Chrome Enterprise with RingCentral contact center solutions

Introduction

Since 2020, businesses have had to rethink their customer service operations to account for agents and supervisors working from home. Additionally, with customers no longer going into stores or branches for service, how companies communicate with customers became critical. Businesses have had to modernize their contact centers to accommodate dispersed agents and provide customers with a variety of communication methods, including voice, chat, text, and social channels.

As we move into a new era of customer management, businesses need to elevate employee and customer experiences to remain competitive. According to a Gartner survey, the customer service and support function within organizations has been undergoing radical changes since the pandemic. Dealing with these changes will prompt service to transform from a cost center into a relationship-oriented profit center. According to survey respondents in Gartner's customer service and support survey, by 2025, 40% of customer service organizations will become profit centers by becoming de facto leaders in digital customer engagement.

These changes underscore the importance of contact center as a service (CCaaS) as a common enabling technology to modernize interactions and create digital-first customer service. Modern CCaaS solutions are cloud-native services that leverage the web browser as their primary agent endpoint. Cloud-delivered services free agents from the tethers that confine them to specific locations.

CCaaS providers offer state-of-the-art technologies for customer interactions. Unlike traditional contact centers that have historically required specialized hardware, the CCaaS model is about more than cloud deployment — it brings together artificial intelligence,

Workforce Experience Management (WEM), scalability, and automation. CCaaS aligns with numerous IT and communications trends — for example, pay-as-you-go models, thin clients, and work-from-anywhere.

A leader in CCaaS, RingCentral provides services for the contact center as well as enterprise communications. RingCentral brings together its market-leading unified communications (UCaaS) solution, known as MVP (Messaging, Video, and Phone), and CCaaS solutions to facilitate easy collaboration across all employees to deliver seamless experiences for customers. RingCentral UCaaS and CCaaS offerings are optimized to run on Chrome OS and Chrome endpoints and are Enterprise Recommended solutions.

RingCentral has two contact center offerings, Engage Voice and Engage Digital. All of RingCentral's solutions can leverage Chrome, which means a consistent UI and experience across Windows, macOS, and Linux, as well as Chrome OS devices such as Chromebooks and Chromeboxes.

RingCentral is a charter provider recognized by Google's Chrome Enterprise Recommended designation for both UCaaS and CCaaS. Its solutions meet Google's technical and support standards for the Chrome browser and Chrome OS. In addition to supporting Chrome OS as a preferred endpoint, the designations also recognize partners that value the extensive management features of Chrome Enterprise.

RingCentral CCaaS Offerings

RingCentral brings together a CCaaS solution with its market-leading UCaaS solution to help businesses enable easy collaboration for employees while delivering effortless experiences for customers, all from a single vendor. The RingCentral CCaaS solution comprises the following two products:

1. RingCentral Engage Voice is designed for outbound contact center activity. It features a variety of dialers, including manual, preview, progressive, and predictive dialers, along with customizable agent scripting to ensure the right message for different campaigns. Engage Voice allows for work-from-anywhere agent access and includes advanced reporting and analytics to help spot areas of opportunity or improvement for agents.

2. RingCentral Engage Digital provides everything agents need for digital-based work, including support across multiple channels such as Facebook, Twitter, and Instagram, email, and chat channels such as What's App, Apple Business, Facebook Messenger, and Google Business Message. Engage Digital utilizes intelligent routing that leverages AI and machine learning to route contacts to the right agent, social media review aggregation to help spot trends and opportunities, and the ability to identify ambassadors and detractors while boosting sales with analytics that track volume, activity, and quality across every interaction.

The RingCentral CCaaS solution can be integrated with [RingCentral MVP](#), the company's UCaaS solution that provides messaging, video, and phone. An integrated UCaas and CCaaS solution from RingCentral is powered by one common telephony that is easy to manage, one collaboration platform for everyone to solve customer issues, and one vendor relationship to minimize risk and deliver high ROI.

More than ever before, businesses need integrated communication solutions such as those that RingCentral offers. According to a [Gartner study](#) on the social software and collaboration market, even as workers begin to return to offices, COVID-19 has caused a permanent change in workforce structure that will require additional investment in technologies to facilitate, capture, and organize open conversations and information sharing. Providers of packaged business applications now face heightened expectations regarding the seamless inclusion of nonroutine tasks, such as conversations and marking up content, within their process-oriented products.

Businesses using the RingCentral UCaaS and CCaaS solution have a number of benefits, including:

• **Serve customers in the channel of their choice** across 20+ digital channels, assure always-on service with intelligent self-service bots, and power flawless self-service with high-quality voice.

• **Collaborate beyond the contact center** by engaging employees across the organization through chat and video to solve customer issues the first time. By employing RingCentral or Google Workspace for chat, businesses can open agents to a broader set of expertise within the company, making it possible for agents to offer customers the best help available.

• **Enable agents from anywhere** to build hybrid teams, deliver better onboarding, coaching, and productivity and enhance agent experiences.

• **Drive operations agility and ROI** with one vendor for sales and support and build agility with instant scale, and real-time insights on agents, customers, employees, and operations. According to [the Dell Technologies Digital Transformation Index](#), 89% of companies say the pandemic has shown a need for more agile and scalable IT to allow for contingencies.

RingCentral and Google

RingCentral and Google have a long-standing partnership that encompasses multiple areas. At the top of the list are RingCentral's Engage Voice, Engage Digital, and MVP solutions, which are all Chrome OS-certified. RingCentral Engage Voice

and Engage Digital are Chrome Enterprise Recommended Solutions for contact centers, and MVP is one of only four Chrome Enterprise Recommended Solutions for communications.

Key benefits of bringing RingCentral's contact center solutions together with Chrome endpoints and Chrome OS include:

• **Increased agent productivity** with the familiar Chrome OS interface and Engage's comprehensive agent toolset. With their work-from-anywhere programs, Engage and Chrome allow agents maximum flexibility and productivity to work where they are. According to a [Forrester Total Economic Impact report](#), Chrome OS can save agents up to three hours a week in productivity. Agents can also respond better and faster with AI-based recommendations, thanks to the integration with Google Assist and Google Cloud Contact Center AI (CCAI). Agents don't need to install or switch to any CCaaS software to connect with customers using Engage voice rendered natively on endpoints like Google Chromebooks.

• **More robust and compliant protection** for business and customer information with Chrome OS zero-ransomware protection and RingCentral's proactive application upgrades and secure platform that enable engagement across 20+ digital channels. Additionally, Chrome provides IT managers visibility and control over not just the core systems but adjunct elements, including USB ports and cameras.

• **Consistent and secure user experience** for agents through a familiar UI with an intuitive, clutter-free experience that allows agents to onboard quickly with less training. Chrome OS and RingCentral put

all agents on the same upgrade cycle, with the same enhancements that IT can manage centrally to ensure consistency. RingCentral's integration with Google Cloud Identity also provides single sign-on (SSO) for agents and supervisors to enhance security. After all, security has never been more important, with 36% of security breaches involving phishing and 10% of breaches involving ransomware — more than double the rates of a year ago, according to Verizon's 2021 Data Breach Investigations Report.

- **Seamless deployment and central administration** are core benefits of Chrome OS and Chromebooks. Managing a multitude of applications and devices with agents spread across remote and home offices is challenging for most IT departments, but with Chrome IT, teams can centrally manage endpoints through the Google Admin console. Chromebooks can be provisioned from the cloud and easily dropshipped to agents. Once devices, such as Chromebooks, are onboarded for RingCentral contact center agents, administrators have visibility into the details and states of the devices, regardless of location. Chromebooks are fast to start and operate, can be shared, and are easy to deploy and manage. They offer strong, seamless security, and software upgrades don't get in the way.

- **24/7 support** to meet the increasing need for businesses to support customers 24/7. Chromebooks simplify the challenges of both getting remote employees productive and keeping them productive with ongoing support. Companies can deploy Chrome OS 76% faster than Windows 10 devices, according to research by ESG, allowing companies to get employees up and running quickly. Chromebooks also support roaming profiles so that users can continue their work where they left off on any device. If a Chromebook does fail, recovery is fast and possible without the need for IT to configure a new or replacement device. And Chrome Enterprise includes 24x7 technical support. With RingCentral, businesses can have agents working anywhere rather than being tied to a formal support center. Having a cloud-delivered CCaaS solution allows contact center operations to provide support around the clock on a global basis while diversifying the risk of having centrally located agents.

RingCentral's partnership with Google extends well beyond Chrome Enterprise. RingCentral, along with Google Enterprise, is a founding member of the Modern Computing Alliance (MCA). MCA's mission is to drive silicon-to-cloud innovation by fueling a differentiated modern computing platform. Through this partnership, Chrome and RingCentral are looking to drive a differentiated

modern computing platform for contact center agents and supervisors for both remote work and hybrid agent productivity.

RingCentral has also worked with Google as an early adopter of the WebHID (human interface device) interface, allowing RingCentral to optimize its UCaaS solution's headset support on a modern standard for integrating third-party devices. WebHID enables web applications to interface with devices other than the standard supported devices (i.e., mice, keyboards, touchscreens, and gamepads).

The Heller Group Leads with Productivity

At the end of the day, businesses need to modernize and support businesses in new scenarios, and as such, contact center solutions need to encompass the following:

- **Simplicity —** identical user experiences across any device, along with features optimized for unique enterprise requirements. With agents working from home, service organizations need easy-to-configure and simple-to-use devices, as well as cloud-optimized user interfaces.

- **Versatility —** the ability to support deploy a variety of devices through a common OS, such as Google Chrome, all to be managed through a common administrative portal, which gives support organizations plenty of options, including leveraging existing investments in endpoints. Utilizing an admin portal such as Google Admin provides control and visibility to manage a unified endpoint fleet quickly and seamlessly.

- **Supportability —** meeting the challenge of getting remote employees productive and keeping them productive with ongoing support. Organizations can rise to the challenge with cloud solutions and browser-based interfaces that automatically update to provide a consistent user experience across all devices. Unconfigured devices can be shipped to an employee and customized by their cloud profile. This time-saver eliminates the need to do pre-ship/pre-deploy imaging and setup. It also means that a lost or stolen device can be completely deprovisioned remotely.

- **Security —** answering the need for security across devices and applications, the one place where customers, agents, supervisors, and IT all align. Security encompasses not just
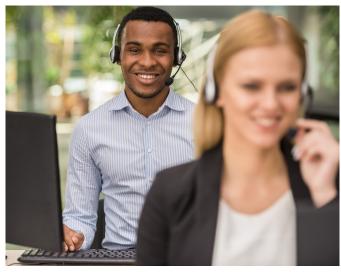
the core contact center solutions but also endpoints and peripherals.

All of these value propositions are core to Google Chrome and RingCentral and stand-out in customer examples like call center service company The Heller Group.

A joint customer for RingCentral and Google, The Heller Group drives business efficiency through lead generation and telesales activity for corporate clients with services such as survey & polling, inquiry handling, helpdesk, database qualification, and technical support.

Part of that mission has been to have the right systems in place to ensure positive agent and supervisor inter-actions. Recently, The Heller Group was looking for ways to ensure its management team could manage its sales agents efficiently. For years, QA personnel sent notices to the floor managers for sales agents' production time and statistics. Those notices would be reviewed on the RingCentral management portal. To improve efficiency, The Heller Group's IT department set up floor managers with Chromebooks with RingCentral management access to respond quickly to issues and aid sales agents more efficiently. The result has been improved sales and agent retention as they are more productive and have staff supervisors who can help in real time.

Final Thoughts

CCaaS solutions should make employees productive and customers happy. RingCentral and Google are both innovative pioneers in cloud-delivered services. Their innovations offer reliable, secure, and cost-effective communications. Together, their CCaaS solutions are powering human connections in totally new ways. These solutions enhance agent productivity and customer experiences that can help businesses of all sizes provide better experiences for agents and customers.

RingCentral contact center and UC solutions have been designed for the next-generation agent, with productivity features powered by AI and advanced analytics. The services are entirely browser-based, thus eliminating the need to install (and upgrade) agent software. The solutions are also inherently location independent.

The Chrome Recommended market track for contact center, which includes RingCentral, provides customers with cloud-native applications that have cloud-optimized endpoints with Chromebooks and Chrome/Chrome OS. Chrome Enterprise delivers a consistent, managed experience across multiple devices and locations. The Google Recommended program signals that RingCentral's CCaaS solution delivers advanced management, low costs, and improved security.

The Google and RingCentral partnership extends beyond just the Chrome Enterprise Recommended solution tracks for contact center and UC. It also includes these distinctions:

1. RingCentral and Google are founding members of the [Modern Computing Alliance](#), driving toward modern computing platforms for contact center agents.

2. RingCentral works with Google Contact Center Artificial Intelligence (CCAI).

3. RingCentral offers pre-integration of Google applications, including Google Workspace, across its contact center and UC solutions.

4. RingCentral is working with Google as an early adopter of [WebHID](#), an initiative designed to improve how humans interact with their devices.

Lastly, both RingCentral and Google, as enterprise technology vendors, put significant value into service management and security across their platforms and solutions. Chrome Enterprise adds extensive management capabilities, particularly for distributed agents, along with security. The combination of Google and RingCentral for contact center and communication solutions is a strong offering for enterprises to consider.

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