



RingCentral

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**CLOUD CONTACT  
CENTER PLATFORM  
SELECTION GUIDE**

## EXECUTIVE SUMMARY

# WHAT THIS E-BOOK IS ABOUT

In today's ultra-competitive business environment, delivering exceptional customer experiences is an absolute must. Your customers are driving the success of your business, and if you fall behind on their service demands, you can quickly fall behind the competition, too.

The fact that the majority of customer interactions occur within the contact center isn't just industry knowledge—it's an industry-wide opportunity. By choosing the best outbound or blended call center platform, you can equip agents with the

functionality and tools they require to anticipate customer needs, increase productivity, and boost revenue, all while providing exceptional service.

This guide will help as you embark on the search for the most comprehensive outbound and blended cloud call center platform. It will take you from the blank slate of unrealized call center potential to a clear, step-by-step solution for finding the platform that will help you reach and engage your audience to create lasting, profitable relationships.

## INTRODUCTION

# WHAT'S RIGHT IN FRONT OF YOU VS. WHAT'S ACTUALLY RIGHT FOR YOU

The contact center market is saturated with solutions that look and sound the same. But how do you pick the solution that is best for your business and not just the one that everyone else is using? You need to develop a game plan to build your outbound contact center strategy. Before you kick off your search, you should start by thinking long-term.

- Think about moving your contact center infrastructure to the cloud for scalability, improved agent productivity, and increased customer satisfaction.
- Consider how you want to communicate with your customers, keeping in mind that their needs may change over time.
- Determine how you can empower your agents with the tools they need to succeed, while providing the best possible customer experience.

The right contact center system provides you the functionality, tools, and the foundation for your team to execute exceptional customer service, and it grows and scales with you.

DEFINE YOUR NEEDS

# WHAT'S ON YOUR OUTBOUND CONTACT CENTER WISH LIST?

Before you choose an outbound contact center solution, it's important to take stock of the benefits that might mean the most to your business and your customers. What's most important to your agents in a call center solution? How do you want to communicate with customers? What shifts do you envision for your business strategy in the future?

Every business is unique—and the nature of your business will be a deciding factor in determining

what kind of call center software is ideal to combine with existing infrastructure. To do your due diligence, it's wise to assemble a cross-functional team that can evaluate current business processes, rank potential call center benefits, and determine how your evaluation process should stack up to ensure your selection moves you as seamlessly as possible toward your goals.

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**As you convene for discussion, here are some questions to bring to the table:**

- What types of interactions will your team handle most, and how can an outbound or blended cloud contact center solution help you manage them?
- What obstacles are currently getting in the way of delivering proactive customer service?
- Which communication channels do your customers currently use most often?
- What kinds of customer and performance data do you want to capture, keep, and use?

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**TIP: Include all stakeholders when discussing requirements. Make sure you talk about:**

- **Agent learning curve:** How much training will this require?
- **Growth potential:** How will you scale with your success?
- **Integrations:** Will your call center integrate with other software you are currently using?

## LIST THE REQUIREMENTS

# WHAT'S A MUST-HAVE AND WHAT'S A NICE-TO-HAVE?

Once you've mapped out your business goals and talked them through with your team, you can start to think about specific feature requirements. Here are some that you'll want to keep top of mind:

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### Architecture

- A multi-tenant call center suite that provides a simplified, intuitive UI for smoother operations, from prospecting to closing deals
- Compliance-supporting technology (FTC Telemarketing Sales Rules, DNC Registry, HIPAA, etc.)
- Scalability and reliability

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### Integrations

- Quick, one-click access to CRM software that ensures agents are armed with as much customer information as possible, right when they need it
- Business intelligence applications for improved analytics

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### Productivity features

- An all-in-one solution that improves productivity by combining predictive, progressive, preview, CRM-driven, blended dialing, and more
- On-call guidance and tailored scripts to help agents win engagements in real time
- Workforce engagement management tools to help with performance monitoring, resource management, and quality recording

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### Reporting and analytics

- Rich dashboard setups that enable agents to monitor KPIs such as average handle time, conversation rates, first-call closes, and occupancy
  - The ability to easily track and measure agent performance through a closed, consistent feedback loop
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MAKE AN INFORMED DECISION

# MORE THOUGHTFUL DECISIONS, MORE ACHIEVABLE GOALS

It's easy to get distracted on your shopping trip for the perfect outbound contact center solution. There's plenty of slick marketing acting as shiny distractions, an abundance of important considerations, and no shortage of options to sort through. But fancy features and the cool factor

won't help your business team reach its goals—for that, you'll need a spot-on selection. Set your sights on finding a solution that can be easily customized to propel service goals, and don't forget to stay customer-focused during the discovery, research, and implementation processes.

## TACKLE THE TO-DO LIST ONE STEP AT A TIME

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**□ Do your research**

Look at review websites and research vendors. Take your time to compile lists of vendors that interest you. Dig into unbiased reviews from people who use the systems daily. Identify strengths and weaknesses and compare them to the goals you and your team have solidified.

**□ Consult the experts**

Don't just look to everyday users for insight as to how well solutions do or do not work. Read industry publications and analyst reports. Tracking trends this way will help you keep upcoming changes top-of-mind and unearth the complexities, issues, and opportunities in your space that your team might have overlooked.

**□ Ask the tough questions**

Once you have identified your must-have list of features and built your list of potential vendors, it's time to interview your top contenders. Send a request for proposal that includes questions about SLAs, support, and processes, such as:

- What does your implementation process look like with the number of agent seats I plan to deploy?
- Do the tools you offer integrate with the systems I already have in place?
- What is the platform's expected uptime?
- How will this vendor support my long-term success?

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## □ Compare costs

It's natural that you'll want to choose a call center software provider with the highest performance at the most reasonable price. Of course, it's true that cost is a key deciding factor in any purchase decision, but don't let it be your driving criterion. It's better to invest more in a call center that can directly benefit your business, empower you to improve customer service, and scale with future needs.

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## □ Choose what's best for your business

After a few months of operation, it is important that you evaluate your call center and how it is performing against your established metrics. You can do this using the KPIs previously identified. Periodic evaluations help you monitor customer service quality and overall productivity, and the evaluations serve as a guide to continuously improve performance.

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## REMEMBER:

Providing a great experience across all touchpoints is critical for a company's success. According to [research from Avanade and Sitecore](#), for every \$1 spent on developing a customer experience strategy, organizations see a \$3 return.

## CONCLUSION

# TAKE ACTION, REAP THE REWARDS

At the end of the day, you know your business best. Once you've done your homework, talked with your team, and uncovered your options, it's time to make a decision. After all, the sooner

you select an outbound call center solution, the sooner you can start reaping the benefits. Your agents will thank you later. Or, if *they* don't, your customer ratings and sales quotas will.

RingCentral, Inc. (NYSE: RNG) is a leading provider of global enterprise cloud communications, collaboration, and contact center solutions. More flexible and cost-effective than legacy on-premises systems, the RingCentral platform empowers employees to work better together from any location, on any device, and via any mode to serve customers, improving business efficiency and customer satisfaction. That is the promise of Work as One™. The company provides unified voice, video meetings, team messaging, digital customer engagement, and integrated contact center solutions for enterprises globally. 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.