

## RingCX omnichannel contact center

Engage customers wherever they're located



### Deliver seamless customer experiences across channels

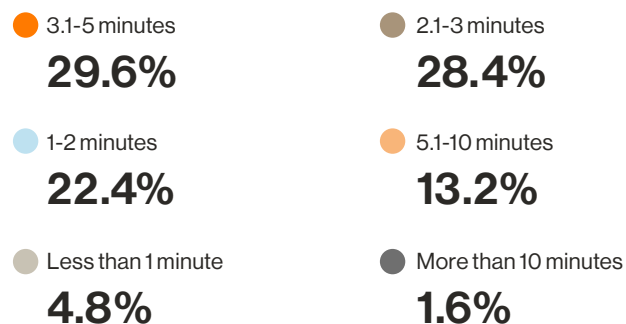
Customers expect to engage with companies across channels in a seamless and personalized way. Unfortunately, without an omnichannel contact center that can connect customer information from all an organization's channels and systems, interactions often end up fragmented and frustrating for customers.

RingCX delivers a scalable, cloud-based omnichannel contact center that businesses of all sizes can rely on to meet increasingly high customer expectations. RingCX integrates all various customer touchpoints into a unified platform to enable companies to provide consistent, frictionless customer experiences wherever their customers are.

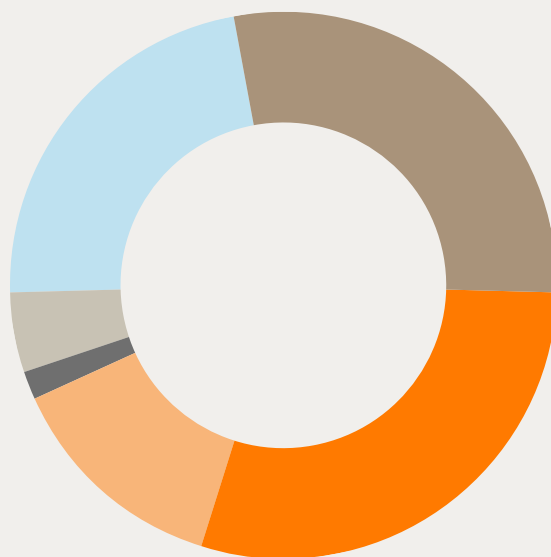
### Key RingCX omnichannel contact center capabilities

RingCX offers a comprehensive omnichannel contact center designed to meet the demands of modern customer service to enable exceptional customer experiences, while optimizing operations. Some key features include:

## What do you feel is an acceptable amount of time to stay on hold when calling a company for service?



Hold time not acceptable for 46.4% consumers



## Omnichannel

Unifies and streamlines all the channels organizations use to provide customer support to ensure they are working together to deliver service continuity, such as:

- **Voice:** Supports both traditional and VoIP, automating call recordings and transcriptions that allow agents to focus on listening and helping the customer.
- **Email:** Provides automated responses and email tracking that enable agents to efficiently respond and manage customer email communications.
- **Chat:** Offers real-time chat support with smart, canned responses and easy escalations to voice or video calls when necessary to keep interactions progressing.
- **Social media:** Integrates with popular social media platforms to allow agents to manage customer inquiries and feedback from social channels.
- **SMS:** Facilitates messaging to enable quick and convenient customer interactions.

RingCX omnichannel routing streamlines channel navigation to provide more cohesive and satisfactory experiences. When a customer makes contact, RingCX's routing engine will intelligently present them the resources that best address their needs, based on predefined rules, customer context, and agent skills, to accelerate resolution. Customers can seamlessly switch back and forth across channels and receive consistently high-quality service, ensuring agents can easily pick up where the last channel left off.

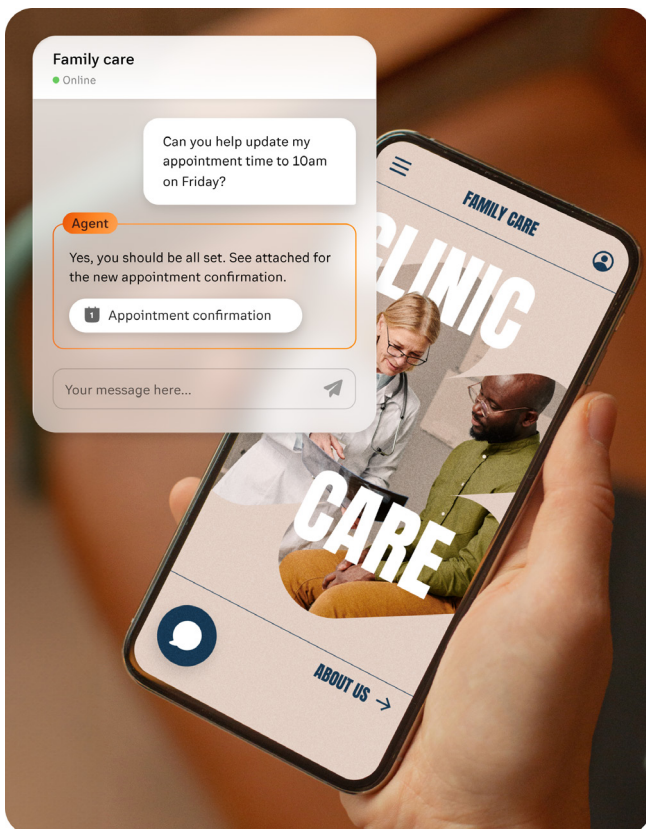
## CRM integrations

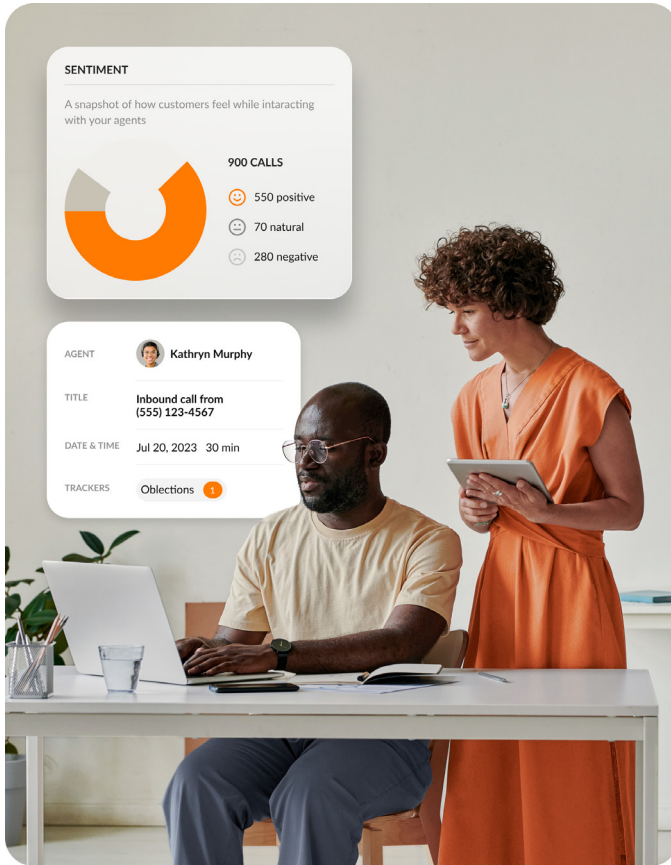
Offers a rich set of APIs to seamlessly integrate with an organization's third-party applications and tools and customer relationship management (CRM) systems, such as Salesforce, Microsoft Dynamics, and HubSpot. This gives agents access to comprehensive customer profiles, including interaction history, purchase records, and previous support tickets, so they can personalize interactions and better address the needs of the customer. This cohesive ecosystem enables organizations to better track and manage all interactions to improve the overall customer journey.

## AI and machine learning

Improves and automates contact center processes, offering:

- **Intelligent call routing:** Ensures calls are routed to the most appropriate agent, based on factors such as agent skills, agent availability, and customer sentiment.
- **Sentiment analysis:** Helps agents gauge in real-time customer emotions and adjust their approach accordingly to better meet their needs.
- **Automated call summaries:** Generates concise call summaries to reduce the burden on agents and ensure organizations have complete, accurate records of all interactions.
- **Performance analytics:** Analyzes interaction data to provide insights into agent performance, customer satisfaction, and operational efficiency.
- **Agent and supervisor assistants:** Analyzes interaction data to provide insights into agent performance, customer satisfaction, and operational efficiency.





## Analytics and reporting tools

Gives organizations a wealth of information and interactive insights into customer sentiment, service quality, and agent performance that can be used to drive improvements. RingCX offers:

- **Real-Time dashboards:** Delivers real-time visibility into key metrics, such as call volume, average handling time, and customer satisfaction scores to empower organizations to make informed decisions and take action when necessary.
- **Customizable reports:** Allows organizations to create custom reports to track KPIs that are meaningful to their business to gain deeper insights into their contact center operations.
- **Historical data analysis:** Stores historical interaction data to enable trend analysis and long-term performance assessments, so organizations can understand the impact of policies and changes over time.

## Security and compliance

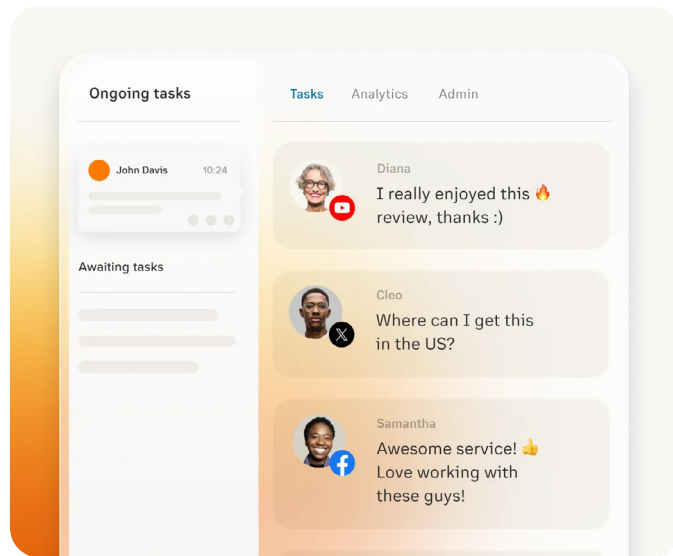
Adheres to stringent security, industry, and regulatory standards to protect customer data and maintain compliance:

- **Data encryption:** Maintains the integrity and privacy of all data transmitted and stored within the platform using industry-standard encryption protocols.
- **Access controls:** Implements role-based access controls to ensure only authorized personnel can access sensitive information.
- **Compliance certifications:** Complies with regulations, such as GDPR, HIPAA, and PCI DSS, to provide peace of mind for businesses operating in regulated industries.





## Benefits of RingCX omnichannel contact center



### Enhanced customer experiences

Creates seamless interactions across channels to deliver consistent, high-quality customer service experiences that improve customer satisfaction and loyalty..

### Increased agent productivity

Makes an agent's job easier with unified communication tools and AI-driven features that reduce administrative tasks, freeing agents to focus on delivering exceptional service.

### Scalability and flexibility

Gives organizations the cloud-native architecture they need to scale their contact center operations effortlessly to adapt to changing needs and growth.

### Actionable insights

Provides valuable insights into customer behavior, agent performance, and operational efficiency to enable organizations to make data-driven decisions and take steps to improve contact center performance.

### Improved first-contact resolution

Ensures customers are connected to the right agent and resources with the relevant context they need to address their question or issues, leading to quicker resolutions and higher satisfaction.

1. Source: "The 2024 US Contact Center Decision-Makers' Guide (16th edition)", ContactBabel, 2024. To see the complete report, please visit: <https://assets.ringcentral.com/us/report/us-dmg-2024.pdf>