RingCentral

CASE STUDY

Effectively capturing the voice of the customer in a rapidly changing global environment

1 million+ customer calls have been recorded and transcribed

7,800+ employees accessing feedback

Medallia

SUMMARY

RingCentral replaced more than 10 separate, stove-piped customer interaction systems with a single automated, comprehensive voice-of-the-customer (VOTC) system from Medallia which was capable of serving the entire organization.

Previous VOTC analysis using the legacy systems was limited to manual email and web-based surveys. Now, with consolidated, enterprisewide data, RingCentral applies Speech and Text Analytics and other Medallia features to automatically analyze customer interactions from call centers around the globe, enabling them to understand emerging themes and customer issues.

Automated speech analytics from over 1 million customer calls, enables RingCentral to perform quality control on ALL calls, a feat which was previously impossible.

The availability of consistent customer data from across the organization gives RingCentral's Voice of the Customer unit the power to tailor information to meet the unique needs of internal consumers, such as product management, operations, marketing, customer service and senior executives.

Replacing ten systems with one, improving business results

RingCentral has been a leader in the commercial and personal telecommunications business for 20 years. The company has established itself as a global enterprise with more than 7,800 employees serving more than 450,000 customers in more than 100 countries in the Americas, Europe and Asia.

Call centers scattered around the world used different call center and customer interaction systems. In fact, in its contact centers, RingCentral used 10 different vendors, all with separate reporting, analytics and customer sentiment systems, which meant vital business units – marketing, sales, support – had varying insights into key customer relationships and issues. The plethora of tools made it impossible for management and operational teams to have a consistent, holistic, enterprise-wide understanding of customer needs, issues and desires.

RingCentral previously used Medallia to gather customer feedback through email surveys, which were analyzed manually. The VOTC team was struggling with declining participation rates due to survey fatigue and the fact that results were shared infrequently and informally. As a result, call center agents often didn't have the tools or insight they needed to successfully address or understand those needs.

By consolidating customer interaction data on one platform, RingCentral leveraged Medallia's speech and text analysis tools to obtain key insights in near real-time and share those insights with various business units across the organization.

Shift from fire-fighting to fire prevention mode

To date, RingCentral has captured and transcribed more than 1,000,000 customer interactions with its call centers, allowing the organization to rapidly understand – and, even

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more importantly, respond to – themes and issues that customers are concerned about, and take effective action to improve the customer experience moving forward.

Tim Wilbourn, Head of the Critical Accounts Program, noted that "In the Critical Accounts program, our goal is to prevent issues from happening. We're the firefighter in the moment, but then we're the fire prevention team going forward. We take that same approach into the Voice of the Customer programs, where we take the insights in real time in a digital program, and get that information, those insights and themes to the right people or group so we can start to make change. A lot of people were stuck in their legacy thinking. We needed to think differently, to change, to pivot, to listen more. It's been really awesome to see the shift in thinking," said Wilbourn.

Selecting Medallia as the vendor of choice helped fix the issue of declining survey response rates and low confidence in the quality of the surveys. Previous survey quality issues, such as various departments surveying a customer too frequently or asking different questions which weren't shared, often led to actionable insights being dismissed or overlooked. Medallia has enabled the customer experience team to build customer profiles for their internal customers that are specific or most useful to them. How they present data to one team may be different from how they present it to another team, allowing them to tailor data to varying needs, but still aggregate a wider scope of feedback for the entire organization.

React faster to a dynamic competitive environment

Today, more than 7,800 employees, ranging from frontline call center agents to management and executives, now have function-specific access to key feedback and data from customers.

Additional benefits have included:

- **Consistent, comprehensive Voice of the Customer data.** Management can now detect and address

problem areas more quickly and uncover market demand for new features or functions more rapidly and effectively in a dynamic global environment.

- **Tailored business unit information.** The Voice of the Customer program can provide previously isolated business units – sales, operations, marketing, customer support – with specific data tailored to meet the needs of their internal customers, enabling them to function more efficiently and cooperatively, which is crucial for a company operating in more than 100 countries.

- **Greater trust in insights.** Improved data and analysis have facilitated more productive conversations across cross-functional teams with the overall goal of improving the overall customer experience.

- **Competitive Intelligence.** RingCentral's competition increased exponentially because of the pandemic, but they can now rapidly identify competitive issues as they come up during customer interactions. Medallia enabled RingCentral to understand what they were up against, and their expansion and retention teams used that data to help refine their strategy.

> In the critical accounts program, our goal is not to put the fire out, but prevent it from ever happening. We take that mentality and apply it to the voice of the customer program. We work hard to take the digital program insights that are happening in real time and get them to the right people or organizations that are able to positively impact change and prevent an issue from ever arising. Changing procedures is never easy, but we have seen time and time again how our efforts have made a big difference.

Tim Wilbourn
Head of the Critical Accounts
Program, RingCentral

About Us

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. Medallia.com

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