

The RingCentral logo is centered at the top of the page. It features the word "RingCentral" in a white, sans-serif font, with a registered trademark symbol (®) to the upper right of the word. The background of the entire slide is a dark, starry night sky with a mountain range in the foreground, partially covered in snow and illuminated by a soft blue light.

RingCentral®

7 WAYS TO BUILD CUSTOMER RELATIONSHIPS

2019

The rules for
customer
engagement
have changed

Customers expect their
interactions with you to
be effortless across
every channel



A large, dense crowd of people in a city street, viewed from a high angle, with a blue tint. The crowd is filling the street, and the buildings are visible in the background. The text is overlaid on the center of the image.

It's not just about contact center
It's about making people feel heard

RingCentral

Way

5

The Rules Have Changed

Think differently

It's all customer driven

The rules for customer engagement have changed

THEN

Company-centric service

Company hours (9-5)

Voice, email, chat

Reactive service

Fragmented

Service of many

Time consuming

NOW

Customer rules

24/7

Any digital channel

Proactive service

Full picture/360

Individual

Effortless

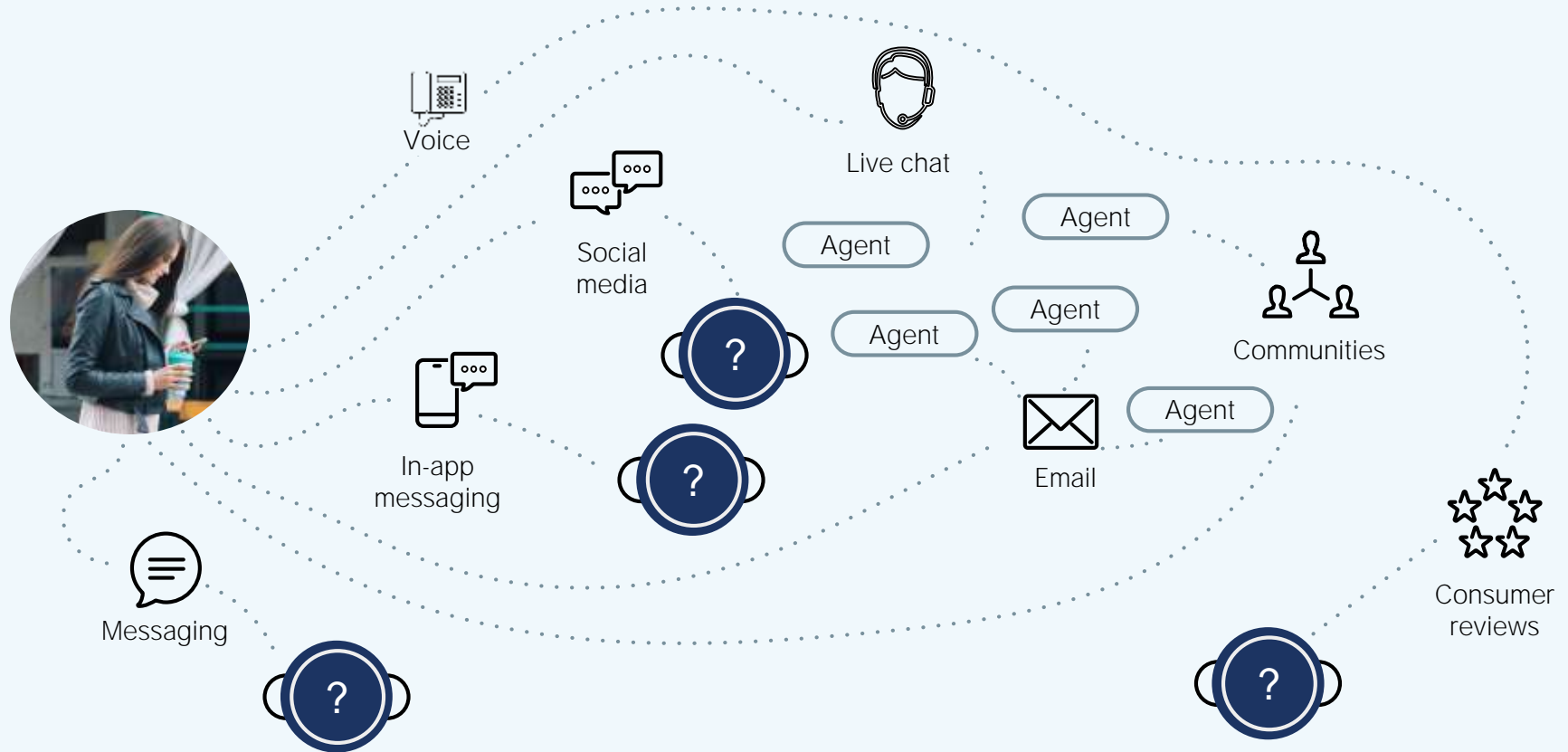
Customers have gone digital

2B+

The number of smartphone
users worldwide



The mess of modern customer engagement



Way 6

Focus the whole company on customer service

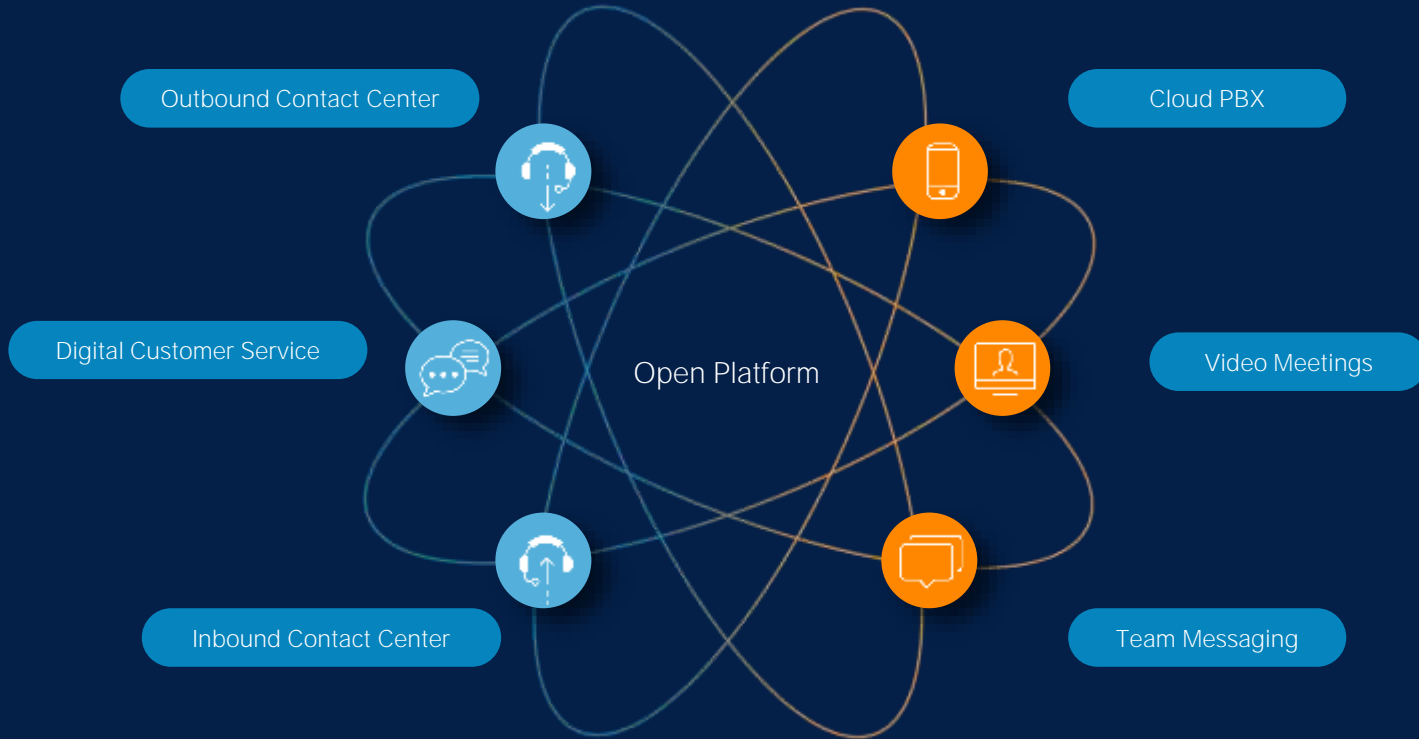
Leverage the power of UC + CC

Collaborate across teams & agents

Solve issues faster - the first time

Collaborative Customer Experience powered by UCaaS + CCaaS

Bringing together the power of UC and CC



Inbound Contact Center

Collaborative Contact Center

Integrated with RingCentral Office

Global, secure, reliable

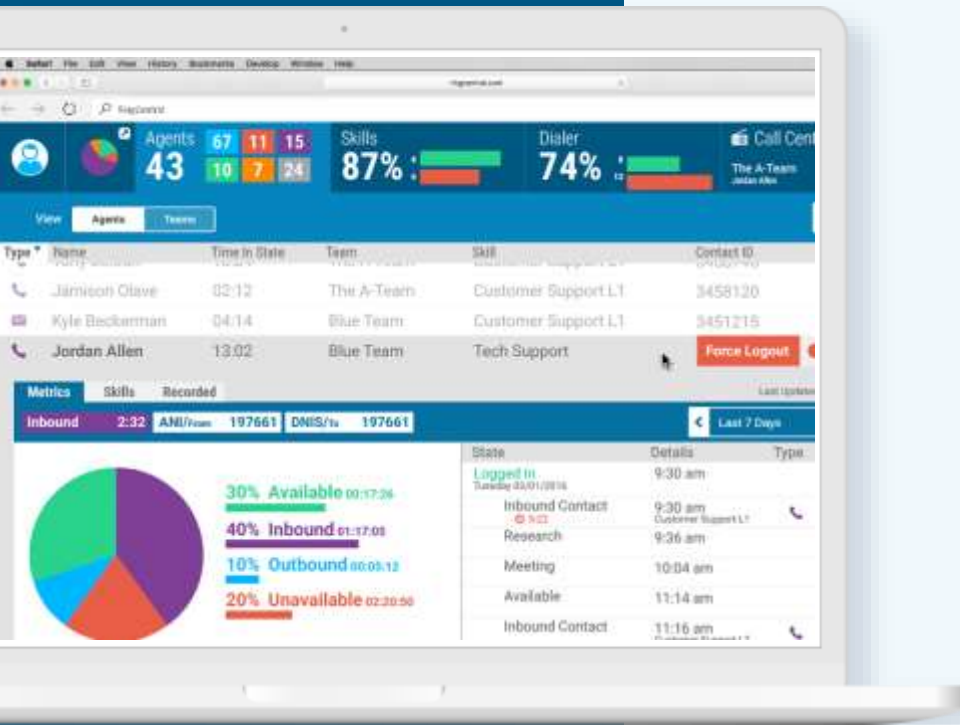
Smart routing

CRM integration

IVR self service

Analytics

Workforce optimization



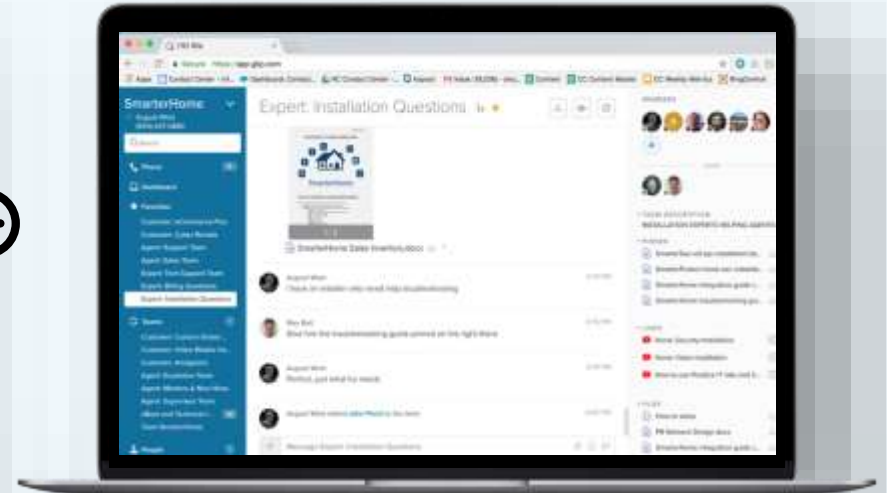
Collaboration among employees and customers

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Contact Center

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Glip Team Messaging



All agent grouped automatically as teams

Way 7

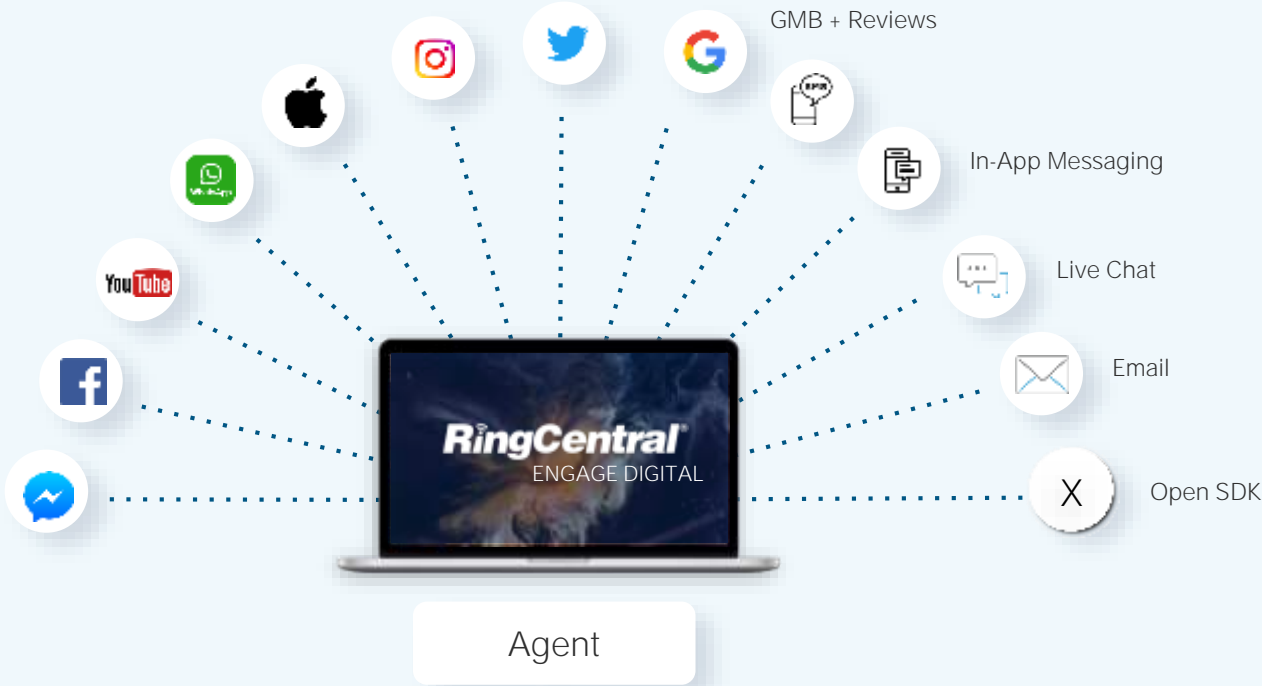
Think digital first

Hear them on their channel of choice

This is only going to get more important

A Single platform to manage every digital interaction

MESSAGING | SOCIAL | LIVE CHAT | REVIEWS | EMAIL | MOBILE APP | SOURCE SDK



The next wave of business messaging is coming

Apple, Facebook, and Google are doubling down on enabling C2B messaging



Apple
Business Chat

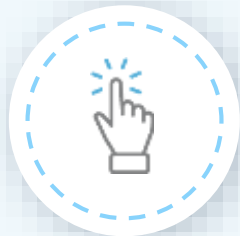


Google
Google My Business
RCS Business
Messaging



Facebook
Messenger for Business
WhatsApp
Instagram Direct

RingCentral Customer Engagement



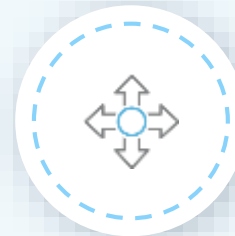
Effortless

- Collaborative
- Digital-first
- Repeatable
- Plug-and-Play Integrations
- Partner EcoSystem



Intelligent

- AI
- Universal analytics
- Smart routing
- Customer insights
- Proactive



Open

- Reliable and Secure
- Open and Dev-Friendly
- Global footprint
- QoS
- Microservices