



# Deliver enhanced customer experience with BT Cloud Work RingCX™

**BT Cloud Work RingCX™, in partnership with RingCentral, delivers an AI powered, omnichannel contact centre service for businesses and organisations of all sizes.**

Our RingCX™ solution integrates with our Cloud Work unified communications platform enabling you to enhance collaborations across your organisation to drive a superior customer experience at a competitive price point. This omnichannel, cost-effective add-on, provides AI capabilities, giving your agents the tools and the support required to manage every customer interaction in real time, across multiple communication channels, enabling a more personal, customer-first experience.

## **BT Cloud Work RingCX™ is enhanced by AI Quality Management\***

AI Quality Management is a conversational intelligence platform which analyses communication data to support Agents before, during and after the customer call or interaction. AI Quality Management delivers, automated summaries, real time support and actionable insights as well as personalised coaching, driving better customer interactions, better business outcomes and stronger employer Agent relationships.

\*AI add-on is optional.



# A simple, scalable and complete solution

When customers get in touch, they are looking for quick, uncomplicated answers from people who know what they're talking about.

Designed to enhance the customer experience without needless complexity, BT Cloud Work RingCX™ connects customers through any of the 20+ voice or social media platforms to the right Agent, within a single solution.



## Advanced AI integration

**More effective** – Post-call summaries, record keeping, and transcript generation drives automation of simple tasks reducing overheads.

**Improved quality management and coaching** – Review automated scoring of all interactions and pinpoint specific segments of calls to provide personalised coaching and support to agents where needed, reducing manual effort and strengthen employer agent relationships.

**Clear insight** – 250+ pre-built reports of your voice and digital interactions, accessible from a single supervisor interface, provides insights into the customer experience and agent behaviours, all helps you to identify trends and track performance.



## Rich omnichannel interaction

**Clearer interaction** – Single interface helps streamline and simplifies customer engagements and collaborations for Agents and Supervisors.

**Social media integration** – Allows customers to reach out to agents via the social media channel of their choice.

**For voice and digital** – Brings together voice and 20+ social media and messaging communication channels for the ultimate, seamless customer experience, unifying customer data from all interactions, enabling a more personalised, smarter service.



## Simple use

**Single app** – Offers one place of focus for agents with simple administration and easy onboarding.

**Managed delivery** – Managed end to end delivery, including design, configuration and testing the delivery meets your requirements is a standard part of every delivery, letting your people focus on their jobs.

**CRM integrations** – API integrations with your CRM systems to enable greater customer insights, faster, more informed customer service.

**Best value** – Cost-effective solutions to suit your budget with clear, up-front costing.

# BT partnership with RingCentral

RingCentral is a leading provider of unified communications, customer engagement and contact centre solutions.

BT Cloud Work combines RingCentral's industry-leading technology with BT's enterprise grade network to deliver reliable, trusted and secure cloud-based communication to organisations across the UK.

Cloud Work RingCX™ is distinguished by our unique service wrap, which integrates advanced security and fraud management, is built to provide exceptional levels for customer data and interactions.



#### Award-winning network

The UK's leading provider of fixed and mobile networks, products, solutions and services.



#### Seamless implementation

Accredited project managers and partners work closely with you to ensure quick and painless rollouts.



#### Always-on security

Our 3,000+ security experts protect governments, national infrastructure and global corporations from cyber attacks.



#### Deep expertise and capabilities

We have deep expertise and extensive capabilities in cloud, networking and security services.



#### Trusted experience

BT connects more than a million business and public sector customers in the UK.

## RingCentral



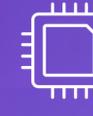
#### Leading AI communications provider

RingCentral is the leading provider of UCaaS and CCaaS.



#### Trusted worldwide

They're trusted by 400k+ businesses and leading service providers to deliver innovative solutions.



#### AI-first

Focus and experience with AI-powered communication solutions for businesses of all sizes.



#### Next-generation QoS analytics

Provides analytics and insights to address the complexities faced by a growing hybrid workforce, fast.



#### Open platform and agile

With hundreds of integrations and a large developer community, flexibly solve customers' ever-evolving needs.

Ready to enhance your customer experience?

Speak to your BT Account Manager today to find out more, or email [EMAIL].

