

RingCentral

# Why it pays to have a single vendor for cloud communications and contact center

SMALL AND MID-SIZED BUSINESS EDITION



# Table of contents

- It pays off to have all communications tools under one umbrella ..... 3
  
- Get more bang for your buck with cloud communications ..... 5
  
- Top advantages of an integrated cloud communications and contact center solution ..... 7
  - Builds trust and loyalty with customers
  - Streamlines business and operations
  - Delivers more value and stronger ROI
  - Provides a true omnichannel experience
  
- Next steps ..... 13

# It pays off to have all communications tools under one umbrella

How many vendors do you use, or are planning to use, for your communications and customer service needs? If your answer is more than one, you're likely suffering from high costs and unnecessary headaches.



Multiple vendors mean there's a disconnect between your contact center and the rest of your business, which complicates the customer experience, negatively impacts revenue, and increases cost.

The solution? An integrated cloud communications and contact center solution from one single vendor. Imagine it. A system that's fully integrated and all-in-one, combining all the tools your team uses under one umbrella.

The increasing popularity of remote and hybrid work have made a system integrated with cloud communications and contact center even more important.

Research from Metrigy, a company which provides guidance to technology leaders, has made the case for an integrated unified communications as a service (UCaaS) and contact center as a service (CCaaS) solution from a single vendor, claiming that the less tools there are, the more value to a business.<sup>1</sup>

1. [UC/CC Integration Value, Metrigy](#)

Metrigy's research shows the benefits of integrating UCaaS and CCaaS platforms:

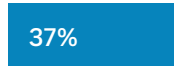
Increase in revenue



vs



Increase in customer experience ratings



vs

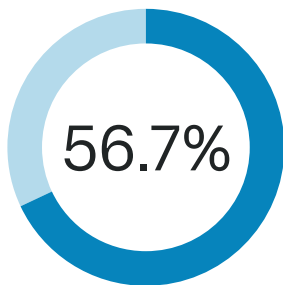


Decrease in monthly cost per agent

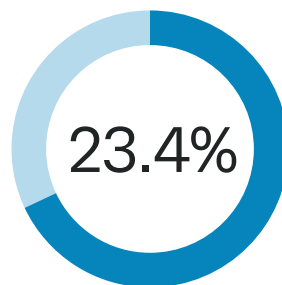


- Companies with an integrated platform
- Companies using multiple providers

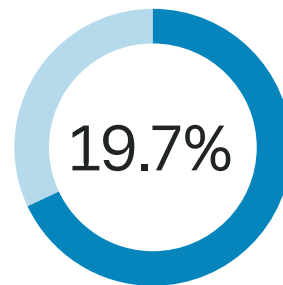
In addition, research participants that have integrated UCaaS and CCaaS report the following:<sup>2</sup>



Increase in customer satisfaction ratings



Reduction in monthly per-agent spending on licenses



Reduction in operational costs

It's clear that UCaaS and CCaaS belong together under one vendor—not apart. The great news is that UCaaS and CCaaS are built for the cloud, so making the move should be relatively simple.

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

# Get more bang for your buck with cloud communications

---

## 37%

of businesses have moved to the cloud to increase flexibility, while

## 74%

have migrated for quicker disaster recovery and the ability to lessen their staff's workload.

Before we jump into the top advantages of an integrated UCaaS and CCaaS solution, let's first look at why moving to the cloud is so imperative. There's a reason why businesses are migrating to the cloud in droves. Aside from easy setup and installation, 37% of businesses have moved to the cloud to increase flexibility, while a combined 74% have migrated for quicker disaster recovery and the ability to lessen their staff's workload.<sup>3</sup>

Once you migrate to the cloud, you'll find that you'll be able to save a lot more money compared to an on-premises system. What exactly will you be saving money on? We'll tell you.

- **Upgrades and maintenance.** On-premises hardware often requires a lot of manual maintenance and software needs constant upgrades, but moving to the cloud eliminates all this hassle. Since everything is hosted on the web, you can easily get support from the customer service team online at little to no extra cost. Upgrades and maintenance are usually done by the vendor automatically anyway.
- **Extra hidden costs.** With the cloud, there's no hidden or extra costs. Everything that you'll pay will be shown in the package, eliminating the on-premises hardware costs and monthly bills. On-premises hardware can also be quite pricey if you decide to scale, so migrating to the cloud is a great choice if you're looking to add to your system later down the line.
- **IT resources.** For the person who owns the IT budget (whether it's you, an IT consultant, or someone outsourced), the cloud eliminates the cost and hair-pulling frustration of dealing with the complexity of

---

3. [25 Must-Know Cloud Computing Statistics in 2020, Hosting Tribunal](#)



session initiation protocol (SIP) trunking, multiprotocol label switching (MPLS), and other telecom connections.

- **Stand-alone services.** Separate bills for phone calls, video conferencing, team messaging, fax, SMS, and contact center capabilities through multiple vendors add up—especially if they’re on-premises systems that require additional IT support, which get costly. A cloud solution can offer multiple services for a single, low monthly service fee, which can eliminate the hassles of managing (and paying) multiple third-party vendors.
- **Complexity of connecting locations.** As you scale and grow your business, you might want to expand across different locations. With on-premises hardware, you’ll have to deal with MPLS and public switched telephone network (PSTN) problems, only emptying your wallet further. Migrating to the cloud, however, means you can set up shop anywhere in the world without adding to your expenses.
- **Unpredictable costs.** The future is unpredictable, and the price of on-premises hardware and its maintenance can go up and down depending on the situation. Cloud providers, however, are very clear about their pricing and usually have fixed rates. Upgrades and extensions are easily fulfilled with the cloud since everything can be accessed easily online.
- **Super-fast disaster recovery.** Ever worried about losing sales and data in an unpredictable disaster? We all have this worry in the back of our heads. Gain peace of mind by preparing your business with the cloud. Because cloud communications systems house the phone functionality and critical data in remote data centers, they’re inherently superior for ensuring rapid disaster recovery and business continuity. For example, in the event of an outage, your business can stay connected and uninterrupted—the phones will keep ringing and your business can continue to operate. Even if a disruption prevents employees from going into work, they can access the full functionality of the business phone system from their personal smartphones or mobile devices to instantly stay connected across messaging, video, phone, and their contact center platform.

We get it. Moving to the cloud can be a big move for your business. Trust us when we say that moving to the cloud is the best decision for your business—you’ll save money and time, while improving both the employee and customer experience.

# Top advantages of an integrated cloud communications and contact center solution

Now, you might be thinking, “I’ve already got my communications set up. I don’t need dedicated customer service technology.” You might have been right years ago, but it’s 2021 and as the past few years have shown us, change can hit hard.

It’s not only the changing landscape you have to think about though as Gartner’s recent study shows us. According to their survey, contact center as a service will be the preferred adoption model by 2022 in 50% of contact centers<sup>4</sup>... so, it might be a good idea to jump on the bandwagon early.

Below, we’ve outlined why having a fully integrated cloud communications and contact center solution will meet (and exceed) both your employee and customer expectations.

---

4. [Gartner Magic Quadrant for Contact Center as a Service, Gartner](#)

Contact center as a service will be the preferred adoption model by 2022 in **50%** of contact centers.

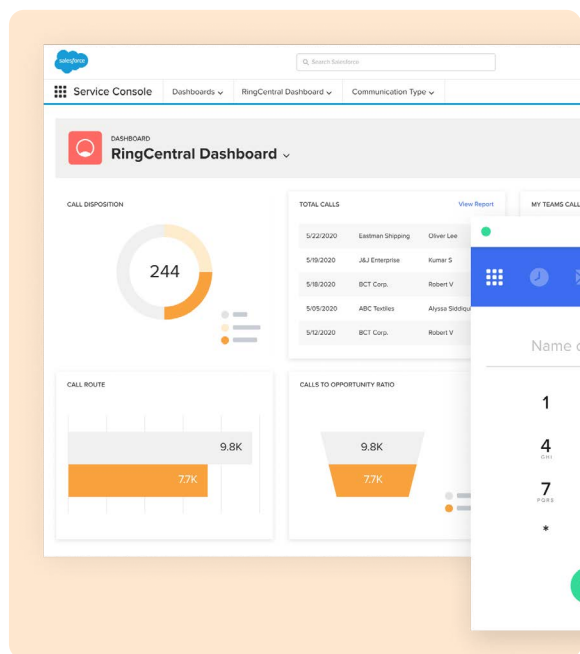
50%



## Builds trust and loyalty with customers

Did you know up to \$35.3 billion is lost every year by businesses in customer churn?<sup>5</sup> With an integrated cloud communications and contact center solution, you can build confidence with your customers and gain their loyalty. How exactly? It's simple: An integrated solution will increase employee engagement and productivity and, in turn, result in a better customer experience. Here's a few ways an integrated solution can help.

- **Coaching and support tools make it easier to train and upskill agents.** With the right vendor, supervisors can utilize whisper mode (where the customer doesn't hear the intervention) to give advice to customer service 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. This way, supervisors can better support agents during customer interactions.
- **Live call analytics and reporting give powerful insights.** Take advantage of new data and analytics to discover areas for improvement when it comes to customer interactions. It's a no-brainer: the better informed your agents are of their performance, the better service quality they'll deliver to customers.
- **Customer relationship management (CRM) integrations help personalize customer experiences.** With CRM integrations, you can log interactions between customers and agents, so information about callers is stored for future reference. This helps build a caller profile that an agent can instantly pull up during customer calls for reference.
- **Call recording increases workforce engagement.** The great thing about integrated cloud communications and contact center solutions is that many provide a wide range of tools and solutions to help with workforce engagement. This is especially important during an age of remote and hybrid work, where employees aren't always physically connected. Easily delve into your agents' call histories and get to the bottom of what's going right and wrong with call recording—you can quickly identify if an agent's customer interactions seem less or more engaged.
- **Workforce management (WFM) tools optimize agent schedules.** Turn to WFM tools to help optimize agent schedules. With WFM tools, you can maximize

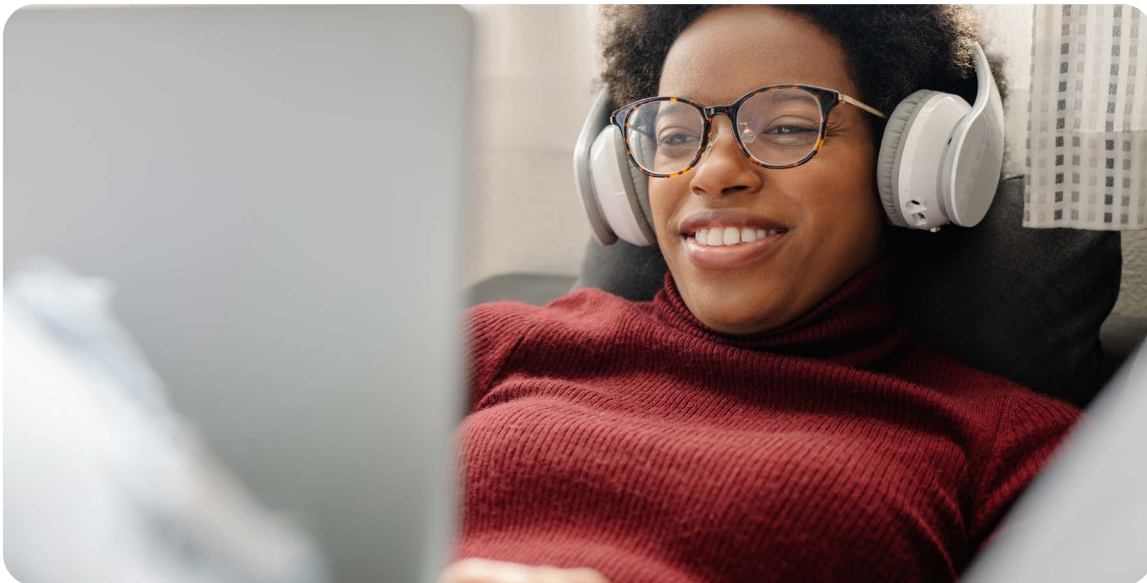


5. [Top 40 customer experience statistics to know in 2021, Emplifi](#)



coverage and minimize idle time so customers are not left in the cold during peak times and agents are not idle during quiet times.

- **Intelligent routing matches customers to the right experts.** With intelligent and skills-based routing, you'll be able to ensure customers get to the best-matched expert the first time. This means customers are more likely to get the response they're looking for the first time-round, reducing wait and resolution times.
- **Better communication decreases employee turnover.** Integrated UCaaS and CCaaS solutions make it easier for employees to communicate with one another and customers. From video conferences to phone calls to messaging, employees will be happier with easier, faster ways to communicate. The easier their job is, the more likely they're going to stay around for the long haul.



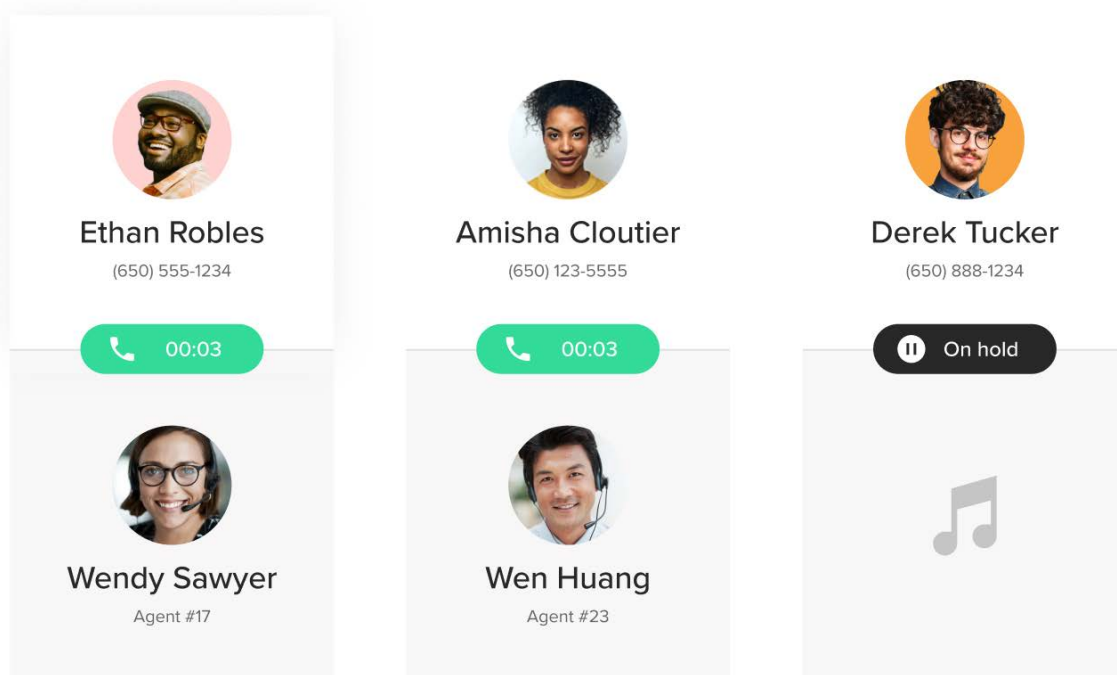
## Streamlines business and operations

One key advantage of an integrated cloud communications and cloud center solution is that it bridges the connection between customer service and your business. By strengthening this connection, employees will be able to easily share knowledge and become a more customer-centric organization. Here's how you can streamline business and operations with an integrated solution.

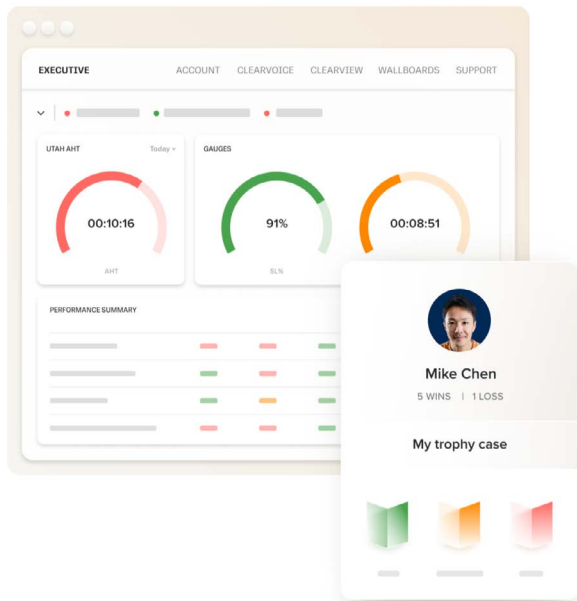
- **A unified directory keeps employees connected to any part of the organization.** A unified directory and messaging app enables customer service agents to instantly ask experts in other departments critical

questions. For example, if someone in customer service has a customer asking about billing, the customer service agent can use the unified directory to look up the right person and send a message for answers. Enable any stakeholder to respond to real-time changes by being able to identify the right person and send direct messages.

- **Call transfer controls ensure you never lose customer calls.** Even if you move from the business unit to the contact center or vice versa, with integrated cloud communications and contact center solutions, you'll always be able to keep track of calls by easily transferring them. Use call transfer controls so agents can transfer customers outside of the contact center and back to solve issues and then close the interaction in the contact center.
- **Automated dashboard alerts keep agents up to date.** With automated dashboard alerts, you can easily let supervisors and agents know when there are any issues or lags in customer response times. You'll want to fix customer problems as soon as possible, so getting to the source of the information is key. For example, agents will be alerted if they're straying from their service level agreement (SLA), whether it's because they're not handling enough calls or queuing too many.



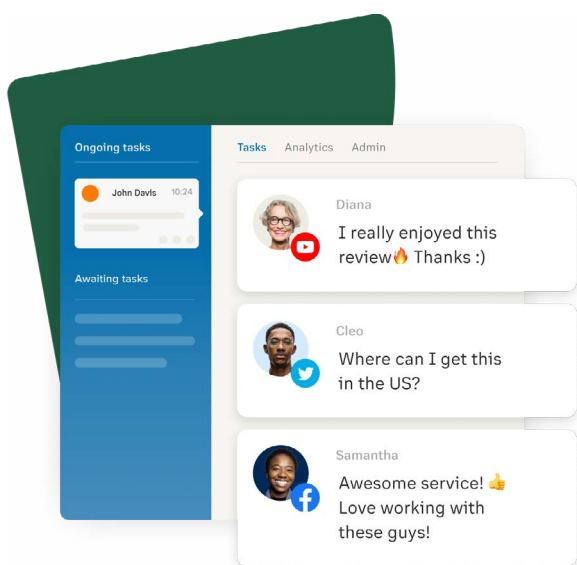
## Delivers more value and stronger ROI



With a single vendor that can provide all your business and customer communications needs, you can say hello to cost reduction, risk mitigation, and improved return on investment (ROI).

- **Controlling demand and resources makes it easy to scale.** Gain the ability to control costs and make sure there are enough agents on the line at any given time. For example, during periods of high demand, you can scale your contact center system up to have more agents manning the phones. And vice versa, when there's low demand, you can scale down—this ensures you optimize resources based on demand and enables your business to scale intelligently.
- **Real-time analytics enables operational agility.** With an integrated solution you have access not only to scalability to fit demand, but to real-time analytics on agents, customers, and operations so you can make informed business decisions.
- **One vendor provides more worth.** One vendor is always a better route because managing multiple vendors can get costly and cause headaches. Streamline processes with just one vendor to deal with for sales, support, and compliance—doesn't this sound so much easier than managing multiple vendors?

## Provides a true omnichannel experience

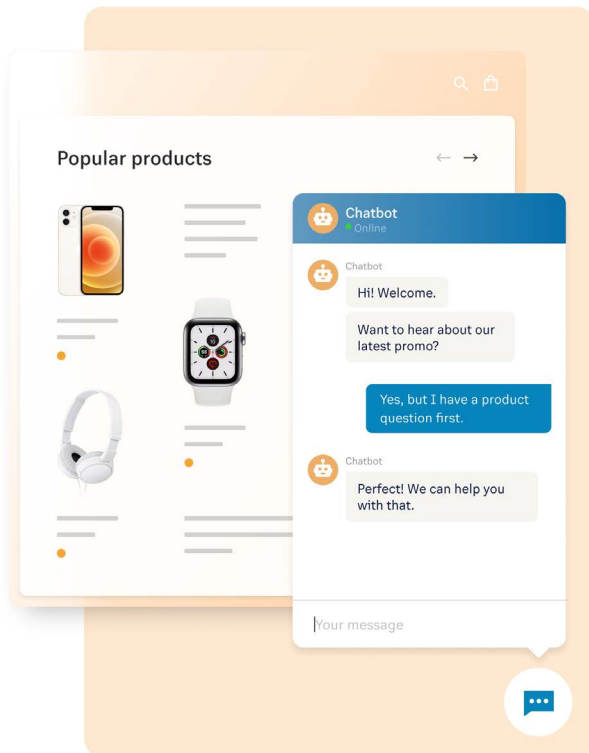


COVID-19 has accelerated the adoption of digital channels, and you need to provide a great customer service experience for customers in order to stay ahead of the curve. With more digital channels coming into the picture (think Facebook, SMS, video calls, live chats), communicating with customers in the right place at the right time is crucial. An integrated cloud communications and contact center solution makes it simpler to meet customers in their channel of choice.

- **Omnichannel routing supports 30+ digital channels.** A true omnichannel experience means letting customers reach out to you on the channel that's most convenient for them at any given moment. With a cloud-based contact center, customers have access to a wide range of communication channels including phone calls, SMS, messaging, video calls, social media, live chat, email, and more—meaning customers get to choose how they reach out to you.

Switching between communication channels has never been easier!

- **A simplified tool helps break down silos.** Employees can instantly connect with coworkers for help. Since agents have access to communications from one app and manage all their work from a single dashboard, it becomes easier to communicate with fellow workers across departments, break down silos, and resolve customer issues.
- **Agents can manage multiple customer interactions at the same time.** Agents can manage multiple concurrent customer interactions (across phone calls, SMS, messaging, video calls, social media, live chat, email, and more) at the same time to cover more customer ground.
- **Intelligent service bots allow your business to have always-on service.** Your business can be available to serve customers 24/7, even if your agents are away, with intelligent self-service bots. Interactive voice response (IVR) enables customers to perform routine operations by themselves over the phone, while chatbots can be used to answer simple queries. Chatbots can also route customer interactions to agents if the issue is too complex.
- **AI and machine learning leads to faster contact resolution.** You're able to use the power of AI and machine learning to help auto-populate responses for faster, first contact resolution. This combination can even understand intent and can route or send digital messages.



# Next steps

Now that you're aware of all the benefits that come with deploying an integrated cloud communications and contact center solution from a single vendor, what's next? The first thing you want to do is research and identify which vendor you want to move forward with.

Unsure which vendor to go with?

Pick **RingCentral** and you won't regret it.

RingCentral is your best choice if you're looking for an integrated cloud communications and contact center solution. Whatever your business and customer communications are, RingCentral has you covered.

If you're a small or mid-sized business looking for the basics, RingCentral MVP™ Premium edition plus Live Reports gives you all the benefits of our award-winning cloud 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.

No matter what deployment you choose, you can count on RingCentral to deliver a solution that's secure and reliable. With seven layers of security and global certifications (including SOC 2, SOC 3, HITRUST, FINRA, HIPAA, C5, ISO 27017, ISO 27018, and GDPR compliance), you can rest assured that your business is always protected. Also, RingCentral offers 99.999% uptime, which means your business stays connected during outages and disasters. Get on board with 350,000 other small businesses that already use RingCentral to build a truly connected experience.

To learn more about RingCentral MVP, visit [ringcentral.com/office/how-it-works](https://ringcentral.com/office/how-it-works).

To learn more about RingCentral Contact Center, visit [ringcentral.com/effortless-customer-engagement](https://ringcentral.com/effortless-customer-engagement).