

How RingCentral helped these 6 companies better serve their customers



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With a third of your customers, your first chance to make a good impression is your only chance to make an impression.

According to [research](#) from the accounting firm PricewaterhouseCoopers, a third of your customers will leave you after one bad customer experience, and almost all will move on after two or three bad experiences.

However, a positive customer experience builds trust and a lasting relationship between your company and your customer. It extends throughout the buyer's journey and ensures you build a loyal and long-lasting relationship with your clientele.

The right technology is key to providing the ideal experience for your customers, blending your ability to meet your customer's business needs with a uniquely human touch.

We'll dive into the ways our customers used RingCentral's customer engagement solutions to provide the best possible customer experience.

[RingCentral](#)'s contact center, for example, allows organizations to provide immediate, helpful customer service from anywhere, at any time with skills-based routing, agent management, real-time insights, and other features that help businesses make the most of agents and keep customers coming back.

As you'll see from the examples below, businesses of different sizes and from various industries have all found success with RingCentral's customer engagement solutions. That's because RingCentral offers various modern workforces to communicate, collaborate, and connect via tools that are easy to use and can be accessed from one centralized platform.

How the Orlando Magic found its contact center solution

“All of our sales and support center agents are up and running remotely—and have better workflows than ever—thanks to RingCentral.”

The problem:
Prior to RingCentral, the Orlando Magic’s phone system was failing



The celebrated NBA team, the Orlando Magic, replaced its old office phone system with RingCentral’s suite of communications tools and provided superior customer support.

The Orlando Magic team is used to experiencing an influx of calls and requests from its loyal fan base. For years, the Orlando Magic used an overly complicated phone system that prevented agents from delivering the type of customer experience the team wanted to provide.

Agents had difficulty making business calls from the company’s phone system because it was too complex. The system also didn’t allow the team’s agents to take their work on the road, limiting their flexibility. Some agents even resorted to forwarding their work calls to their cell phones. But this caused confusion because they couldn’t distinguish between work calls and personal calls.

There was also a limited capacity to integrate phone data into a customer relationship management (CRM) tool. The team’s support and sales teams were working in silos and were unable to share information or insights.

This messy and cumbersome system frustrated both support agents and customers.

It wasn't until the Orlando Magic adopted RingCentral's technology that it began delivering customer service on par with the skills of its players on the court.

**The solution:
RingCentral helped the team
modernize its communications
system and integrate with
remote-friendly tools**

The Orlando Magic began researching ways to upgrade its communications system, and it was highly impressed by the features RingCentral had to offer.

RingCentral was easy to use and integrate with other online tools, which streamlined the Orlando Magic's effort to provide an excellent customer experience. The tools also allowed the team to offer customer support in English and Spanish.

"Because we integrated RingCentral with our CRM, Microsoft Dynamics, our agents now see a screen showing a caller's profile before they answer."

– Jeff Lutes, Senior Vice President of Technology for the Orlando Magic

Agents can now also begin a call from the CRM and have it automatically added as a call record. "That's such a time-saver, and the agents appreciate it," Lutes said. The agents estimate that they are saving roughly two hours a day thanks to this feature.

"All of our sales and support center agents are up and running remotely—and have better workflows than ever—thanks to RingCentral," Lutes adds.

Lesson 1:

Companies need modern technologies that allow them to integrate with the cloud and other online tools, so their agents can take their work on the road without missing a beat.

How Wells Enterprises upgraded its communications system

“What we found is the other solutions were disjointed, pieced together. With RingCentral, we saw a clean, unified platform for everything we needed: voice, call center, video conference, team messaging, everything.”

When the ice cream company [Wells Enterprises](#) started to grow, its need for a robust and modern communications system grew with it. RingCentral provided a communications solution that strengthened the bonds between Wells Enterprises' employees and customers.

The problem:
Wells Enterprises struggled with an IP-based phone system



Wells Enterprises is one of the largest ice cream makers in the US. Over the past century, the company grew from a single ice cream delivery truck to having the world's largest ice cream manufacturing plant. It now employs thousands of people.

As the company grew, it became harder to run the company and meet customers' needs using an outdated phone system.

The company's phone system was IP-based and required the entire team to use on-premises hardware and software. The system not only limited flexibility, but it also operated sub-optimally.

"We could tell the system was nearing the end of its days because our employees were regularly experiencing poor call quality and lots of dropped calls," explains Mike Kooistra, the company's Director of Technology.

Wells Enterprises decided to upgrade its old system and integrate it with the cloud. It found that even the modernized version of its old communications system was missing many of the features it needed.

**The solution:
RingCentral was the all-in-one
platform Wells Enterprises
needed**

Unlike the other companies Wells Enterprises researched, RingCentral had a clean, unified platform for everything it needed, including a contact center, video-conference capabilities, team messaging, and voice response.

The rollout of the new RingCentral technology was so easy the team at Wells Enterprises decided to start using all of the latest tools in one go. Their colleagues didn't need advanced training because the tools were so intuitive.

"We told all of our employees that they now had access to RingCentral, sent out some basic training and onboarding information, and let them know we'd be turning off the old system within 60 days. The whole company moved onto RingCentral without any real issues. I couldn't have asked for a smoother transition."

– Mike Kooistra, Director of Technology for Wells Enterprises

Meanwhile, the company also discovered its phone costs had plummeted.

"A lot of our 'internal' calls between locations in different states were billed at long-distance rates," says Kooistra. "Now that we're all on the same RingCentral platform, those are truly internal calls, and that's helping us reduce our overall communication costs."

The company's decision to adopt RingCentral's technology also made it easier for employees to meet their customers' needs and communicate efficiently during the coronavirus pandemic, as they were able

to move to remote work quickly and effectively. In general, the benefits of using RingCentral proved to be innumerable.

“With the video calls, in particular, I think we actually improved teamwork and team cohesion,” Kooistra says. “Having the ability to start up a video call with anyone, or any group of coworkers makes it very easy for us to continue feeling like a close team even though everyone is at home.”

Lesson 2:

Your business needs an easy way to integrate disparate tools to communicate effectively between teams and with customers.

How RingCentral helped ClearCaptions reach the hearing impaired

Dozens of hours saved each day searching for customer details, thanks to the profile popups

Flexibility to move between queues at a moment's notice during service level pressures

ClearCaptions is the leading provider of call captioning services, enabling the hard-of-hearing to see written captions of their phone conversations almost in real time.

This exciting product is helping deaf and hard of hearing people speak on the phone, sometimes for the first time. And when the company's popularity exploded, and it grew quickly, it turned to RingCentral to continue to reach more people in need.

The problem:
The phone system ClearCaptions used couldn't keep up with its rapid growth



Nearly 50 million Americans suffer from some degree of hearing loss. For those with significant levels of hearing impairment, enjoying a phone call with family or friends can be difficult—or even impossible.

ClearCaptions gained rapid popularity because its products met the needs of the hearing impaired and changed the lives of so many people. After the company launched in 2011, widespread interest in the product was almost immediate number one Fastest Growing Company in the region for year over year growth.

But this rapid pace of growth pushed the company's on-premises telephone and call center infrastructure beyond its limits. It also lacked reporting and analytics capabilities, making it impossible for the company to track its agents' performance.

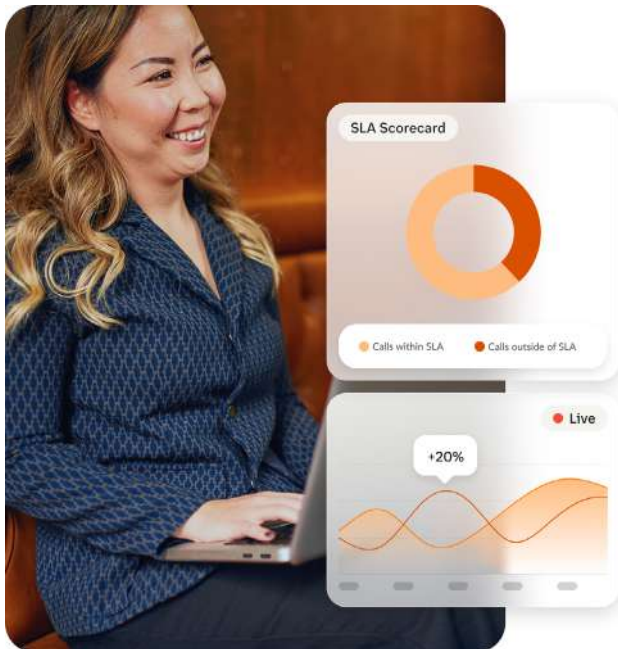
In general, the old system just couldn't cut it, especially as ClearCaption began adding more agents.

The solution:
RingCentral's flexible features allowed ClearCaptions to grow smoothly

RingCentral's services and functionality helped ClearCaptions save time and money. Support agents could operate with more flexibility, and the company could grow without worrying about call center capacity.

"RingCentral Contact Center allows us to be very flexible. We're able to easily set up and adjust call queues, add new agents into the system, and automatically redirect call traffic when a team is nearing capacity."

– Dar Taffarodi, the Senior Director of Customer Experience for ClearCaptions



ClearCaptions also used RingCentral's advanced reporting and analytics capabilities to track and assess its agents' performance.

"We're now averaging 18,000 inbound and 17,000 outbound calls a month, which represents a significant improvement over our PBX days," Taffarodi says. "Our productivity will only continue to improve as we expand to the RingCentral automated dialer solution."

RingCentrals Contact Center™ reporting also allows the customer support and sales managers to track important key performance indicators such as agent availability, working rate, and the degree to which agents are meeting the company's service level agreements (SLAs).

How America's largest ENT, allergy, and audiology specialty practice uses RingCentral Contact Center to offer a world-class patient experience

40,000 inquiries handled each week through RingCentral Contact Center

30% time saved on average call after migrating

7 days to transition the entire call center team to fully remote

For people suffering from a wide range of medical challenges—from difficulty sleeping, to hearing loss, to head or neck cancer—ENT and Allergy Associates (ENTA) has become one of the most trusted providers. Each month, primary care doctors, hospitals, and urgent-care centers direct over 90,000 patients to one of ENTA's 44 New York and New Jersey locations.

As ENTA recently completed another round of rapid growth—increasing the company's locations by 10%—the PRRC team knew it was time to retire their legacy, on-premises telephony system.

The problem:
Their center was coming up short in the skills department

John Monreal, Senior Director of ENTA's Purchasing and Call Center Operations, explains that the company's continued expansion placed a significant challenge on the PRRC's ability to provide high-quality service to callers.

"Our old system couldn't support our need for skill-based routing," John says. "We were forced to send



The solution:
**RingCentral turned every
contact center agent into
an expert**

all calls through a central queue and hand them to the next available agent. We couldn't create queues based on expertise in a specific subject or familiarity with a geographic area."

As he implemented RingCentral Contact Center's intuitive skills-based routing, John began creating tightly focused teams of agents to answer calls for specific regions. "We now have queues with names like New Jersey North and New Jersey South," he says. "Our agents can all focus on a specific region and become specialists about it."

John points out that developing agent expertise helps shorten the average call's duration. "Think about a typical scheduling call where the patient asks, 'Hey, where's the doctor's office?' or 'What's my doctor's name?'" and the agent can provide those answers without having to search a directory. That can save so much time over the course of a day."

To learn precisely how much time ENTA was saving, John analyzed the data in RingCentral's reporting dashboard, and the numbers impressed him. "Our average call time was 5:59 before RingCentral Contact Center, before we could establish our agents as experts in specific call queues. Using Contact Center's skill-based routing, it's now 4:11. That's a 30% time savings on every call."

Lesson 4:

Everyone wants to feel special. Create the feel of a small, personal practice, rather than an impersonal, outsourced call center.

How RingCentral helped Neighborly connect its distributed teams

“As we looked at contact center solutions, our wish list kept growing—video conferencing, webinars, voicemail, IVRs, and so on. The more tools we added to our list, the more vendors fell away until only RingCentral was left.”

When the company [Neighborly](#) needed a modern communications system that would meet its customers’ needs, RingCentral helped integrate its numerous communications systems so that everything worked together smoothly.

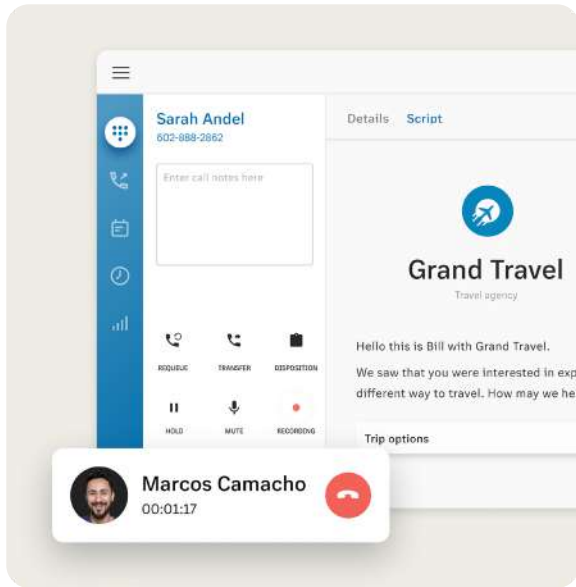
The problem:
Neighborly struggled to integrate all its phone systems across its offices



Neighborly is currently the world’s largest franchisor of home service businesses. No matter what you need for your home or your office, at least one of Neighborly’s companies has you covered.

Neighborly’s online platform can connect you with the best-trained home service providers in your area, from window repair to plumbing. The company’s business model has been so successful that its network consists of 3,900 franchisees serving millions of customers worldwide.

For years, Neighborly had used a separate phone system for each of its many offices. When the company decided to open yet another office recently, its leadership realized it was time to integrate its phone system.



The company's IT team tried to make all the different communications systems and platforms work together. Still, it was becoming harder as the company grew and became more distributed.

Neighborly's team decided they needed a contact center solution that could work at scale. They needed to find a communications solution that would offer all of the features they needed in one place.

"We were acquiring a new company every other month. We needed a communication solution that would let us easily plug each new business into the company network," says Preston Williams, the company's Director of Network and Infrastructure.

"As we looked at contact center solutions, our wish list kept growing—video conferencing, webinars, voicemail, IVRs, and so on. The more tools we added to our list, the more vendors fell away until only RingCentral was left."

The solution: RingCentral helped Neighborly centralize its communications system

Neighborly adopted RingCentral's technology in all of its offices without hitting a single snag. The technology worked seamlessly regardless of whether the office was small or if more than 100 employees worked in one location.

The company's employees were thrilled they had such easy access to so many features.

With [RingCentral Contact Center](#), Neighborly's support agents can log in to their call queues even when they're not in the office. All they need is the RingCentral app on their computers or phones, and they can hop into the Help Desk and support their employees or franchise owners from anywhere.

RingCentral's built-in team messaging app allows contact center agents to chat in real time. This feature gives them the chance to check that more than one person isn't handling the same issue or to ask an urgent question to the whole team simultaneously.

RingCentral's Live Reports also help ensure the Help Desk teams are performing according to Neighborly's rigorous service standards.

"I don't want anybody sitting on hold," Preston explains. "The Live Reports let me see how many people are on a call, what our queue times are, and whether we're meeting our SLAs."

"We normally fly in hundreds of franchisees at a time to our Waco headquarters for training," says Preston. "Now we can easily do the same thing virtually, in a webinar format, and still offer the same level of training and support. This is really helping our business grow."

Lesson 5:

Companies need a centralized phone system to streamline communication and provide a coherent and unified customer experience.

How RingCentral helped the Detroit Lions meet their fans' needs

97% of inbound calls answered by agents in real time, even as they work remotely

2,800 “holiday wishes” calls made to season ticket holders using Contact Center’s outbound dialer

100% of the team’s call center agents transitioned to remote work full-time—without a hitch

When the Detroit Lions needed to modernize their contact center to stay in touch with their loyal fans, RingCentral helped the team build a modern contact system to integrate with other online tools.

The problem:
The Detroit Lions had an outdated contact center

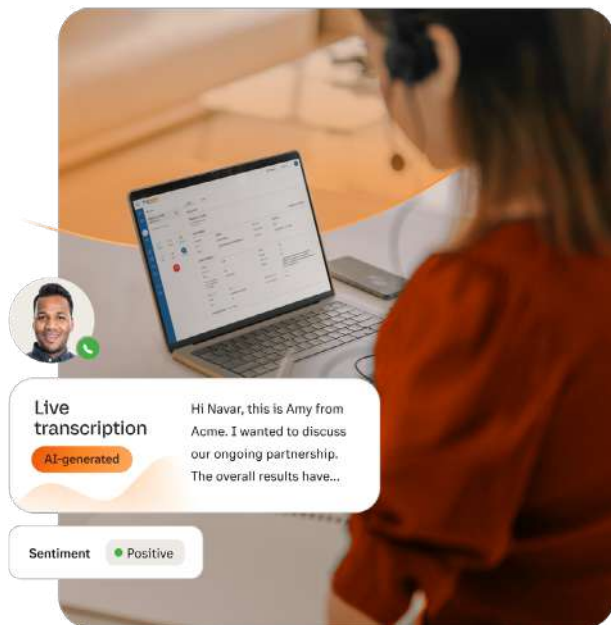


The Detroit Lions have won multiple National Football League championships and had over a dozen players inducted into the Pro Football Hall of Fame. But their greatest source of pride is their fans' loyalty.

With this in mind, the team focuses on meeting the needs of its fan base, and it needed a modern contact center to be able to do that.

Despite their efforts to always keep up with their fans, the team's communications systems were failing.

“It wasn't as streamlined as we would like it to be,” says Scott Howland, the Lions' Senior Manager of CRM & Research, describing the organization's communications infrastructure.



The solution: RingCentral helped the Detroit Lions completely overhaul their contact center

The company's contact center didn't integrate with its CRM, so they couldn't give agents a heads-up about who was calling or easily direct callers to the right representatives.

Internally, the team shared just a few conference bridges among hundreds of employees, making it challenging to host group meetings. Employees had to request a line and hope for the best whenever they needed to host a call.

The company's contact center system even had trouble managing basic tasks, like routing calls and setting up call queues.

"Anytime we wanted to add functionality, we had to find another vendor and bolt on another app," Howland says.

The Detroit Lions were determined to improve their customer service and began looking for other solutions. Their original plan was to find a better contact center solution that was more sophisticated and integrated with their CRM.

But when the team learned about RingCentral, they decided to upgrade their contact center and all IT communications. They agreed it made more sense to roll everything into one platform: phone, contact center, conference lines, video calls, and team messaging.

"Why manage four or five vendor relationships when we could just partner with RingCentral for everything?"

– Tom Wyatt, Senior Director of Corporate Partnership Sales for the Detroit Lions

When a call comes in now, the RingCentral Contact Center software and the Lions' CRM work together to determine if the caller is assigned to a specific representative, and if so, it routes the call directly to them.

It also pops up the caller's CRM profile, so the agent has valuable information—like whether the caller has kids or who their favorite player is—before starting the call.

The system also makes it easy to collect more of these details during the call and input them to use next time.

“This solution is really helping us provide more personalized service than we’ve been able to before,” says Howland.

Steve Lancaster, the Director of IT for the Detroit Lions, was blown away by the service provided.

“With RingCentral’s help, we successfully navigated the most technologically difficult NFL draft we’ve ever been through.”

Lesson 6:

Work with just one communications vendor
(instead of purchasing different tools from many companies).

Customer experience matters to your entire organization

Creating a solid customer experience is the key to customer satisfaction and retention, and your customers will notice if your solutions are not meeting their needs.

Modern features and solutions like cloud-based contact centers that support remote agents—will help you grow your business by making it easier to be customer centric. For more on becoming a customer-centric organization, see how RingCentral can work for your organization.

For more information, please contact a sales representative. Visit ringcentral.com or call 855-774-2510.

RingCentral is a leading provider of AI-driven cloud business communications, contact center, video and hybrid event solutions. RingCentral empowers businesses with conversation intelligence and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide. Visit ringcentral.com to learn more.

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