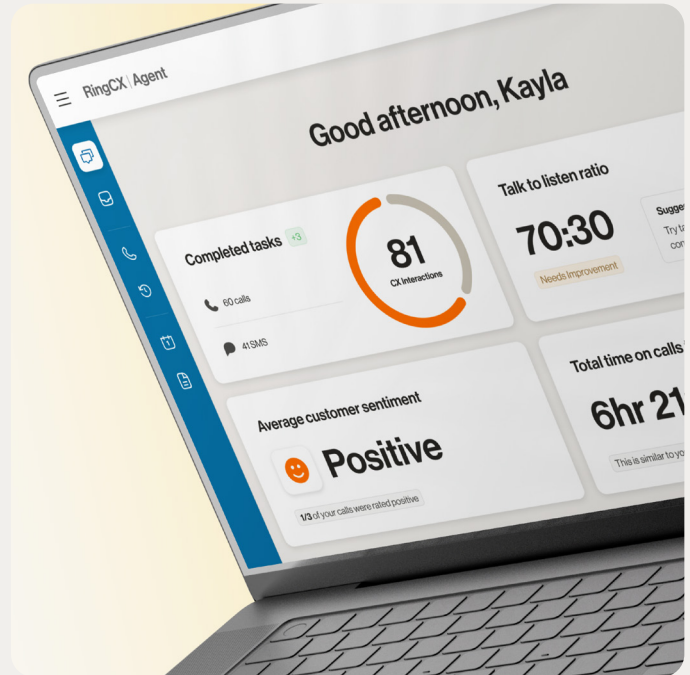**RingCentral**

Unlocking business insights with RingCX Analytics

Improving contact center performance and decision-making with AI-powered insights and workflows

Organizations are constantly looking for intelligence to improve operations, customer interactions, and overall performance. RingCX Analytics provides the robust reporting and actionable insights organizations need, based on both historical and real-time data, to get a competitive edge. With RingCX Analytics, organizations can make more informed decisions, optimize processes, and drive continuous improvement throughout their contact center.

Making the most of analytics

While the benefits of robust reporting and analytics are clear, many organizations are unable to effectively implement and utilize the insights to power better decision-making. Inconsistent data quality across multiple systems and channels, data security and privacy concerns, and general information overload often hamper an organization's ability to maximize the value of their analytics tools.

To extract maximum value from their data, organizations can establish governance policies to help ensure data quality and consistency. They can also conduct ongoing training to help team members learn how to effectively incorporate insights from their data into their daily workflows. But first they need to get those insights, which takes analytics tools that make it easy to uncover the metrics that matter most to the business.

RingCX Analytics gives organizations a single place to access a wealth of information and insights on all their voice and digital interactions they can use to quickly identify ways to improve their contact center operations.

Key RingCX Analytics capabilities

Historical reporting

Providing a comprehensive view of past performance, the historical reports in RingCX Analytics enable organizations to identify trends, patterns, and areas for improvement in their contact center going forward. The reports can be customized to ensure managers can focus on the metrics that matter most to their organization.

For example, organizations can use these historical reports to evaluate changes in customer behaviors or preferences, the effectiveness of different communication channels, the impact of process changes or training initiatives, agent performance over time, and much more.

Some key features of historical reporting include:

1. Flexible date ranges: Analyze data over custom time periods to identify seasonal trends, peak call times, and long-term business patterns.

2. Drill-down capabilities: Dive deeper into specific metrics or attributes and uncover the root cause of performance issues.

3. Customizable dashboards: Tailor visual representations of key performance indicators (KPIs) to create at-a-glance insights that are most relevant for the business.

4. Scheduled reports: Automate report generation and distribution to ensure stakeholders receive timely updates.
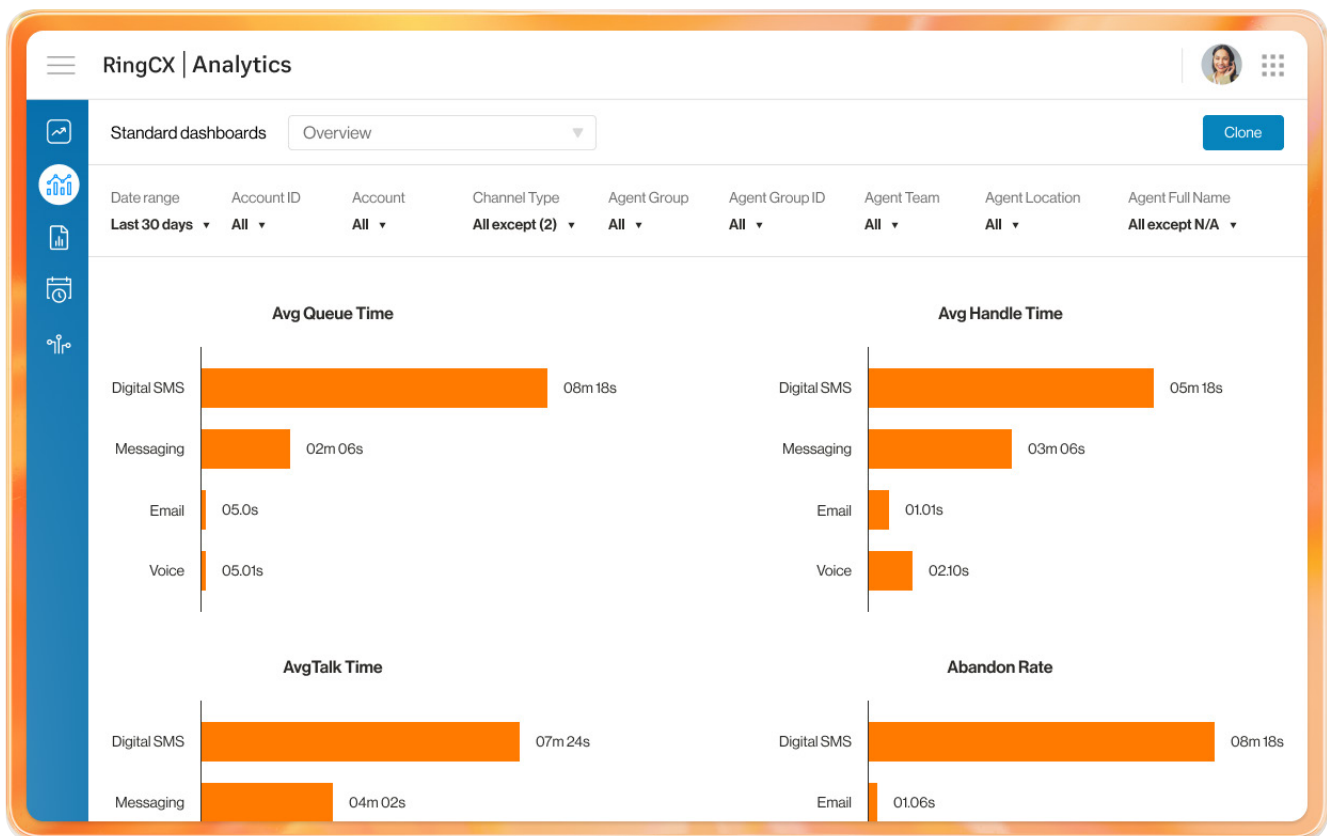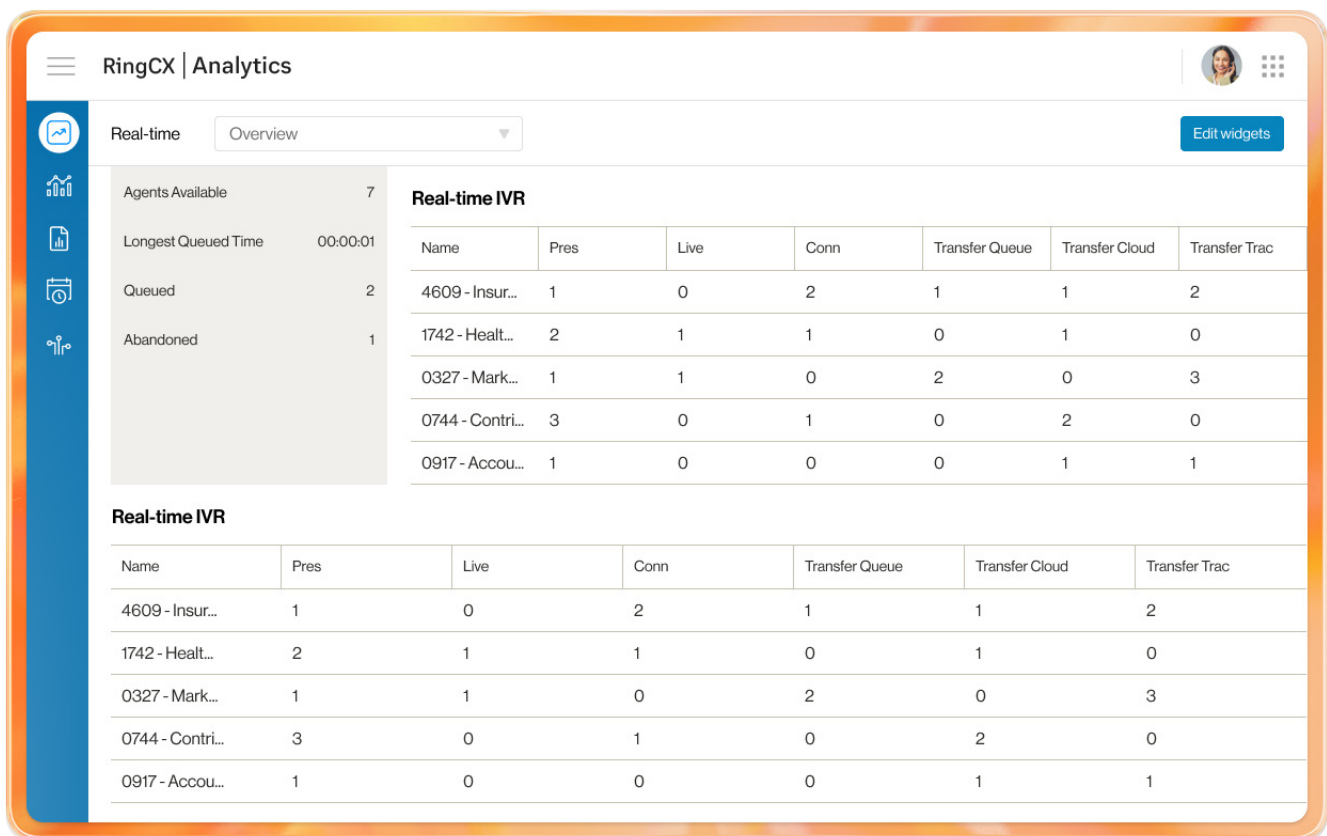
Real-time data

Real-time reporting empowers proactive decision-making, enabling businesses to monitor and respond to current conditions as they unfold. Through RingCX Analytics real-time dashboard, managers and supervisors get up-to-the-minute information on the contact center, which they can use to make informed decisions and take action to intervene when necessary.

For example, organizations can immediately identify and address bottlenecks and adapt to changing conditions or unexpected spikes in call volume to improve performance. They can take steps to optimize agent scheduling and workload distribution, which can reduce wait times, improve first-call resolution rates, and increase customer satisfaction.

Some key features of real-time reporting include:

1. Customizable dashboard: Display the most relevant metrics for the organization.

2. Pre-built and custom widgets: Choose what to display from a variety of pre-built widgets that track typical metrics or custom widgets to analyze data specific to their business needs.

3. Real-time metrics: Monitor KPIs such as queue lengths, average handle times, agent statuses, and more, to get a current picture of activity.

4. Alerting capabilities: Set up alerts to notify managers when certain thresholds are exceeded to enable proactive issue resolution.

RingCX | Analytics

Real-time — Overview — Edit widgets

		Real-time IVR					
Agents Available	7						
Longest Queued Time	00:00:01	Name	Pres	Live	Conn	Transfer Queue	Transfer Cloud	Transfer Trac
Queued	2	4609 - Insur...	1	0	2	1	1	2
Abandoned	1	1742 - Healt...	2	1	1	0	1	0
		0327 - Mark...	1	1	0	2	0	3
		0744 - Contri...	3	0	1	0	2	0
		0917 - Accou...	1	0	0	0	1	1

Real-time IVR

Name	Pres	Live	Conn	Transfer Queue	Transfer Cloud	Transfer Trac
4609 - Insur...	1	0	2	1	1	2
1742 - Healt...	2	1	1	0	1	0
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0744 - Contri...	3	0	1	0	2	0
0917 - Accou...	1	0	0	0	1	1

Advanced analytics capabilities

Beyond basic reporting, RingCX Analytics offers advanced analytical tools that help businesses extract deeper insights from their data. The analytical designer feature allows users to create custom reports and visualizations from their data, combining metrics and attributes in new and different ways to uncover hidden patterns and relationships that can be used to improve contact center performance.

Some advanced analytics capabilities include:

1. Custom metrics: Create calculated fields to measure complex KPIs specific to your business needs.

2. Data exploration: Explore relationships between different metrics and attributes using interactive visualizations.

3. Predictive analytics: Leverage historical data to forecast future trends and anticipate potential issues.

4. Cross-channel analysis: Compare performance across different communication channels to understand what is and what isn't working to improve omnichannel strategies.

250+

out-of-the-box reports and dashboards for common KPIs

350+

data points available to build custom reports

Management and security

RingCX makes it easy to securely get up and running, providing a single interface organizations can use to monitor all voice and digital channels to identify opportunities to improve contact center performance. In addition, RingCX Analytics is compatible with third-party business intelligence (BI) tools. This means if an organization already has a preferred BI tool, they can integrate it with RingCX Analytics to extend their capabilities and make the most of all their analytics investments.

Some management and security capabilities include:

1. Dashboards and Reports: Quickly access insights with more than 250 out-of-the-box reports and dashboards for common KPIs. Organizations can also use more than 350 data points to build their own customized reports. This ensures users can immediately go directly to the information they need to be productive.

2. Role-based access controls: Ensure the right users have access to the right information. Organizations can determine who can view (Viewer) and who can analyze (Analyst) the insights.

3. Data anonymization: Use techniques that remove identifying characteristics of sensitive customer data to maintain its anonymity and privacy.

4. Compliance certifications: RingCX maintains a comprehensive set of compliance certifications and attestations to provide organizations the confidence that data is protected.
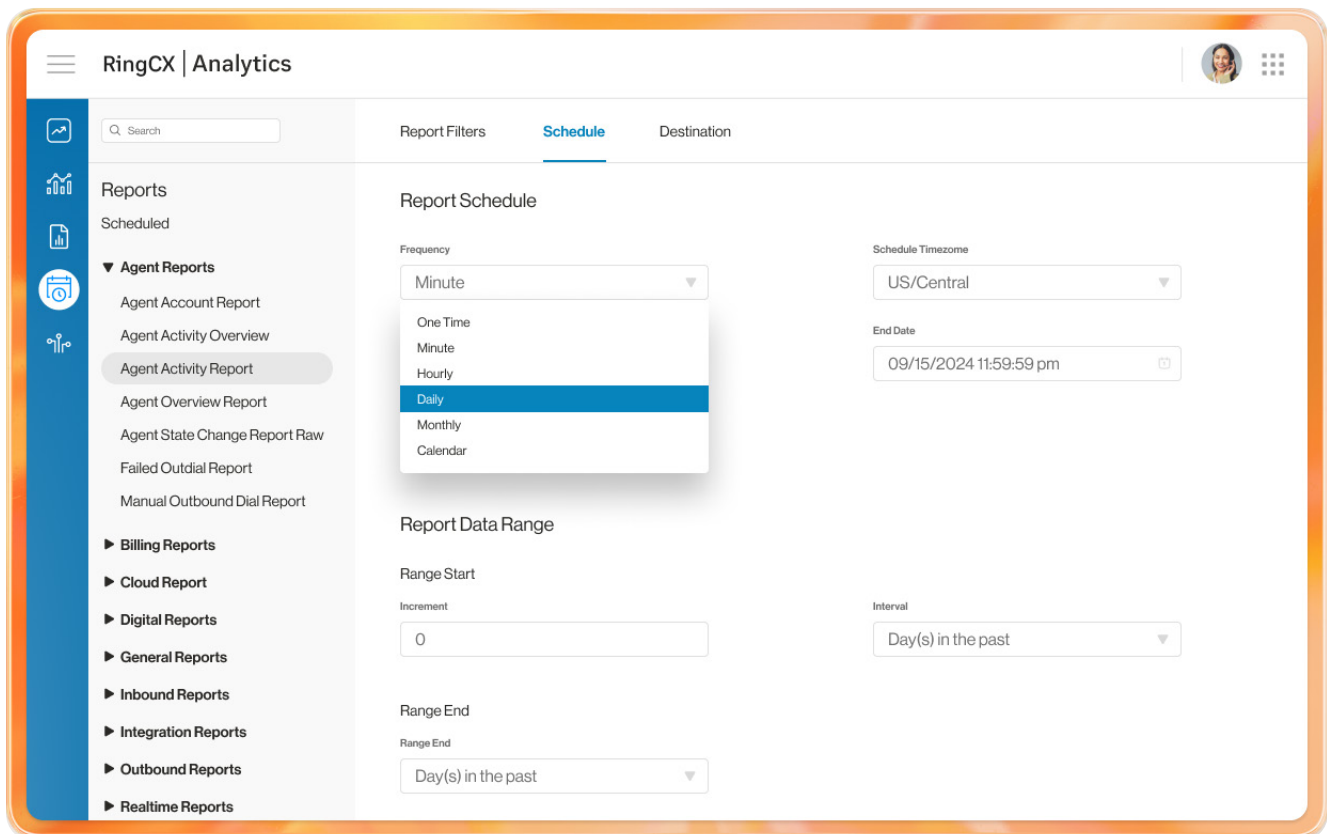
RingCX Analytics benefits

The ability to harness the power of data through effective reporting and analytics is crucial for success. By combining historical insights with real-time monitoring, organizations can use RingCX Analytics to make informed decisions, optimize operations, and deliver superior customer experiences.

Make informed decisions

Identify emerging trends and take steps to capitalize on opportunities or course correct and address risks before they can become significant issues.

Optimize operations

Continuously refine and optimize processes and workflows, based on long-term trends and immediate feedback. For instance, organizations can apply insights to improve staffing models, agent scheduling, and workload distribution to enhance contact center performance.

Deliver superior customer experiences

Use insights to make adjustments that will reduce wait times, improve first-call resolution rates, and increase customer satisfaction.

Conclusion

RingCX Analytics provides a comprehensive suite of tools for both historical and real-time reporting, empowering businesses to unlock the full potential of their data. As analytics capabilities continue to evolve, organizations that embrace these tools and develop a data-driven culture will be well-positioned to thrive in an increasingly complex and dynamic marketplace.

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

RingCentral

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RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact center solutions. More flexible and cost effective than legacy on premises systems that it replaces, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect via any mode, any device, and any location. RingCentral offers three key products in its portfolio including RingEX™, a unified communications as a service (UCaaS) platform including team messaging, video meetings, and a cloud phone system; RingCentral Video®, the company's video meetings solution with team messaging that enables Smart Video Meetings™; and RingCentral cloud Contact Center solutions. RingCentral's open platform integrates with leading third-party business applications and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

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