

# Medallia



## RingCentral®

# Using Innovation to Drive Customer Retention at Scale

### THE CHALLENGE

RingCentral, a leading cloud communications system provider, found itself with a dilemma: after five years of impressive double-digit revenue growth and up-market expansions building momentum, the company knew it had no problem acquiring new customers. But with a classic SaaS business model based upon recurring software subscriptions, the company also knew that in order to sustain such impressive growth, it needed to retain and grow current customer accounts.

To accomplish this, the company needed to see the customer journey from the customer's perspective. RingCentral needed to understand and take action on the voice of the customer.

After evaluating its options, RingCentral chose Medallia's CEM solution to empower the business with the voice of their customers.

### RING CENTRAL AT A GLANCE

- \$2B in revenue
- Over 300K users
- 52K+ surveys processed annually
- 100% closed-loop process

## THE SOLUTION

With Medallia, RingCentral is empowered to act on customer feedback. Support and sales teams use feedback to recommend improvements to their training programs and support processes. Product teams now have access to customer feedback that fuels product feature innovation according to the needs of the client. The Marketing organization uses feedback to identify promoters as references for customer stories.

With Medallia, RingCentral's Voice of the Customer program is:

- Multi-channel, with four different sets of survey questions sent to customers after call center interactions, as well as periodic relationship surveys.
- Closed-loop enabled, enabling the business to review and respond to customer feedback minutes after survey responses are received.
- Equipped to distribute customized customer insights to the right people at all levels of the organization, from the frontline to the C-suite.
- Real time, providing support, product, sales, and marketing teams with up-to-date feedback from customers about the product and their experience with the company.
- Salesforce.com integrated, to make feedback accessible on both platforms in real time – along with role-specific customer insights and actions that help save at-risk accounts, nurture champions, build references, and identify upsell opportunities.

Four surveys ensure that RingCentral captures customer feedback at every stage of the relationship.

1. An initial "new customer" survey, sent 90 days into every relationship, focuses on onboarding and potential roadblocks to long-term success.
2. A biannual relationship survey is used to drive actions to improve the overall customer experience, whether in sales and support teams or through product improvements.
3. An ongoing Customer Care transactional survey is sent to customers to gather insights that can be used to coach support reps.
4. A sales survey is sent to customers who invest in expanding their use of the RingCentral cloud communications system. The insights provided by this survey help the company assess where sales teams can improve their approach to customer engagement.

## THE RESULTS

Since implementing Medallia, RingCentral has seen impressive results:

- ✓ Significant NPS increase for medium and large clients— an important customer group
- ✓ 100% response rate to customer inquiries and comments
- ✓ Over 66,500 survey responses processed annually
- ✓ Reduction in top customer pain points

### Turning Feedback Into Features

Soon after implementing Medallia, RingCentral began gleaning valuable insights about product innovation. Feedback concerning improvements in reporting capabilities, compliance requests, and user admin features were immediately incorporated into the company's existing product roadmap as new features to include in upcoming product releases.

One such product innovation is RingCentral's recently launched integration with Google for Work.

"The integration of RingCentral with Google for Work allows customers to make calls, send SMS text messages or host meetings directly from within their Gmail™ accounts," said President of RingCentral, Dave Berman. "The feedback we heard informed us that many of our customers were relying on Gmail™ in their everyday work. We wanted to respond to our customers and provide a complete solution that embeds RingCentral into important business applications."

### How the RingCentral Sales Team Became "Sold" on Medallia

Members of RingCentral's sales team played a strong role in determining how they use Medallia. A cross-functional team headed by Voice of the Customer Senior Manager Noomi Codon allowed sales to design workflows in the Medallia program—outlining such essential details as who alerts should be sent to and what the track of alert escalation should be.

"Having sales talking about who they wanted the alerts to go to and who it should escalate to was crucial, and it paid off," said Codon.

With a closed-loop process rate of 100% and a Net Promoter Score (NPS) increase for medium and large clients, RingCentral has already seen promising results with Medallia – and RingCentral's highly engaged sales team plays a significant role in this success. Faiza Hughell, information and direct feedback helps us redefine our training programs, our onboarding processes, and even the expectation we set in the sales engagement."

"Medallia's tools have transformed our focus on our customers' needs. With the benefit of data insights and specific customer feedback, we've been able to galvanize the entire company around a strategy and product roadmap that meets the demands of our customers. For us, the verbatim customer feedback is gold."

Dave Berman  
RingCentral President

### CHALLENGE

- Rapidly growing business with no scalable feedback solution in place
- Organization focused on product development and innovation but lacked a scalable solution to gather customer feedback.
- Customer feedback often lingered in organizational silos, with little cross-functional transparency.

### SOLUTION

- Multi-channel, with four different surveys distributed to customers via email following call center interactions.
- Real-time, giving support teams, product, sales, and even marketing up-to-date feedback from customers about the product and their experience with the organization.
- Salesforce.com-integrated, enabling sharing of feedback on both platforms in real time – giving employees the convenience of finding all the customer data they need in one place.

### RESULTS

- ✓ Significant NPS increase for medium and large clients—an important customer group
- ✓ 100% response rate to customer inquiries and comments
- ✓ Entire organization focused on delighting customers

## Using Feedback to Drive a Culture of Customer-Centricity

High engagement levels across sales, support, and product teams characterize the VoC program at RingCentral. Sales and support check Salesforce-integrated dashboards daily in order to discuss survey results during standing team meetings and cross-functional task forces. Product teams refer to customer feedback scores as a critical “vital few” metric – one of a few select measures for their daily program – and check results regularly in order to uncover opportunities to grow with the needs of clients.

Walt Weisner, RingCentral’s SVP of Global Customer Care, described the company’s renewed focus on the customer as an important cultural change. “We were very much focused on product development,” he said. “And now, we’ve become very customer facing as well in just 12 months—one of the most dramatic changes I’ve seen in the 30 years I’ve been in business. A lot of that has to do with the Medallia platform being able to provide us with that visibility, from the frontline to the executives.”



## About Medallia

Medallia, the leader in Experience Management cloud technology, ranked #15 in the most recent Forbes Cloud 100 list. Medallia’s vision is simple: to create a world where companies are loved by customers and employees alike. Hundreds of the world’s largest companies and organizations trust Medallia’s cloud platform to help them capture customer and employee feedback everywhere they are, understand it in real-time, and deliver insights and action everywhere—from the C-suite to the frontline—to improve business performance. Medallia has offices worldwide, including Silicon Valley, New York, Washington DC, Austin, London, Buenos Aires, Paris, Sydney, and Tel Aviv. Learn more at [www.medallia.com](http://www.medallia.com).

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