Executive Overview

RingCentral is a leading provider of trusted AI business communications, contact center, conversational intelligence, 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 hundreds of thousands of customers and millions of users worldwide.

Product & Service Offerings

The RingCentral App

- **All-in-One Communication:** Access messages, video, and phone calls from a single app on any device.

RingCentral RingEX

- **Enterprise Communication Solution:** Tailored for large organizations with complex communication needs.

RingCentral RingSense

- **AI-Driven Insights:** Uses AI to analyze customer interactions and provide actionable insights. Easily integrates with popular CRM systems for streamlined workflows.

RingCentral RingCX

- **Customer Experience Management:** Enhances customer interactions across multiple channels. Provides insights into customer behavior and service performance.

RingCentral Video

- **High-Quality Video Conferencing:** Provides HD video and audio for clear communication. Includes screen sharing, virtual backgrounds, and breakout rooms for team meetings.

RingCentral Webinar

- **Interactive Engagement Tools:** Features Q&A, polls, and chat options to enhance participant interaction during live sessions. Provides insights into attendee engagement and post-event performance to improve future webinars.

RingCentral Phone

- **VoIP Service:** Provides reliable cloud-based phone services with advanced call management features. Features like call forwarding, voicemail transcription, and screening enhance communication.

RingCentral for Microsoft Teams

- Combines RingCentral's features with Microsoft Teams for enhanced productivity. Enables users to make and receive calls within the Microsoft Teams interface.

RingCentral Events

- **Virtual Event Hosting:** Supports large online events with interactive features. Includes chat, polls, and Q&A to enhance attendee interaction.

RingCentral Push-to-Talk

- **Instant Communication:** Facilitates real-time, one-to-one or group communication. Perfect for industries like retail and logistics where instant coordination is crucial.

RingCentral AI Assistant

- **Smart Call Handling:** Uses AI to screen calls, transcribe messages, and provide real-time insights during conversations. Analyzes communication patterns to offer suggestions for improving productivity and customer interactions.

Sales Engineer Take On Best Fit

An industry leader in both cloud UC and contact center software for decades. They have an extensive global reach in terms of international PSTN replacement capabilities and a robust communication API library. They are almost always included in UC and CCaaS evaluations due to their capabilities and longevity in this market. They have consistently competed against 8x8, Cisco, Microsoft, and Zoom for the leader status in the market, according to most industry analysts.

John Paullin, Field Sales Engineer

Key Features & Differentiators

Key Features of RingEX:
RingEX is a comprehensive AI-powered unified communications as a service (UCaaS) platform that integrates:

- A full-featured cloud-based phone system offering:
Cloud PBX:
    - Auto-receptionist and multi-level IVR
    - Call handling rules, forwarding, recording, parking, and flipping
    - Shared lines and presence status
    - Voicemail-to-text and visual voicemail
    - Business phone numbers (local, toll-free, vanity)
    - Unlimited calling within the U.S. and Canada
    - Business SMS and MMS

- **Video Conferencing:** HD video and audio meetings with features like:
  - Screen sharing, virtual backgrounds, and breakout rooms
  - Polling, Q&A, and whiteboarding (feature availability depends on the plan)
  - AI-powered meeting insights (summaries, topics, highlights)
  - Live transcription and background noise reduction

- **Team Messaging and Collaboration:** Real-time messaging, file sharing, and team workspaces to enhance productivity.

- **AI Features (RingSense AI):** Increasingly integrated AI capabilities, including:
  - Live call transcription with speaker identification
  - Meeting summaries, highlights, and action items
  - Sentiment analysis (coming soon)
  - AI writing assistance for messages
  - Message translation
  - AI-powered noise reduction
  - AI Receptionist for automated call answering and routing

- **Integrations:** A vast ecosystem of over 300+ pre-built integrations with popular business applications like:
  - CRM (Salesforce, HubSpot, Zendesk)
  - Productivity suites (Google Workspace, Microsoft 365)
  - Collaboration tools (Slack, Microsoft Teams)
  - Open APIs for custom integrations

- **Analytics and Reporting:** Provides insights into communication usage with call logs, historical analysis, and customizable reports.

- **Mobile-First Design:** Seamless functionality across desktop, mobile, and tablet devices.

- **Security and Reliability:** Robust security measures, encryption, active failover, and a 99.999% uptime SLA. Compliant with industry standards (HIPAA, PCI, GDPR, etc.).

- **Contact Center Options:** Offers both RingCX (AI-first omnichannel CCaaS) and RingCentral Contact Center for comprehensive customer engagement.

- **Global Coverage:** Supports full PBX replacement in over 45 countries and international numbers in over 105 countries, with the app localized in 18 languages.

Key Differentiators of RingCentral (RingEX):

- **Market-Leading and Comprehensive UCaaS Platform:** Consistently recognized by industry analysts as a leader in the UCaaS space.

- **Strong Focus on AI Innovation:** Proactively integrating AI across the platform to enhance user experience and productivity.

- **Extensive and Deep Integration Ecosystem:** Offers a wider range of integrations compared to many competitors.

- **Proven Reliability and Security:** Backed by a strong uptime guarantee and robust security framework.

- **Superior Call Quality:** Known for delivering high-quality voice and video communication.

- **Flexibility and Scalability:** Suitable for businesses of all sizes with adaptable plans.

- **Global Strategic Partnerships:** Collaborations with major telecommunication providers expand reach and capabilities.

- **Dual CCaaS Offering:** Unique in providing two distinct contact center solutions to meet varying business needs.

RingCentral Awards and Accolades

https://www.ringcentral.com/whyringcentral/awards.html

Top Industries Served

- Financial Services
- Healthcare
- Government
- Education

Ideal Customer Profile

Any company, large or small, that has one of the following:

- Multiple office locations
- Employees who travel or work in the field
- Remote or hybrid employees
- Needs a call center
- Needs a phone system

Leading RingCentral Verticals:

- Financial Services
- Healthcare
- Real Estate & Construction
- Professional Services
- Education
- Manufacturing
- Legal
- High Tech
- Retail

- Government/Public Sector
- Nonprofit

Qualifying & Technical Questions

Discovery Questions – General

1. What phone system are you currently using? How old is it?
2. What challenges are you facing with your current phone system? Do you have plans for moving to the cloud (hosted VoIP)?
3. How many locations do you support? Will you have more locations in the future?
4. **Mobility:** What's your strategy for enabling hybrid work and greater mobility throughout your organization?
5. **Scalability:** As your business continues to scale, how are you adding new phone lines and communications tools to new users? Are you able to flexibly add/remove lines, users to meet growing demands?
6. **One vendor:** What other vendors are you currently using for phone, messaging, video, fax or collaboration?
7. **Future of Work:** What other business applications are you using…..: (e.g. MSFT Teams, SFDC, Zendesk, Google, Okta, etc..)? How are you leveraging your phone system today for delivering better customer engagement? How does this help you deliver better customer satisfaction?

Top Reasons to Sell

- Over 450,000+ business customers worldwide
- Mobile-Centric Design that works on any device for anytime anywhere communications
- Gartner Magic Quadrant Leader for the last 7 years
- Great Customer Support with nearly 2,000 customer-facing employees (67% of total workforce)
- CRN Award-Winning Channel Program

Elevator Pitch

RingCentral empowers businesses to choose where they get work done without limiting how they get work done. Simple, scalable, and secure, RingCentral's MVP cloud platform and contact center solutions seamlessly unite message, video, and phone communications on any device from anywhere.

Objections & Rebuttals

RingCentral is too expensive.

- You get what you pay for with RingCentral, one of the highest-rated cloud communications solutions on the market. All-in-one solution with all-inclusive pricing. No hidden fees.
- Competitors will sometimes offer dramatic discounts because they struggle to compete with RingCentral on quality.

RingCentral doesn't own their full technology stack.

- RingCentral launched RingCentral Video in 2020, a robust video solution owned entirely by RingCentral. (View Press Release)
- RingCentral's contact center solutions Engage Voice, Engage Digital, and Live Reports are all entirely owned and developed by RingCentral. (View RingCentral's Customer Engagement Suite)