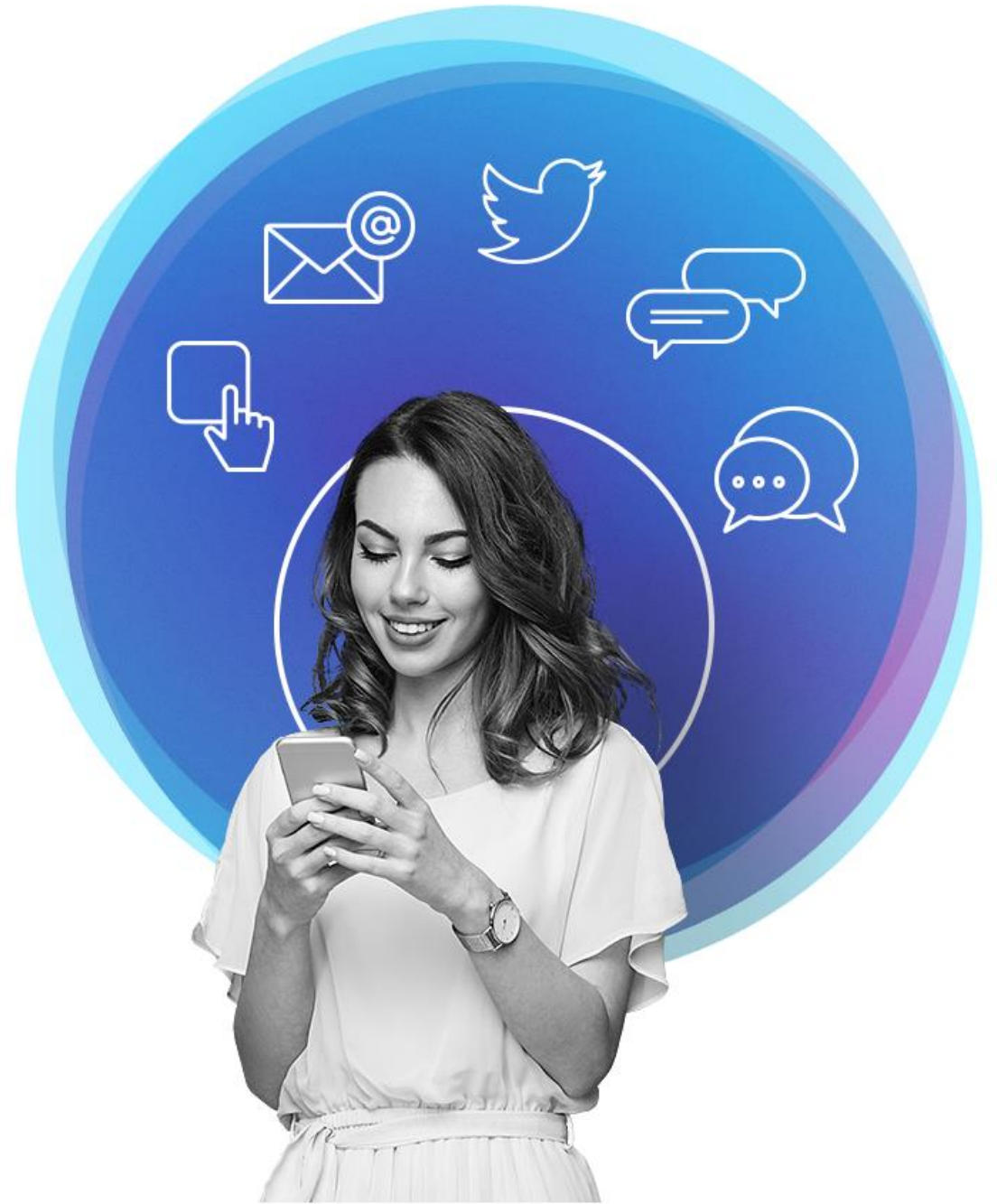


RingCentral

NICE inContact

The Innovator's Guide to the Digital-first Contact Center



The Impact of Digital Leadership

Supporting next gen digital channels in your contact center affects your forecasting and scheduling. It fundamentally changes interaction routing and handling. Instead of simply recording a call, you need to capture activities regardless of channel and accommodate the fact that agents concurrently handle multiple interactions in different channels. Your quality assurance processes will have to change, as will performance management and analytics.

Today, most organizations providing next generation digital channel support do so via siloed agents, frequently outside the contact center (often in Marketing).

We see the future as blended agents that are empowered to manage omnichannel interactions with customers — within the contact center.

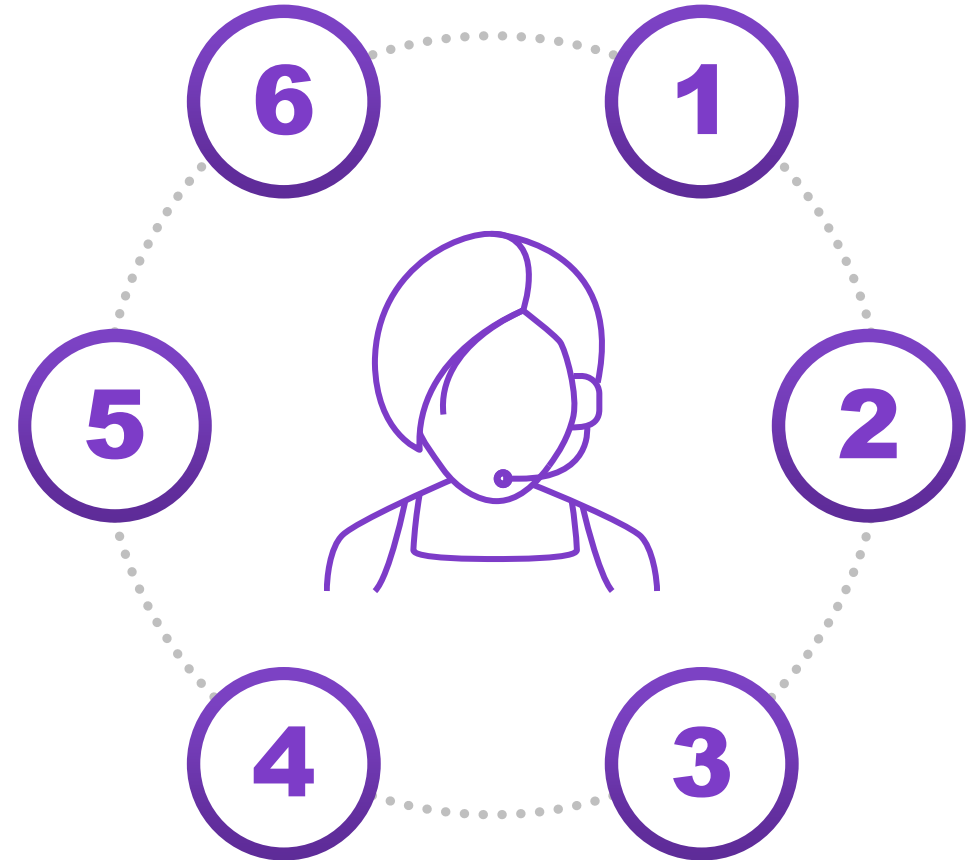
Positioning your company to achieve digital leadership is essential. Why? Because this is what your customers expect. You need to position your company and your contact center as the digital leader to fulfill your customers' expectations.



The “Secret Sauce” of Digital Leadership

Here’s the six ingredients that will help you to achieve digital leadership.

Read on to learn about all you need to evolve your contact center to meet your customers’ digital engagement expectations.



About RingCentral

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact center solutions based on its powerful Message Video Phone™ (MVP™) global platform. More flexible and cost effective than legacy on-premises PBX and video conferencing systems that it replaces, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect via any mode, any device, and any location. RingCentral offers three key products in its portfolio including RingCentral MVP™, a unified communications as a service (UCaaS) platform including team messaging, video meetings, and a cloud phone system; RingCentral Video®, the company's video meetings solution with team messaging that enables Smart Video Meetings™; and RingCentral cloud Contact Center solutions. RingCentral's open platform integrates with leading third-party business applications and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

See how to support, engage, and build better customer relationships.

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About NICE inContact

NICE inContact works with organizations of all sizes to create extraordinary and trustworthy customer experiences that build deeper brand loyalty and relationships that last. With NICE inContact CXone, the industry's most complete cloud customer experience platform, we help you transform every experience and customer relationship for lasting results.