RingCentral

AI-Driven Omnichannel Customer Experience

RingCX

CAMPAIGN IN A BOX

Market Opportunity

With artificial intelligence and customer experience some of the hottest topics in tech, RingCentral realized an additional need for a native intelligent contact center solution in addition to our existing RingCentral Contact Center product.

While RingCentral Contact Center is targeted toward large, global deployments with advanced workforce management needs, RingCX is better suited for customers that need a simple, agile contact center that is easy to deploy, manage, and use.

Available as a standalone product or fully integrated with RingEX™, RingCX is currently available in the United States, Canada, France, Australia, and the UK, with more countries to come. It is generally intended for deployments of 50 seats or less, though exceptions can be made based on business complexity and use cases.

Our partnership with NICE remains unchanged, and RingCentral Contact Center is still your go-to solution for complex enterprise needs. But now, with the more agile RingCX, you can offer a CCaaS option for all your customers' CX needs.

Campaign Prospecting and Content

Components

Email copy	Subject line	Call to action	Asset
#1	An AI-driven contact center solution that's easy to use and deploy	Read the datasheet or book a meeting	RingCX Overview Datasheet
#2	Simple yet powerful customer journeys: RingCX Interactive Voice Response	Read the datasheet or book a meeting	RingCX IVR Datasheet
#3	Expand your reach with digital customer service	Read the datasheet or book a meeting	RingCX Digital Engagement Datasheet
#4	Get actionable insights into your customer experience operations	Read the datasheet or book a meeting	RingCX Analytics Datasheet

Additional Resources

RingCX Discovery Questions
RingCX Landing Page Copy Block
Social Media Posts
RingSense for RingCX Datasheet
Office Gurus Case Study

Campaign Implementation Guidelines

The most successful prospecting campaigns include a regular cadence of emails plus follow-up calls. Assuming you have an email system like MailChimp, Act-On, or another email marketing automation tool, it should be fairly straightforward to track and report on your email programs from within the email tool and your CRM system. You can easily identify those who click through to your email offers as "hand raisers" who are interested in learning about RingCX.

You can then call the most qualified people by starting with those who click through to your content.

Steps for implementing this RingCX "Campaign in a Box"

1. **Identify the right list of decision makers. Typical decision-maker titles include:**

   Primary:
   - IT Manager/Director/VP
   - CIO, CTO, COO, or other C-level professionals

   Secondary:
   - Manager/Director, Contact Center/Workforce Engagement/Customer Service/IT Ops

2. **Import the RingCentral email copy into your email system.**

   Set up a cadence of emails that will go out every other week (excluding/working around holidays).

   Tuesday/Wednesday/Thursday, early in the morning (between 5:00 a.m. and 7:00 a.m.) are the best times to optimize open rates.

3. **Testing has shown that if an email goes out from a person's name and includes a personal signature with contact information, the response rates are higher than if the email goes out from an anonymous "team" or a company.**

   Best practices are also to be sure your email system personalizes the email so the prospect's name appears in the salutation, such as Hello [first name], or Dear [first name, last name].

4. **Be diligent about calling the "hand raisers" within 48–72 hours of their clicks.**

   Research shows the majority of activity will occur within the first 48 hours of the email send. Immediate follow-up ensures you reach the prospects before they go cold.

5. **Promote the content via your social media channels such as LinkedIn, Twitter, and Facebook.**

   See "Additional Resources" above for a link to suggested posts.

6. **Contact your Channel Manager to schedule a demo once you have qualified the lead.**

Prospecting Campaign Suggested Schedule:

Schedule	Components
Week 1	Send email #1
Week 1.5 & 2	Follow-up calls: connect with hand raisers
Week 3	Send email #2
Week 3.5 & 4	Follow-up calls: connect with hand raisers
Week 5	Send email #3
Week 5.5 & 6	Follow-up calls: connect with hand raisers
Week 7	Send email #4
Week 7.5 & 8	Follow-up calls: connect with hand raisers
1x/week	Report on opportunities, pipeline, closed/won

QUESTIONS? CONTACT PARTNER SUPPORT
PARTNERS@RINGCENTRAL.COM | 800-595-8110