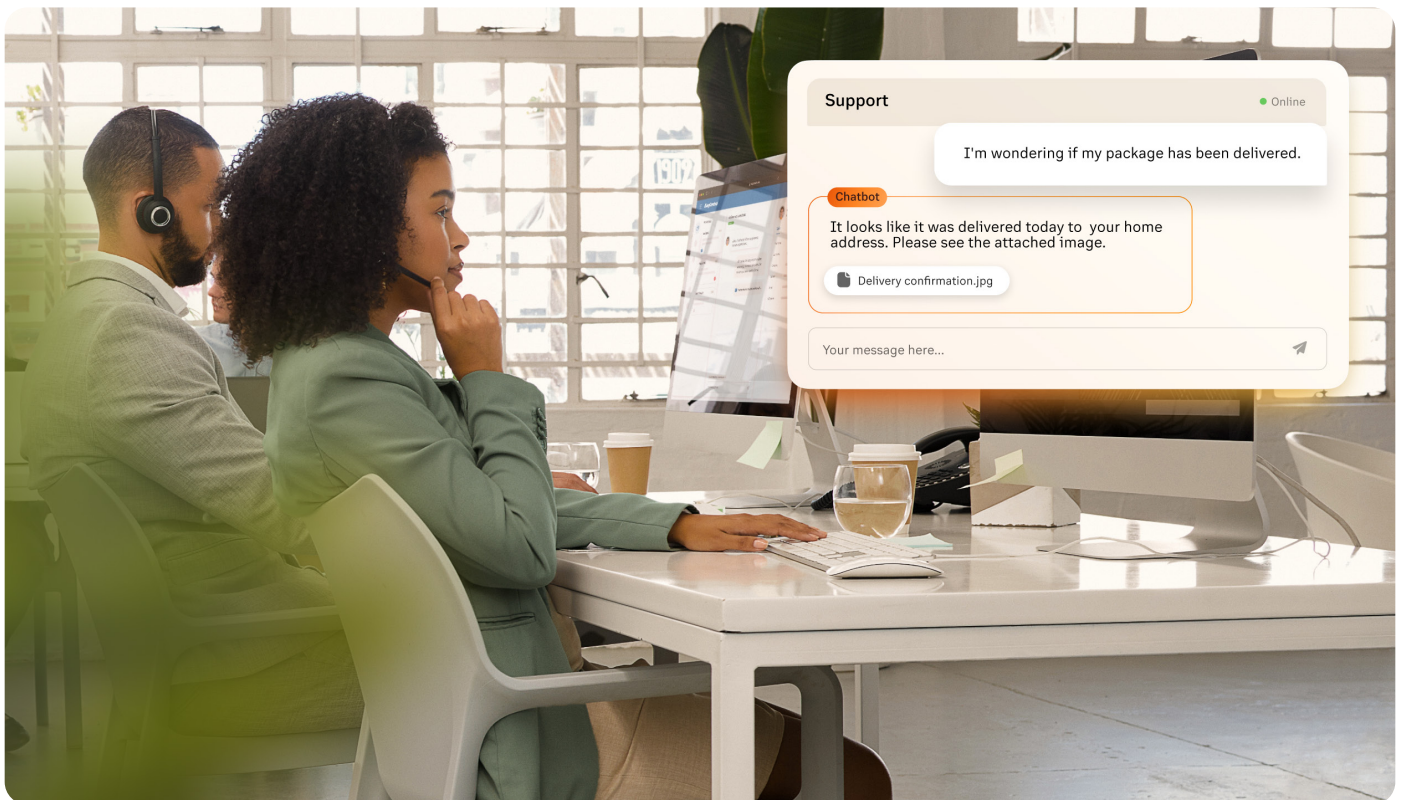
When customers need a live agent, make sure they're quickly routed to the right person. No one likes long wait times or going through multiple transfers before getting help. Set up intelligent routing, so customers always reach the best-matched expert in your contact center the first time around. Offer a callback option to reduce abandoned calls and keep customers engaged.

Enable real-time collaboration

Team messaging, file sharing, and task management foster collaboration and make it easier for your team to communicate on the fly and in real time. Look for an AI-powered communications system that can enable instant, real-time collaboration and communication across your entire organization.

Monitor, coach, and support your team members

Improve employee training and customer experience with an AI-powered contact center that can monitor and analyze all calls in real time to identify those interactions that could need support. Advanced whisper coaching and barge-in options allow supervisors to provide guidance and even take over when necessary to ensure better call outcomes.



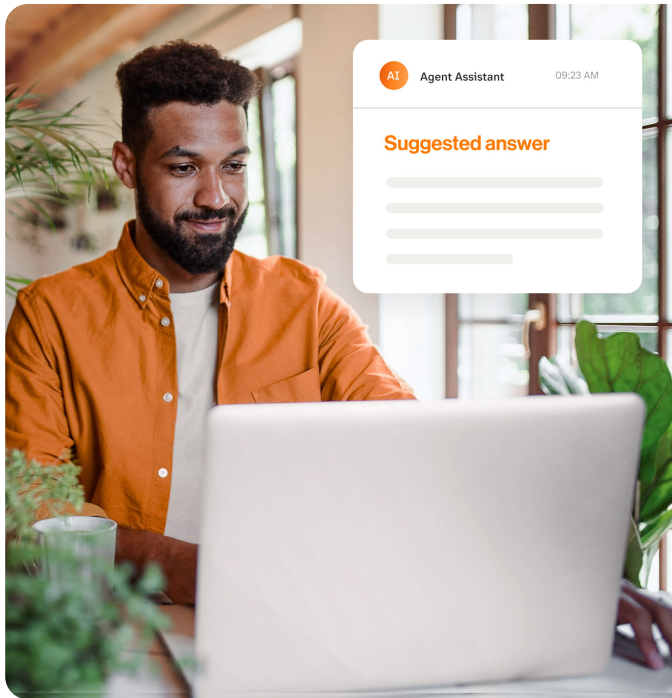
Increase customer service efficiency

Track historical and real-time performance of your customer service agents and telemarketing staff to drive continuous improvements.

Without insights into customer interactions and call volumes, it is virtually impossible to spot service patterns or trends and adapt to ensure staffing levels are appropriate and training is effective to drive improvements in overall performance. Luckily, a robust AI-powered contact center solution can give you the insights you need to increase your operational agility and efficiency, leading to better experiences for both your agents and customers.

Access real-time and historical insights

Start making strategic decisions by turning to real-time and historical insights. With the right platform, you can monitor call queues, use line of business analytics, and view dashboards that track the performance of customer service representatives and overall customer experiences. Tapping into this valuable data will help guide your customer service and staffing strategies.



"With RingCX, we now have two key advantages that we were lacking before: an omnichannel contact center, and a wealth of real-time actionable data giving us visibility into everything happening in our contact center⁶."

– Cheryl Hisdahl, Contact Center Manager
at Worldwide Express



Service level

The percentage of calls answered within the threshold time.



Call volume

Number of outbound or inbound calls, abandoned calls, and voicemails.



Agent count

Number of available, talking, and unavailable agents.



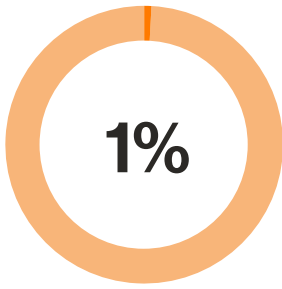
Agent details

Tabular widget with agents as rows.

Track customer engagement

An advanced AI-powered communications solution makes it easy for you to get an accurate read on the complete customer journey. By seeing when customers come into a queue, how long they wait, who they are routed to, and how long they are engaged, you can track the overall customer experience and determine whether the outcome was effective.

Improve customer service quality



increase in customer satisfaction and 1% decrease in operating costs is seen by organizations for every 1% increase in FCR rates⁷.

To improve performance and consistently deliver a five-star customer experience, contact center staff need to constantly learn and evolve. An AI-powered communications system can analyze all calls and identify agents who could benefit from coaching, enabling supervisors to tailor training to improve team performance and overall service quality.

Ensure proper staffing levels

An AI-powered communications system can monitor on-hold calls, agent availability, and missed calls to track service levels. Baked-in data can help you analyze queues and spot emerging patterns in call traffic to allow you to better schedule staff to prevent queue overload. You can even drill down into each location to adjust resources to support heavy call volumes.

Scale your operations affordably

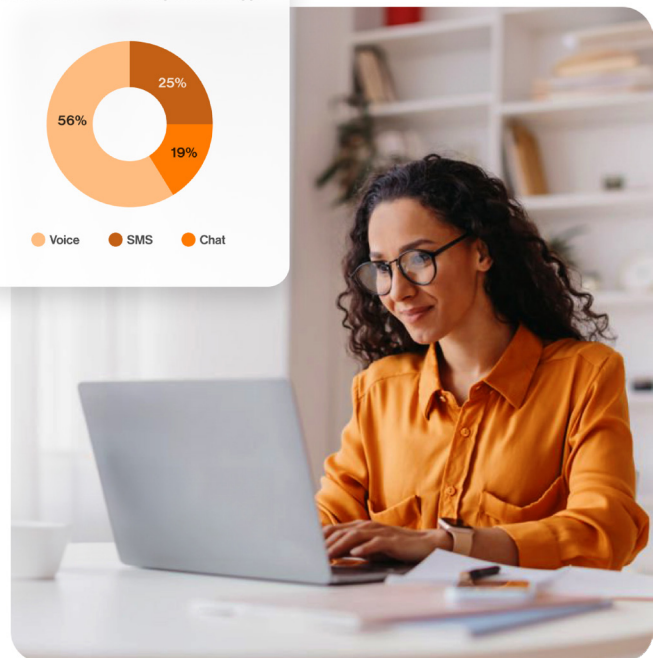
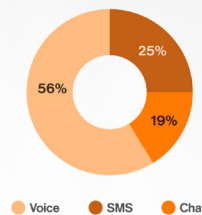
It's essential for your communication tools to grow with your business in a cost-effective manner.

Configure with ease

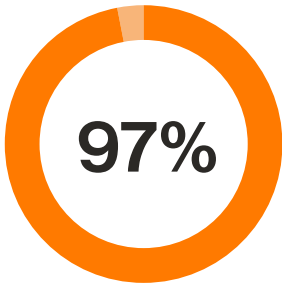
Your AI-powered communications platform should meet your customer service and sales needs, both now and in the future.

Look for an easy to use solution that allows you to set up new lines and get team members up and running at record speed. Make sure it can enable supervisors to use out-of-the-box reports or build their own custom reports to track KPIs, trends, and more without the need for technical expertise.

Interactions handled by channel type



Simplify workflows



of companies require agents to navigate multiple screens and applications when on a call with a customer⁷.

Streamline how your teams work by connecting your phone to your most-used business apps like Salesforce, Zendesk, and Hubspot. A single application ensures your agents have a unified view of all they need to interact with your customers. Smart screen pops can further enable employees to work more efficiently by providing them the key information they need.

In addition, a unified communications platform can save agents time and effort by integrating with your CRM and other systems of record within your contact center. All customer information and calls can be housed together, making jumping back and forth between apps a thing of the past.

Get one bill from one vendor for all of your business communications

One vendor for all your business and customer communications needs can significantly simplify procurement, billing, deployment, and ongoing management. When researching vendors, look for the one that will always be by your side with a dedicated support team to help you manage your communications setup.



Always stay connected

Unexpected downtime leads to loss of productivity and sales. It's critical to get a communications system that keeps your business connected at all times.

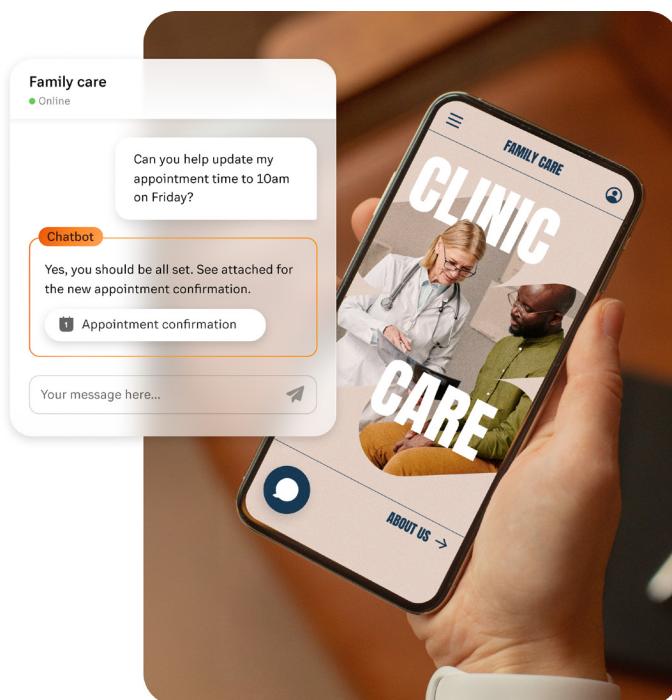
Look for a communications system with a financially backed uptime guarantee, which means that your vendor's infrastructure works day and night to keep you online, anytime. This ensures you will be able to service customers and easily manage your remote teams from anywhere—even on mobile devices.

Secure your communications

If there's one thing you should never skimp on, it's security. Protect your communications with a platform that delivers enterprise-grade security. For example, ensure it encrypts sensitive customer data to maintain privacy and data integrity.

Make every customer conversation count

Deliver the speed, convenience, and personalization customers expect.



Customers want flexibility. In some cases, they prefer a quick self-service interaction with a chatbot that can provide simple signposting. At other times, they need an interaction with a knowledgeable agent supported by advanced AI technology.

At a time when 88% of customers say the experience a company provides is as important as its products or services, it's imperative to give customers the level of service they require.

On average, businesses using RingCentral's AI-enabled technology see:

38%

decrease in hold times

48%

increase in CSAT scores



Start delighting your customers to create repeat business. Make the most of a complete phone system, combined with customer service functions, that's easy to set up, easy to use and easy to manage.

And don't forget about all the fun perks that come with RingCentral:

- Prebuilt integrations in the [RingCentral App Gallery](#) and open APIs through the [RingCentral developer portal](#) to customize all your workflows
- Add-on solutions to meet your unique needs, including:
 - [Balto](#) for real-time guidance
 - [Liquid Voice](#) for next generation interaction recording and analytics
 - [Calabrio](#) for advanced quality management and workforce management

To learn more about delivering better customer service, [visit RingCentral](#).

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About RingCentral

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact center solutions. More flexible and cost effective than legacy on premises systems that it replaces, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect via any mode, any device, and any location. RingCentral offers three key products in its portfolio including RingEX™, a unified communications as a service (UCaaS) platform including team messaging, video meetings, and a cloud phone system; RingCentral Video®, the company's video meetings solution with team messaging that enables Smart Video Meetings™; and RingCentral cloud Contact Center solutions. RingCentral's open platform integrates with leading third-party business applications and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

For more information, please contact a sales representative.
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855-774-2510.

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact center solutions. More flexible and cost effective than legacy on premises systems that it replaces, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect via any mode, any device, and any location. RingCentral offers three key products in its portfolio including RingEX™, a unified communications as a service (UCaaS) platform including team messaging, video meetings, and a cloud phone system; RingCentral Video®, the company's video meetings solution with team messaging that enables Smart Video Meetings™; and RingCentral cloud Contact Center solutions. RingCentral's open platform integrates with leading third-party business applications and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.



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