RingCentral

What your employees need to keep your customers happy

SMALL AND MID-SIZED BUSINESS EDITION

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Want happy customers? Have happy employees

"Highly engaged employees make the customer experience. Disengaged employees break it."

— Timothy R. Clark

Just how happy are your employees? Do they enjoy their work? Do they often go above and beyond to ensure that your customers are happy?

Perhaps more importantly, what do you do to maintain employee engagement? It's not enough to assume a lack of complaints means you're doing well. Increasing employee engagement is a crucial strategy for any business, particularly for small or medium-sized businesses who may be working on tighter margins than larger corporations. But what exactly is employee engagement? This definition sums it up rather well:[1]

"Employee engagement is a workplace approach resulting in the right conditions for all members of an organization to give their best each day, committed to their organization's goals and values, motivated to contribute to organizational success, with an enhanced sense of their own well-being."[1]
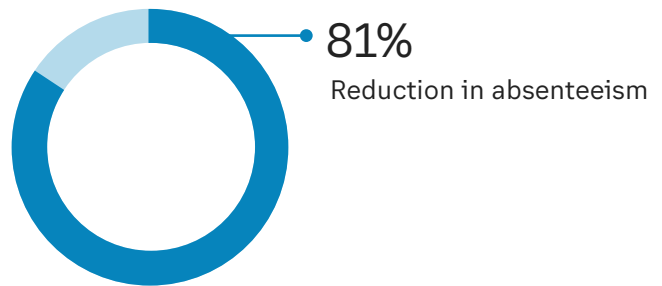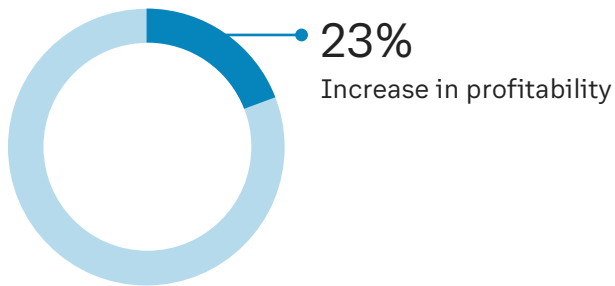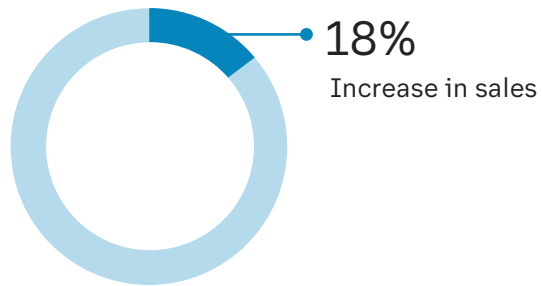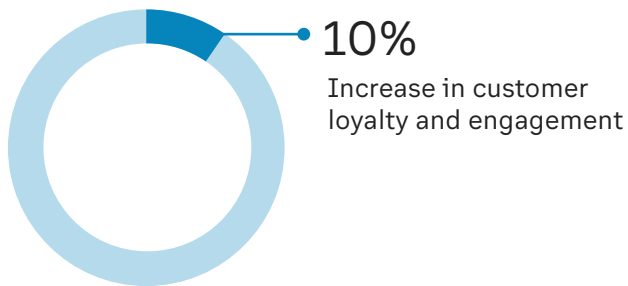
1. What is Employee Engagement, Engage for Success

How much should employee engagement matter to you? Consider this simple formula for success:[2]

| Engaged Employees | = | Happy Employees | = | Happy Customers | = | A Company Still in Business |

Sounds easy enough, doesn't it? But what does it mean in real terms? The world's largest study on employee engagement revealed the following results for businesses that have highly engaged teams:[3]

10%
Increase in customer loyalty and engagement

18%
Increase in sales

23%
Increase in profitability

81%
Reduction in absenteeism

Whether your employees are in-house, working remotely, or following a hybrid work model, engagement remains an important strategy to increase productivity, customer happiness, and those all important profit margins.

But how do you engage your employees when you don't have the resources of a multi-billion dollar corporation? The first thing to remember is that strong employee engagement doesn't necessarily require a massive budget. When you operate on a more restricted budget, there are still plenty of strategies that can keep your team engaged.

2. Engagement equation: Happy employees = happy customers, ZDNet
3. The Powerful Relationship Between Employee Engagement and Team Performance, Gallup

- **Remain connected.** Even in smaller businesses, managers can have a tendency to "inhabit their own space" which means employees can feel a sense of disconnection from those managers. Make yourself available to your staff and let them know what your plans, goals, and visions are.

- **Two-way communication.** Employees don't only want to listen, they want to be heard too. Who knows? Your new hire might have a great idea that could make a real difference to how your business performs. With open communication, your employees will feel more valued knowing that their ideas, suggestions, and even complaints are listened to.

- **Provide incentives.** Yes, these can come at a cost, but it doesn't have to be costs that adversely affect your budget. They could range from free coffee in the workplace to discount cards for local outlets.

- **Invest in the right technology.** Did you know more than half of all employees are unhappy because of the software they've been provided?[4] Nearly a quarter of them have even considered leaving. Consult with your employees and find out what they need to do the job and how you can support that.

4. State of Software Happiness Report, G2

Too much tech: Today's employees are overwhelmed

Technology plays a huge role in modern business—even the smallest of companies need technology to operate efficiently. In many cases, choosing the right technology can save you money in the long run and keep your employees (and your customers) happy.

Imagine this: you're a medium-sized business with 150 employees in the consumer services industry. Atop of your production team, your staff consists of management, HR, accounting, sales, and customer support agents. Most of your staff will be accessing multiple tools and apps that help them do their jobs. For your customer support team, this pressure is increased—they need to juggle between answering customer calls and participating in team chats to resolve issues ASAP.

Imagine how difficult it can be for your team to constantly switch between multiple apps from different vendors. Not to mention the likelihood that some are old and out of date: over 50% of employees say that workplace tech is out of date (that figure increases to 83.1% for computers, and 70.5% for software).[5]

Good communication, both internal and external, is a crucial factor to the success of your business. If your employees are constantly toggling between different apps and systems, how can your business achieve streamlined communications?

>50%
of employees say that workplace tech is out of date.

This increases to

83.1% for computers

70.5% for software

5. Office Resource Woes, ZenBusiness

Unfortunately, the truth is most businesses often have their outward-facing employees trapped in a silo where it's difficult to communicate with other parts of the business, and the only way to serve customers is to jump back and forth between disparate apps, systems, and knowledge bases. This makes things much more difficult for the customer-facing team who can't find an answer to a customer's question—the right answers could be right around the corner, easily accessed through a coworker in a different department.

Without a cohesive strategy when it comes to your tech and communications, you may face the following issues:

- **App overload.** If your team is using multiple apps and/or different vendors, they'll end up overloaded with information coming from different directions. Not only will they miss vital communications, but they'll also be under a lot of pressure and stress.

- **Loss of context.** If an agent can't access the customer information they need, then every call will be like a new one. Ultimately, this will lead to a poor customer experience and reduced customer satisfaction.

- **Higher costs.** Using different systems and vendors will almost always mean higher costs. For small and medium-sized businesses, this can severely affect your bottom line.

- **Customer turnover.** If you're not focusing on providing the best customer service possible, then you'll invariably lose customers. This will also affect your operating costs as it costs up to five times more to attract a new customer than retain an old one.[6]

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6. Don't Spend 5 Times More Attracting New Customers, Nurture The Existing Ones, Forbes

Today's customers expect more from businesses

96%

of customers expect their issues to be resolved (quickly) on the channel of their choice.

Your customers can make or break your business. A business that provides a positive customer experience is more likely to retain that customer, with 91% of happy customers likely to make a repeat purchase.[7]

The magic wand customers have is choice. Of course, they're going to choose the business that provides them with the most enjoyable customer experience. In the digital era, part of that experience is how they communicate with you (and vice versa). You want to make it easy for customers to communicate with your business on any channel from any device. This is important considering 96% of customers expect their issues to be resolved (quickly) on the channel of their choice.[8]

But how does this relate to happy employees? Everything is linked together in business. The main things, beyond quality products, that customers expect from a great business are:

Access to help from any channel at any time

Instant connection to the right expert

A smooth and worry-free experience

A consistent and positive customer experience

Fast responses and resolutions

All of these things can be improved if your team is happy and engaged—after all, if a stressed customer ends up talking to a stressed employee, it's only going to get worse!

So how do you provide your employees with the tools they need to provide a positive customer experience at all touchpoints?
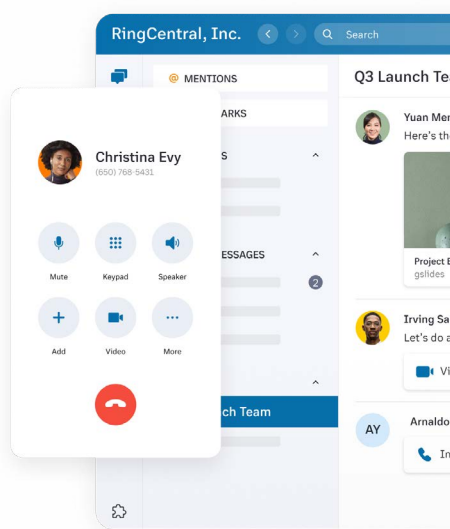
7. What Are Customer Expectations, and How Have They Changed?, Salesforce
8. The Case for Cloud Contact Centers, RingCentral

A unified approach: Taking UCaaS to the next level

RingCentral MVP.
Message. Video. Phone.

With the rapid growth of cloud-based technology, businesses have been offered a revolution in the shape of the various "as a service" (aaS) packages available. One of the most beneficial of those services, for any organization size, is unified communications as a service (UCaaS).

A unified communications platform brings together various communications tools (like messaging, video, and phone) and can integrate with productivity apps employees use every day (like Microsoft 365, Google Cloud, and Salesforce). Everything is in one place, meaning it's easy to streamline workflows and boost productivity. And, with features that allow you to seamlessly change from desktop to mobile (or back again), your staff are no longer chained to their desks.

With no new hardware to install, no costly purchases from numerous vendors, and no worries about regular and necessary updates, UCaaS is simple. The real beauty of it is that it removes all the hurdles you've previously faced, without adding new ones. UCaaS lets you simply choose the plan that best fits your business, and add new features as and when you need them.
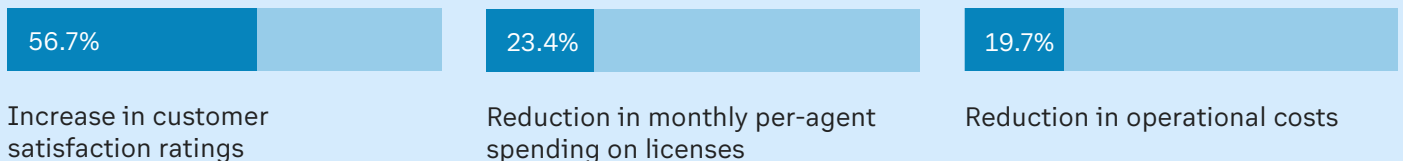
The other major benefit of UCaaS is that it's designed for any business size with the ability to scale—this makes it easy for you to control costs and add new features to your system as your business grows.

Why contact centers are essential to the UCaaS experience

You don't need to be an enterprise-sized business to have an enterprise-level contact center. People tend to think that contact center technology is only appropriate for large organizations with hundreds of agents. The reality is that the right contact center solution can cater to an organization of any size and scale up or down as your needs dictate.

As well as UCaaS, you may also have heard of contact center as a service (CCaaS). While many see these as two services existing separately in their own silos, the reality is that combining the two (UCaaS plus CCaaS) gives you an efficient solution that provides the best in communications and customer-centric services.

In fact, research participants who have integrated UCaaS and CCaaS report the following:[9]

56.7%	23.4%	19.7%
Increase in customer satisfaction ratings	Reduction in monthly per-agent spending on licenses	Reduction in operational costs

So while we began by focusing on traditional ways of improving employee experience (incentives, connections, etc.), you can now see that a major building block to improving that employee experience and becoming more customer-centric is technology, and, more importantly, the right technology that ties UCaaS and CCaaS together.

9. The State of Unified Communications in 2021, Metrigy

A combined UCaaS and CCaaS solution is the way to go

So why choose a combined UCaaS and CCaaS solution? It may be a simple analogy, but think of UCaaS as the body of a car and CCaaS as the wheels. They work better together. Below is a list of all the benefits you can reap from a combined UCaaS and CCaaS solution.

Happier employees, happier customers

30–45%

average turnover rate for call centers

10. Customer Service Burnout: Why, When, & How to Minimize Agent Turnover, Boomtown

The highest cost of any customer-centric organization is the people. You have to train your customer-facing employees and make sure they can easily understand your systems—their happiness and productivity is key to your business's success. If they walk out the door because you're not providing what they need, it will only lead to more hiring, more training, and more upskilling. Supporting your employees is very critical because the average turnover rate for call centers is alarming at 30–45%.[10]

This is where a combined UCaaS and CCaaS solution comes into the picture. By connecting your contact center to other parts of your business, you're enabling your team to solve customer problems more quickly. Agents can be more productive across multiple channels, providing better customer experiences on the first try and making their jobs easier. And with coaching and support tools, agent performance will skyrocket—all of this contributes to your employees staying longer at your company.

Employees will be happier with access to new capabilities, including:

- **Streamlined communications.** Streamlining your communications not only makes it easier for your employees to talk to each other but also to customers. Employees will have access to specific experts via the unified directory, and customers will have access to multiple channels.
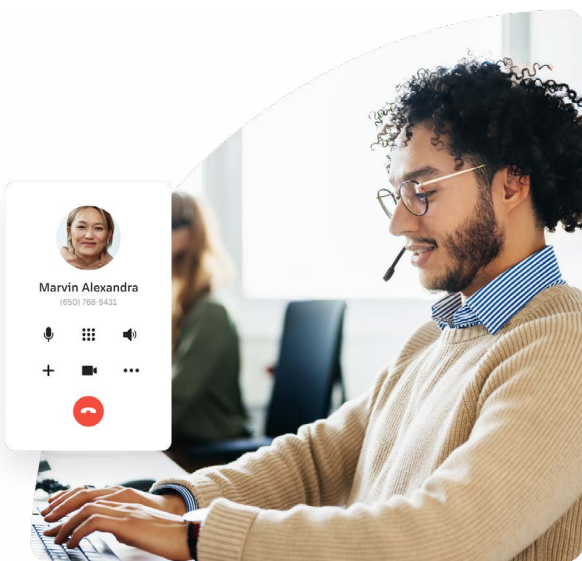
CRM integrations

CRM integrations make it easy for agents in sales and customer support to have all the info they need to make the customer experience more personalized. They can access customer profiles, alongside their buying history and any ongoing issues. With an easy integration, there's no need for agents to jump between apps either—they can take calls directly within the CRM and get screen pop-ups with customer information.
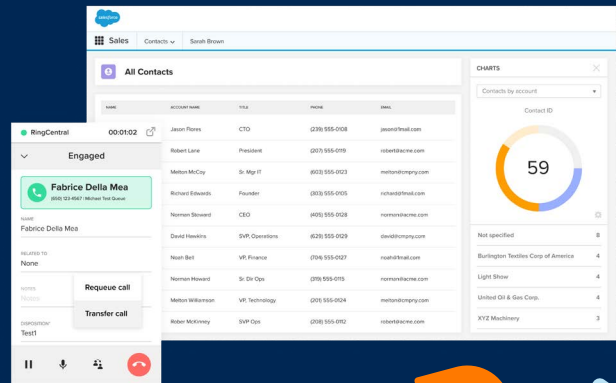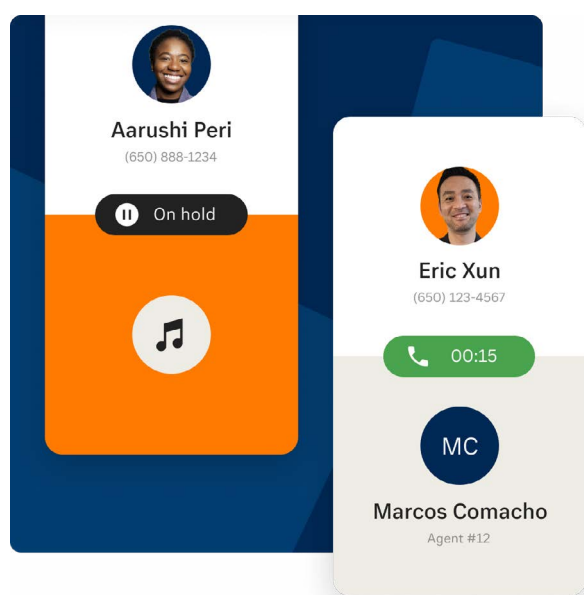

Of course, it's not just beneficial for customer support agents. There are many benefits for supervisors and managers too, including:

- **Supervisor tools.** Managers, supervisors, and trainers can utilize whisper mode (where the customer doesn't hear the intervention) to give advice to agents during customer calls. They can also barge-in to join the call to make it a three-way conversation, or if the call is going south, they can take over the entire call.

- **Live analytics.** While retrospective analytics can help inform ongoing strategy, live analytics and reporting means that you can make real-time decisions when needed. Get instant snapshots of how your team is performing and what your customers are experiencing so you can make better business decisions.

- **Call recording.** Being able to record calls offers several benefits. The most obvious is to monitor performance and identify training gaps, but it can also help with dispute resolution and maintaining compliance with relevant laws and regulations.

- **Workforce management tools.** Have the power to tweak and plan agent schedules to ensure coverage at peak times or during seasonal fluctuations. Of course, it also allows you to plan around quieter periods so that you don't have agents sitting idle.

Stronger customer-centric organization

Customers want a business that operates smoothly across the board. With a combined UCaaS and CCaaS solution, you can bridge the connection between customer service and your business. That means you can easily transfer and route calls when needed and every employee can access and share knowledge. Key advantages include:

- **More precise routing.** Connect customers to the best-matched expert with intelligent routing. With skills-based routing, you can ensure that customers get connected to agents best placed to resolve their call faster. You can even set up your intelligent routing to meet different needs. For example, you can set up your routing by regionality and time of day so that if someone is calling from California, they're instantly connected to an expert representing California.

- **Improved first contact resolution (FCR) rates.** While it may not always be possible, you ideally want to achieve a high ratio of FCR. With UCaaS and CCaaS together, you have a cross-organizational messaging application and directory. This means that an agent can speak to an expert in another department via a messaging app while still speaking to the customer, thus getting any crucial info they need without having to transfer the customer or have them call again.

- **Seamless call transfers.** A combined UCaaS and CCaaS solution allows you to seamlessly transfer any call between any parts of your business. Contact center agents can transfer customer calls to outside the contact center and back to quickly solve issues.

- **Automated dashboard alerts.** Keep agents informed and ready to assist customers. With automated dashboard alerts, contact center supervisors and agents are alerted of any issues or gaps in customer response times.

Higher ROI and value
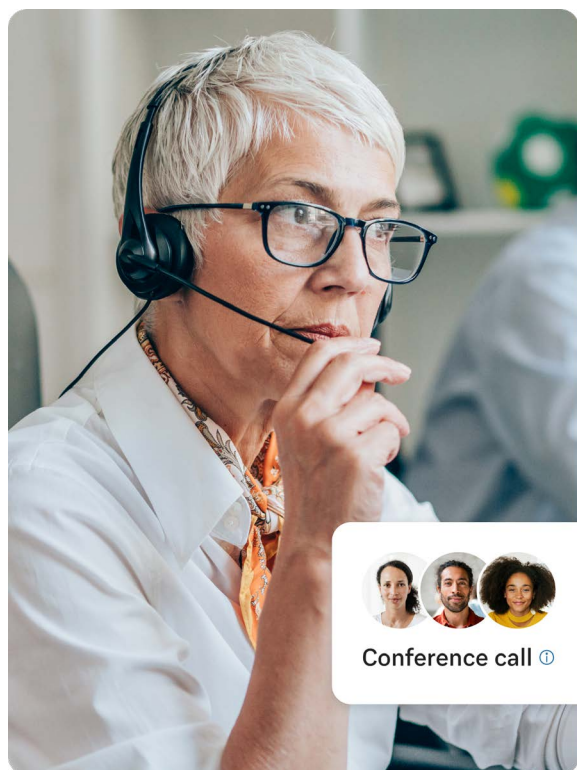
Every business stays laser-focused on their bottom line. If you use multiple platforms from different vendors, costs are higher and setups are more complicated. By getting a combined UCaaS and CCaaS solution from a single vendor, you get lower costs and a better return on investment (ROI). Some of the major benefits include:

- **Easy setup and management.** Cloud solutions not only eliminate the costs of buying and installing hardware, they also mean that setup, onboarding, and training new agents are incredibly easy. You no longer need to waste money on IT support or waste time on onboarding new hires.

- **Growth and scalability.** Small businesses want to be medium-sized, and medium-sized businesses want to be big. But growth and scalability is not only about expanding your business. Being able to scale your call center up or down with agents according to demand can be a crucial function to your efficiency. Your combined UCaas and CCaaS solution lets you do this with ease, leading to optimum use of your human resources.

- **Single vendor solution.** If you're using multiple vendors, how much of a headache can it be? Different sales teams, different customer service teams, and different technical support teams to start. It's not only confusing but also costly, especially if the tools don't integrate with each other. With a single vendor, it's painless, cheaper, and a smarter investment. In fact, Metrigy shared, "a single-vendor strategy that integrates team messaging and collaboration and video meetings, as well as calling, results in 56% lower TCO (total cost of ownership) compared to a multi-vendor strategy and also provides for a simpler end-user experience and reduced management complexity."[11]

- **Operational agility.** A combined UCaaS and CCaaS solution means you can boost productivity and performance with real-time analytics across your whole operation. For instance, you can visualize your contact center performance, run root cause analysis, and slice and dice data to make improvements in real time.

Conference call ⓘ

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11. [The State of Unified Communications in 2021, Metrigy](#)

True omnichannel experience
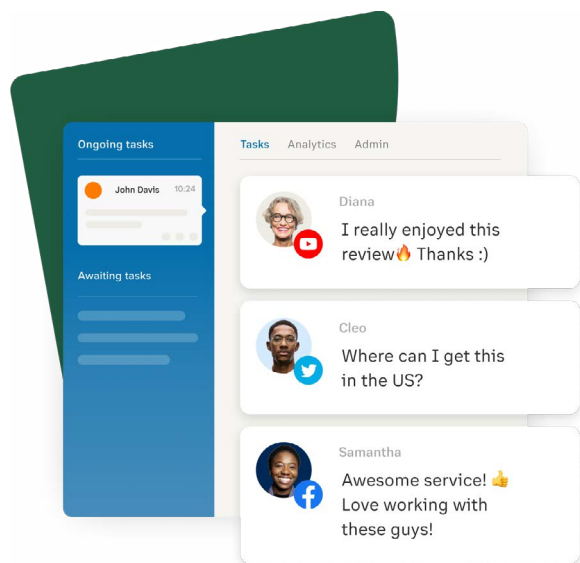
In this digital age, customers want the power to choose their communication channels. By providing that choice, customers can enjoy a true omnichannel experience. This means they'll have more confidence in your business and are more likely to remain loyal customers. A true omnichannel experience comes with great benefits, including:

- **30+ digital channels.** Deliver the best omnichannel experience for your customers in their channel of choice with easy and seamless channel switches. Let your customers interact with your business in more than 30 digital channels, including phone calls, SMS, messaging, video calls, social media, live chat, and email.

- **Concurrent interactions.** Make it simpler for your agents to juggle multiple interactions at the same time. For example, with an advanced solution, agents can be on a live call with a customer while messaging a colleague for advice and preparing a follow-up email.

- **Always-on service.** Enable your customers to perform routine operations over the phone by themselves. Or turn to chatbots that can automate simple queries and handle common questions—if more assistance is required, the chatbot can transfer the customer interaction to an agent.

- **Artificial intelligence (AI) digital routing.** AI keeps advancing, and combined with machine learning, it gets better all the time. Combined, they can help improve and populate responses for quicker FCR. This combination can also understand intent and route or send digital messages (also worth noting that the AI can recognize 72 different languages). It can also understand semantics, differentiate between public and private messages, deal with email metadata, and other information.

Achieve your business goals with a connected experience

Mike Chen
(650)-842-9422

Ignore — ⋯ More

Voicemail · Answer
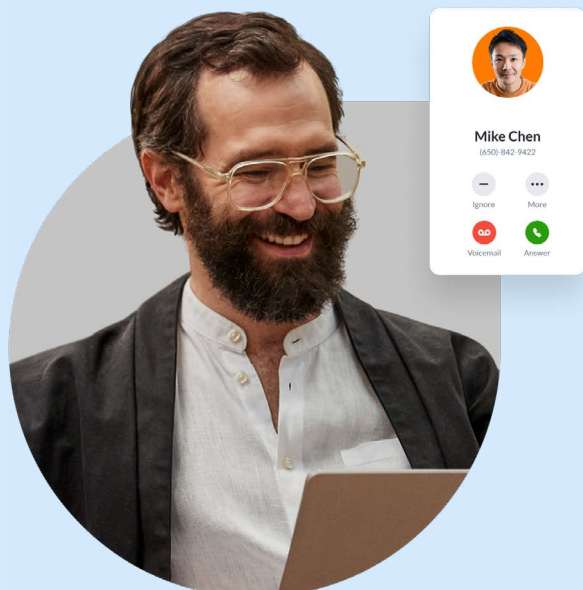
If you're a small or medium-sized business, then one of your primary goals (beyond survival) is growth. Two of the keys to that goal are the two groups we have discussed at length: employees and customers.

By choosing a combined UCaaS and CCaaS solution from a single vendor, you can equip your employees to better communicate with your customers (and make it easier for customers to communicate with you). By building this type of connected experience, you're bringing your employees and customers closer together for better results. Not only will your employees be more efficient and productive, they'll also be less stressed— which in turn leads to happier customers.

UCaaS alone may solve some of your problems, but UCaaS and CCaaS together can solve all of them.

Bring your employees and customers together with RingCentral

As well as accepting the benefits of choosing a combined UCaaS and CCaaS solution, it also makes sense to choose one provider for it. This is where RingCentral enters the equation.

Whatever your business and customer communications are, RingCentral has your solution. RingCentral's award-winning platform is built to tighten the connection between your employees and your customers.

When you choose RingCentral, you are fully protected with seven layers of security and global certifications, including SOC 2, SOC 3, HITRUST, FINRA, HIPAA, C5, ISO 27017, ISO 27018, and GDPR compliance. RingCentral also offers 99.999% uptime, meaning your business will stay connected at all times, even during outages and disasters. Also, did we mention you get 24/7 support by phone, chat, and email?

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 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.

There's a reason why RingCentral is rated #1 by industry experts and trusted by more than 350,000 small businesses. Find out why by visiting ringcentral.com or calling 855-774-2510.

To learn more about RingCentral MVP, visit ringcentral.com/office/how-it-works.

To learn more about RingCentral Contact Center, visit ringcentral.com/effortless-customer-engagement.

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