RingCentral Engage Digital

Manage all digital customer interactions via a single platform.

Overview

Consumers today expect to be able to interact with companies whenever and however they choose. That's why it's so critical for your business to offer customers support across the full range of available digital channels.
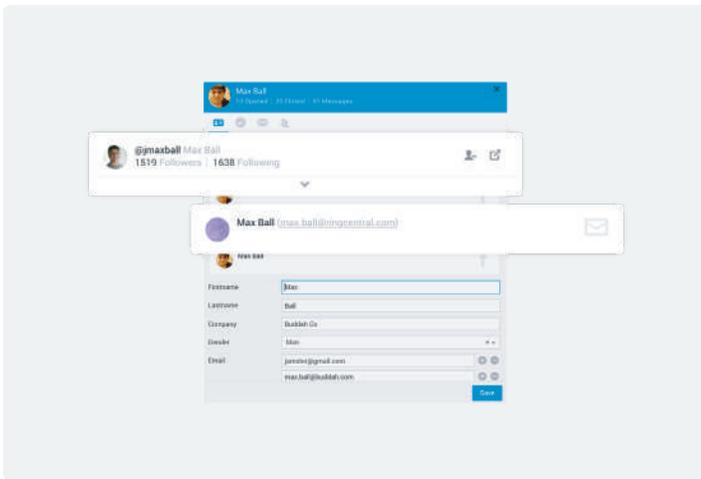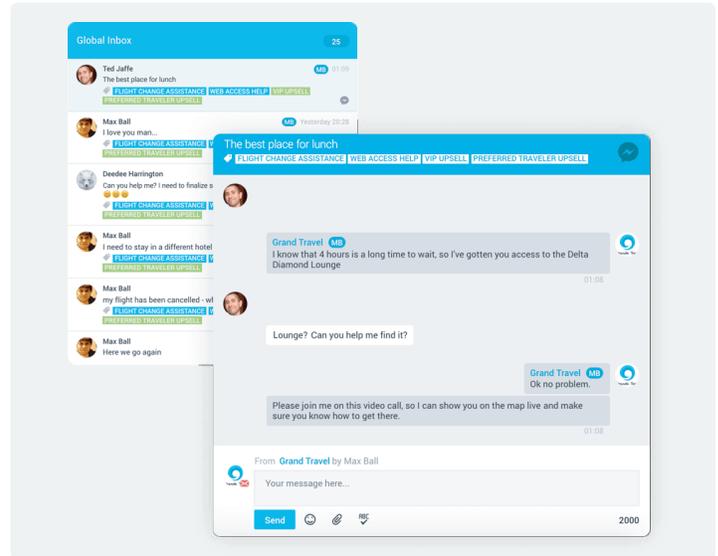
RingCentral Engage Digital boosts customer satisfaction to increase revenue by providing a consistent, personalised experience across all channels. The platform empowers agents and reduces costs with a single, easy to-use interface.
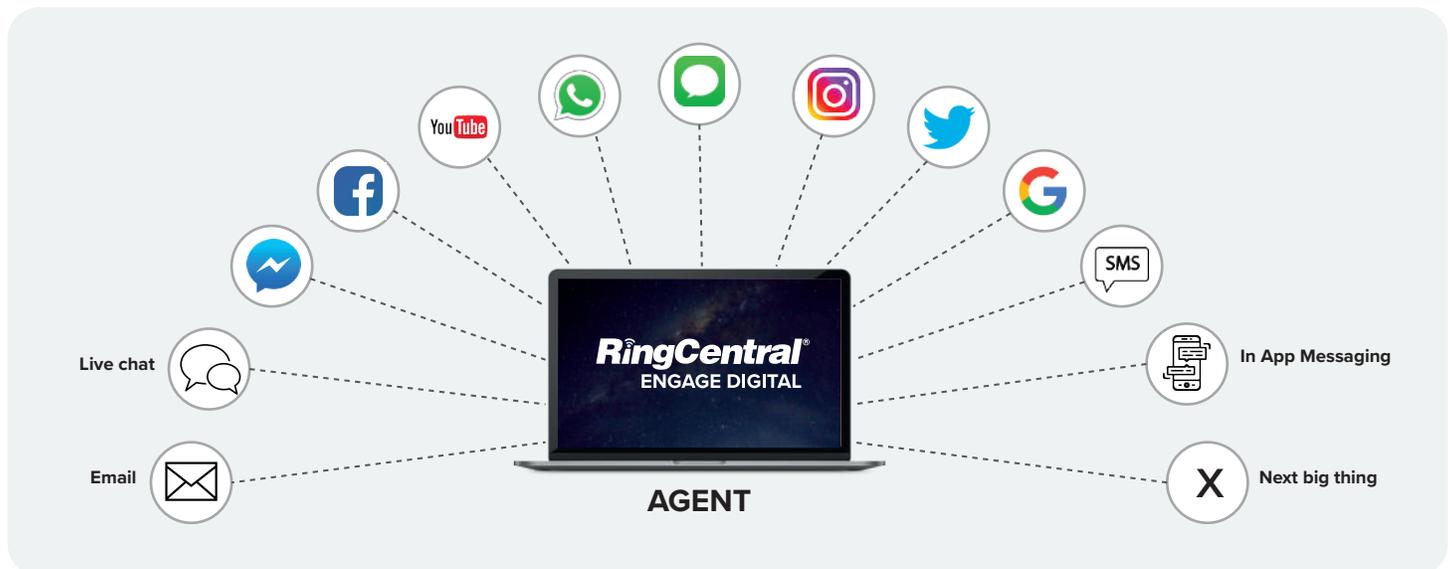
Treat all digital conversations equally

The RingCentral Engage Digital platform makes it easy for companies to meet customers wherever they are online. Through a single agent desktop for all digital conversations, RingCentral Engage Digital enables agents to provide a consistent user experience through:

- Unified user identities across multiple channels

- Deeply integrated reporting and analytics

- A smart & automatic distributing engine

Merge multiple profiles to a single identity

RingCentral Engage Digital makes it easy to merge disparate customer profiles from multiple interactions and channels into a single identity. By providing a complete view of customer interaction history, the platform improves first contact resolution. Integrated with CRM tools, the digital interaction platform creates a personalised experience for customers.

Support customers on their channel of choice

Whether your customers choose to communicate via social media, live chat, mobile apps, or email, RingCentral Engage Digital provides the tools necessary to support them.
The platform helps you better balance resources—and reduce the learning curve by utilising a single agent desktop across all channels, including:

- **Messaging**: Apple Business Chat, Facebook Messenger, WhatsApp, and others

- **Live chat and email response management**

- **In-app messaging**: iOS® and Android™

- **Social media**: Facebook®, Twitter, YouTube™, Instagram, etc.

- **Consumer review platforms**: Google My Business™, Google Play™, etc.
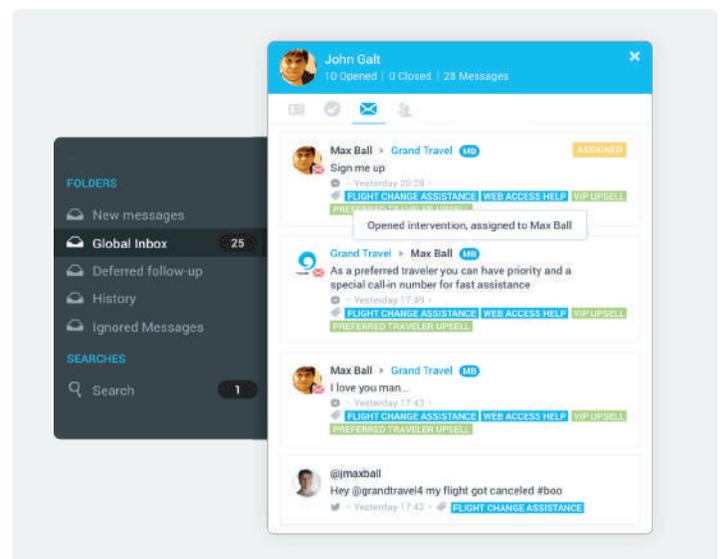
Engage with your customers at scale

The RingCentral Engage Digital platform is built with multi-criteria and AI analysis to provide fast and right routing to contact centre or local agency.

Messages are analysed and automatically allocated to agents increase their productivity and customer satisfaction. RingCentral Engage Digital also improves response times and productivity with behavior context, co-browsing, knowledge base, and auto-suggested responses.
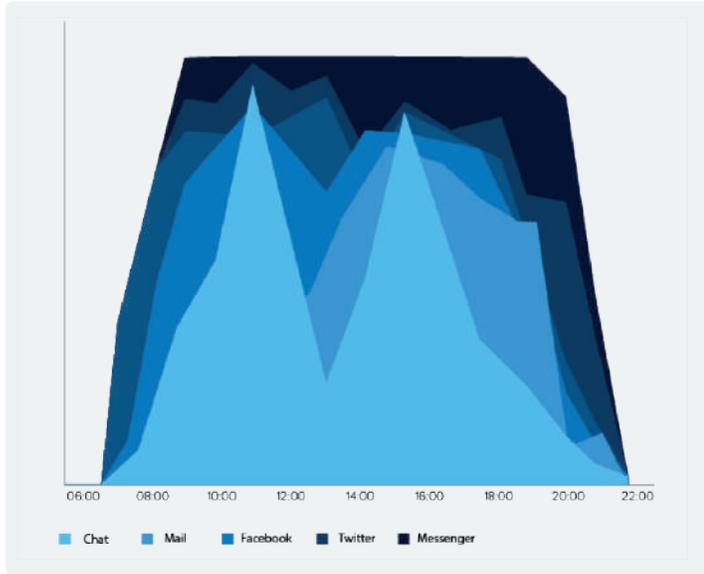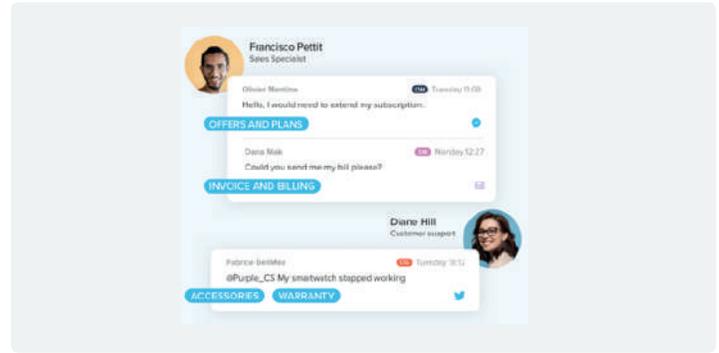
Managing traffic peaks and allocating ressources

RingCentral Engage Digital will allow agents to handle multiple channels and increase their productivity. As agents are channel-agnostic they will be able to manage the flow of messages.

Resources are better allocated to handle traffic peaks easily and reduce the backlog. Agents can answer quicker and increase customer satisfaction.

Monitor and optimize performance
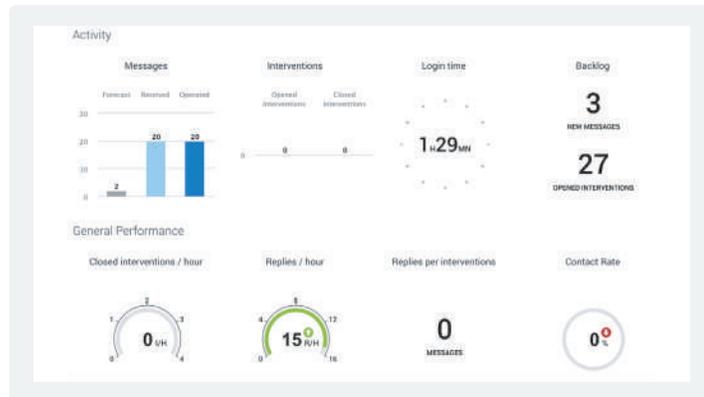
RingCentral Engage Digital helps to optimise digital service levels with actionable live analytics. Supervisors and business leaders can view metrics and reports across every channel to ensure consistent customer service.

Seamlessly integrate essential business apps

RingCentral Engage Digital provides open APIs, which easily integrate with leading CRMs and other backend systems, business process apps, reporting tools, chatbots, and AI systems.

Born digital, built for the cloud

Centralise digital conversations on one platform

- Support customers on all digital channels.

- Aggregate interactions from all channels to a single interface.

- Move customers comfortably from public interactions to private communications.

Communicate with customers in real time for rapid service resolution

- Optimise message routing across all digital channels.

- Identify contact behavior patterns, suggest responses, and filter noise with machine learning.

- Ensure traceability of interactions.

Interact with customers through your business's mobile app

- Allow customers to interact with your brand from within your mobile app.

- Share multimedia content to better serve your customers.

- Improve team performance with advanced workflows.

Benefit from a comprehensive email management solution

- Automate email message routing to appropriate agents.

- Group all messages into a single ticket conversation.

- Track process and control everything from message categorisation to quality of replies.

Providing value across all industries

"We reduced the average response time and reached 100% problem resolution, which is essential for an insurance provider close to its customer."

– **Amélie Oudea-Castera,** Head of Marketing and Digital, AXA Group

"[Engage] was able to satisfy the complex and demanding standards of our business, reconciling the imperatives of community marketing and corporate communications with the obligations of customer service when it came to customer requests."

– **Marie-Hélène Albertini,** Head of Forums and Social Networks, Customer Service, Orange France

To learn more, visit us on www.ringcentral.co.uk/digital-customer-engagement.html.

For more information, please contact a sales representative. Visit ringcentral.co.uk or call 0800 098 8136.

RingCentral, Inc. (NYSE:RNG) is a leading provider of global enterprise cloud communications and collaboration solutions. More flexible and cost-effective than legacy on-premises systems, RingCentral empowers today's mobile and distributed workforce to communicate, collaborate, and connect from anywhere, on any device. RingCentral unifies voice, video, team messaging and collaboration, conferencing, online meetings, and integrated contact center solutions. RingCentral's open platform integrates with leading business apps and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

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