

Unified CX with RingCentral

Make it easy for your customers to connect to you with an AI-driven omnichannel solution.

One solution for UC, sales intelligence and seamless CX

Unified CX with RingCentral evolves Unified Communications (UC) with RingCentral into a unified customer experience (CX) platform, connecting the entire journey from self-service to live support in one secure, cloud-based workspace. Unified CX brings together calling, messaging, meetings and the contact center, enabling customers to engage across channels including voice, web chat, SMS, social and email.

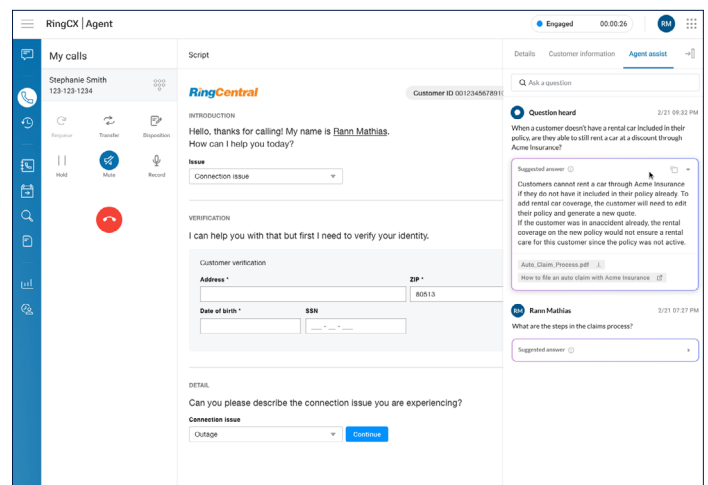
Building on the capabilities of UC with RingCentral, Unified CX provides a complete AI-enabled CX platform, offering seamless integration with leading customer relationship management (CRM) solutions; built-in AI capabilities; and tools for intelligent routing, monitoring, recording and analytics. Unified CX supports team members and drives measurable outcomes by helping accelerate resolutions, improve agent performance and deliver consistent, personalized experiences at scale.

Simplifying communications for customers and staff

Designed for organizations with 25 to 5,000 employees, Unified CX addresses common engagement challenges such as siloed tools, lost context, missed messages and limited reporting. Legacy or fragmented systems often increase the IT burden and prevent teams from delivering consistent experiences. Unified CX replaces this complexity with a single, managed solution that combines unified communications as a service (UCaaS), contact center as a service (CCaaS) and AI in one cloud-native environment — uniquely delivered with the Spectrum Business® network-level quality of service (QoS).

Driving business outcomes that matter

Unified CX enables a seamless, end-to-end customer journey that builds loyalty and trust. AI ensures continuity before, during and after every interaction, while users benefit from real-time insights, summaries and recommendations. Supervisors can leverage dashboards and AI analytics to predict customer satisfaction, identify trends and coach teams more effectively. Flat-rate pricing and bundled services further simplify billing and budgeting and reduce operational friction.



Centralize communications and customer engagement, combining AI-assisted coaching and analytics with messaging, calling, meetings and collaboration in a single location.

AI-powered UC and CX drive better conversations — and outcomes

By streamlining management and embedding AI-driven insights into every interaction, Unified CX helps organizations consistently elevate customer satisfaction across all touchpoints.

AI Conversation Expert (ACE), an add-on to UC with RingCentral, is the Unified CX AI-powered conversation intelligence platform for revenue teams. It analyzes sales calls, meetings and emails to deliver summaries, insights and coaching recommendations that improve sales performance. ACE includes a variety of key features such as AI and human coaching scores, explainable interaction-level scoring, customizable trackers for keywords and concepts, collaboration via shared moments and automated follow-ups to boost productivity.

AI Quality Management (AIQM) for RingCX is an AI-powered conversation intelligence CX add-on that automates post-call analysis. It creates transcripts, summaries and quality scores in addition to providing behavioral coaching insights, topics and sentiment analytics to help supervisors prioritize the interactions that need attention.

A unified customer journey across every interaction

Unified CX connects prospects, customers, support, sales and other employees through one interface that supports omnichannel engagement across voice, chat, SMS, video, email and social media. Users manage all interactions equipped with full customer context, while supervisors gain real-time visibility and AI-driven insights to improve performance and outcomes. CRM integrations with Salesforce®, Zendesk®, ServiceNow®, HubSpot® and other leading platforms ensure agents can access all the customer information they need from one location, directly within their CRM, to improve service efficiency and satisfaction.

The Spectrum Business advantage: managed, reliable and proven

Spectrum Business enhances the Unified CX platform with expert implementation and comprehensive, reliable managed services. Customers benefit from expert-led, professional deployment; integrated WAN and LAN; security and reliable internet connectivity, all backed by industry-leading service-level agreements (SLAs). Partnering with one provider for ongoing monitoring and 100% US-based support, available 24/7, gives organizations the peace of mind that performance, reliability and security are built in from day one.

Product highlights

- UC, CX, collaboration and AI tools in one workspace.
- Seamless interaction across voice and digital channels.
- Embedded AI for conversation intelligence and productivity.
- Rapid deployment with professional services and expert-led onboarding.
- Exceptional managed network performance.
- Reliable connectivity, 24/7 local support and proactive outreach.

Product value

- Enhance customer satisfaction with personalized, context-rich interactions.
- Consolidate fragmented communication and contact center tools.
- Improve efficiency through unified workflows, AI-driven insights and smooth handoffs.
- Reduce the IT burden with a managed, cloud-native solution.
- Increase first-contact resolution via intelligent routing to the right expert.

Key features

- Omnichannel engagement across voice, chat, SMS, email and social platforms.
- Optional CRM integrations.
- AI-assisted agents and smart self-service.
- Native real-time dashboards; pre-built, customizable reports across voice and digital; and AI customer interaction analytics.
- Outbound dialing, call routing, callback-in-queue, monitoring and automated recording tools.

Why Unified CX

Unlike legacy UC or contact center providers that require multiple platforms or heavy customization, Unified CX delivers an integrated, easy-to-use solution that can go live in weeks, not months. Backed by the nationwide network, professional onboarding services and local support Spectrum Business brings, the solution provides both elevated customer experiences and the assurance that comes from working with a single, reliable partner.

Unified CX empowers organizations to connect teams and customers through one intelligent workspace, improving efficiency, visibility and satisfaction while delivering confident, future-ready customer experiences.

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