PRODUCT BRIEF

Unified CX with RingCentral feature details

Unified CX with RingCentral builds on Unified Communications with RingCentral and requires an Advanced or Ultra license. It includes the complete unified communications (UC) feature set from those tiers, including voice, video, messaging, AI Assistant, analytics, integrations, security and admin tools.

Inbound voice

Route and resolve inbound calls quickly while reducing transfers and wait time.

Skills-based routing: Direct calls to agents with the right expertise so customers reach the best-qualified resource faster.

Data-driven routing: Use customer relationship management (CRM) or customer tier data to prioritize and route calls appropriately.

Proficiency-based routing: Match callers to agents by proficiency levels (0-24) to balance quality and efficiency.

Estimated wait time: Provide callers with a live wait estimate to set expectations and reduce abandonment.

Last-agent routing: Reconnect returning customers with their most recent agent, when possible, to maintain continuity.

Queue callback: Let customers keep their place in line and receive a callback instead of waiting on hold.

Scenario-based routing: Apply special rules for conditions such as no agents signed in or overflow situations.

Queue and agent voicemail: Capture messages at the queue or agent level, including after-hours scenarios.

After-hours and overflow routing: Honor business hours and capacity with custom routing behaviors.

Hunt groups: Distribute calls to groups in round-robin or sequential order based on your policy.

Custom service-level agreement (SLA) per queue: Set queue-specific targets to reflect different service levels across teams.

Audio library: Use stock announcements or upload your own audio prompts.

Voicemail-to-email: Send email notifications for new voicemails for faster follow-up.

Dual-tone multi-frequency (DTMF) routing: Let callers choose how they're routed using keypad input.

Self-service Interactive Voice Response (IVR) with data dip: Automate common tasks (e.g., payments, status checks) without an agent.

Programmable IVR actions: Trigger custom actions (e.g., send an email) from your IVR flows.

Text-to-speech: Create greetings and prompts from text — no recording upload required.

Post-call surveys: Capture feedback immediately after resolution.

Speech recognition: Allow natural speech in the IVR instead of keypad-only inputs.

Dynamic agent scripting: Guide agents with context-aware scripts during live interactions.

Dispositions: Standardize outcomes with configurable wrap-up codes.

Outbound voice

Optimize connect rates and agent productivity with compliant, flexible dialing.

Manual, preview, progressive and predictive dialing: Choose the right mode to balance control, speed and volume.

Outbound compliance: Enforce quiet hours and honor Do Not Call (DNC) registrations.

Dynamic agent scripting: Equip agents with guided scripts for consistent conversations.

Campaign and list management: De-duplicate, scrub DNC entries and segment by geography or demographics.

Campaign priority: Set priority levels across multiple campaigns to align with business goals.

Voicemail detection: Detect answering machines during predictive dialing and skip unproductive connects.

Quota management: Apply dialing rules based on lead attributes to control frequency and attempts.

Time zone and ZIP compliance: Respect local regulations for automated dialing windows.

Real-time dialer criteria management: Adjust campaign criteria on the fly (e.g., focus on specific regions).

Custom lead fields: Add auxiliary data and reserve leads for specific agents when needed.

Custom dial zones: Define schedules that override default time-zone rules when appropriate.

Dispositions: Capture standardized outcomes across outbound interactions.

Digital channels

Meet customers on their preferred channel — managed in one unified workspace.

Text messaging (inbound and outbound): Run SMS campaigns and route incoming texts to agents without using personal numbers.

Email: Handle customer emails as a managed channel instead of sending to personal inboxes.

Live chat: Add web or in-app chat with routing and reporting.

Social messaging: Engage on channels such as Facebook Messenger and X Direct Messages with agent routing.

Reply assistant: Provide quick, approved responses for faster, consistent replies.

AI categorization: Automatically classify conversation threads to improve routing and reporting.

Post-interaction surveys: Gather feedback across digital channels.

Dispositions: Standardize outcomes for digital interactions.

Agent, supervisor and admin tools

Run high-performing teams at scale with productivity and governance tools.

Agent call history and stats: Give agents visibility into their call lists and performance for the day.

Requeue interaction: Return a live call or conversation to the queue when it needs rerouting.

Monitor, coach, barge-in: Supervise calls and digital conversations, provide private coaching or join live when needed.

Force logout and agent simulation: Use admin controls to log out users and test as a specific agent for troubleshooting.

Role-based access control: Govern permissions across accounts, groups, products and features.

Change audit log: Track creations, updates and deletions across the platform.

Configuration cloning: Copy configurations to speed consistent deployments.

No-code builders: Leverage visual IVR and Agent Script designers for fast, low-risk changes.

Reporting and analytics

Incorporate real-time visibility and deep historical reporting to run your operation with confidence.

Real-time dashboards: Track live performance on configurable views.

Historical reporting: Access 250+ prebuilt reports for trend analysis and SLA tracking.

Call recording access: Retrieve recordings directly from analytics when needed.

Custom report builder: Create reports across 350+ datapoints.

Scheduled reports and sharing: Automate delivery and securely share dashboards.

Billing analytics: Monitor license consumption and control costs.

UC with RingCentral integration

Unify UC and contact center experiences for smoother handoffs and shared administration.

Extension routing: Route calls directly to a user's UC extension when appropriate.

Common user management and single sign-on (SSO): Manage UC and Unified CX (UCX) together with SSO.

Escalate digital to video: Achieve one-click video escalation from a digital conversation.

Number management: Employ a single interface to order or import numbers for voice and SMS/MMS.

Presence sync: Remove agents from routing when they're on UC calls or meetings; prevent double-ringing.

Cross-product analytics: View UC calls, meetings and webinars alongside contact center key performance indicators (KPIs).

Integrations and APIs

Connect with your systems and analytics stack.

CRM integrations: Incorporate Salesforce, Zendesk, HubSpot and others.

Configuration APIs: Programmatically manage agents, queues, routing and leads.

RingCentral API authentication: Authenticate via RingCentral-issued access tokens.

Third-party workforce engagement management (WEM) integration API: Connect with external WEM solutions.

Web services notifications: Receive events (e.g., call ended, disposition applied).

Real-time audio streaming API: Stream audio to third-party applications in real time.

Direct data access for business intelligence (BI): Connect analytics to external BI platforms.

AI add-ons with AI Conversation Expert (ACE) for UC and AI Quality Management for UCX

Leverage intelligence to summarize, score and improve every interaction.

Real-time summaries: Provide agents with instant summaries of calls and digital conversations.

Post-call summaries and transcripts: Give supervisors searchable transcripts and summaries.

Automated call scoring: Score calls using out-of-the-box metrics or custom scorecards.

Agent feedback and coaching moments: Surface insights and critical moments for targeted coaching.

Speech analytics: Detect keywords, competitor mentions and signs of frustration.

Predicted customer satisfaction (CSAT): Estimate CSAT from conversation transcripts.

Call notes and action items: Auto-generate and log summaries, transcripts, follow-ups and tasks that capture the key points of a conversation so reps don't have to take manual notes.

Keyword trackers: Use configurable detectors to look for specific keywords, phrases and concepts (like competitor names or best practice behaviors) across calls and meetings— focusing on the underlying idea, not just exact words.

Coaching tips: Access recommendations using coaching scores, explainable interaction scoring, customizable scorecards, concept trackers and moments to target feedback and reinforce winning behaviors.

Email follow-ups:* Auto-generate concise email follow-ups with next steps, commitments and deadlines, populating CRM fields to streamline post-meeting outreach.

Deal intelligence:* Surface opportunity health, risks, next steps and coaching insights, auto-generating summaries, trackers and optional CRM follow-ups to accelerate deal momentum.

*Available only with ACE.

Compliance and productivity add-ons

Reduce risk, improve reach and retain records based on your policies. Compliance support addresses the Payment Card Industry Data Security Standard (PCI DSS), Telephone Consumer Protection Act (TCPA), Health Insurance Portability and Accountability Act (HIPAA), General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA).

National and state DNC and cellular scrubs: Honor DNC lists and remove flagged mobile numbers from campaigns.

Litigation scrub: Identify and remove TCPA litigants from lead lists.

Call disconnect scrub: Differentiate true no-answers from disconnected numbers.

Co-browsing: Let agents view customer browser screens for guided resolution.

Extended retention: Opt to retain recordings and analytics for up to eight years (as long as UC with RingCentral services are active).

Local connect numbers: Use local caller IDs to improve connect rates.

Training: Access live virtual classes for admins, supervisors and agents.

Unlimited toll-free and outbound dialer: Create bundles for inbound toll-free and dialer minutes (excludes manual outbound).

IVR service minutes bundle: Incorporate an account-level add-on for IVR usage.

Learn more

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