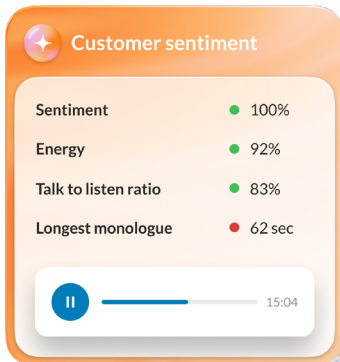


9 features the financial services industry needs in an AI-powered, integrated cloud communications platform

As financial institutions strive for efficiency, agility, service excellence, and outstanding employee experiences (EX), unified cloud communications have emerged as a game-changer. Here are nine must-have features to help you maximize your investments in AI-infused cloud communications.



1. Unified cloud communications and contact center integration

Financial institutions need a unified communications platform that seamlessly integrates voice, messaging, video, and contact center functionality. With AI-enabled conversation intelligence, you gain deep insights into customer sentiment, market requirements, and service excellence. 45% of financial institutions noted a significant reduction in operational costs after adopting RingCentral's Contact Center solution, RingCX, noting a 30% increase in agent productivity. These benefits are only possible with a unified platform that eliminates silos, removes friction from both internal and external communications, and deepens your holistic understanding.

2. Cloud-enabled flexibility and scalability

Cloud-based solutions offer a path to future-proofing your business, increasing flexibility, and enhancing agility. Cloud-enabled systems offer fast, easy, affordable scalability with rapid updates to incorporate innovations. This allows you to adapt quickly to changing customer expectations, expand operations, and ensure business continuity.

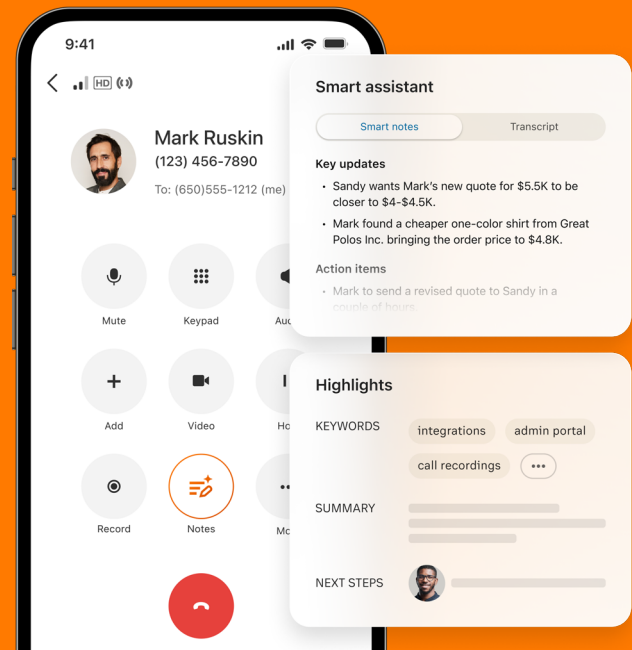
3. AI-driven enhancements

AI is rapidly becoming a must-have component for any modern communications platform. From intelligent call routing to AI-powered virtual assistants, AI helps streamline workflows, automate repetitive tasks, and offer personalized customer service. Virtual agents, for example, can automatically route each call to the most appropriate agent, leading to faster and better answers.

A survey of RingCentral Financial Services customers indicates an average 37% increase in customer satisfaction with a 13% increase in first-call resolution. Across financial services, AI enables deeper insights, enhances self-service options, and improves agent performance by offering real-time feedback, sentiment analysis, and individualized coaching.

4. Omnichannel communication for seamless customer experience

Today's financial customers expect frictionless omnichannel interactions. A unified platform allows for streamlined communication across various channels, including messaging, voice, video, or email. An omnichannel approach enables you to meet each customer on their terms, switching between channels effortlessly without losing context or data. Likewise, employees can communicate more effectively and efficiently across multiple channels.



5. Personalization to benefit customers and employees

Personalization is a primary driver of financial customer satisfaction. Clients prefer to do business with institutions that anticipate their needs and deliver custom-tailored experiences. You can offer individualized communication and product recommendations by aggregating customer data from multiple touchpoints. Personalizing the

customer experience is also vital for a positive employee experience, keeping teams engaged and productive, offering more cross-sell/upsell opportunities, reducing attrition, and improving morale. According to a customer survey, RingCentral's AI-powered cloud communications platform leads to an average 57% increase in employee satisfaction and a 39% increase in employee productivity.

6. Enhanced analytics for insights and decision-making

With integrated analytics tools, you can monitor and analyze customer interactions on the spot, providing valuable insights into customer behavior, communication preferences, and pain points. These insights help fine-tune customer engagement strategies and improve overall service quality. Employees can use analytics to identify customer needs, spotting opportunities for improvement and enhanced productivity. Managers can use dashboards for employee coaching and development, offering real-time feedback to improve performance.

7. Open API architecture for seamless integration

An API framework allows you to extend and enhance your organization's capabilities by integrating communications with other critical business applications, such as CRM solutions, core systems, financial tools, or industry-specific platforms. This enhances productivity and accuracy, and it increases the visibility of important information across multiple departments and locations.

8. Security and compliance for financial services

In the financial services industry, adhering to regulations, data security, and privacy are nonnegotiable. An AI-powered communications platform must support strict compliance and security protocols, ensuring sensitive customer data is always protected. It must follow rigid principles for responsible AI, putting privacy first. Look for features like encrypted messaging, secure video conferencing, and compliance monitoring, which help financial institutions maintain the trust of their customers while meeting all applicable regulatory requirements, such as FINRA, GDPR, SOC 2 & 3.



9. Collaboration and workforce engagement

As remote and hybrid work becomes the norm, you must ensure your employees remain engaged and productive. A unified platform that enables collaboration through team messaging, video calls, and real-time communication across devices helps maintain a sense of connection and purpose among distributed teams. This boosts employee satisfaction and enhances customer service delivery.

RingCentral: The clear choice for financial services

RingCentral's integrated collaboration suite RingEX and contact center RingCX platform is more than just a communications tool—it's a strategic investment in the future of financial services. By integrating AI-driven features like intelligent call routing, omnichannel interactions, and real-time analytics, financial institutions can streamline operations, enhance customer experiences, and stay ahead in a competitive landscape. With built-in security and compliance measures, along with the flexibility to scale as your business grows, RingCentral empowers your team to deliver exceptional service while maintaining the highest standards of data protection. [Choose RingCentral for financial services](#) to ensure your communications infrastructure is ready for tomorrow's challenges.

For more information, please contact a sales representative. Visit ringcentral.com or call 855-774-2510.

RingCentral Inc. (NYSE: RNG) is a leading provider of AI-driven cloud business communications, contact center, video and hybrid event solutions. RingCentral empowers businesses with conversation intelligence, and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide. RingCentral is headquartered in Belmont, California, and has offices around the world.



RingCentral, Inc. 20 Davis Drive, Belmont, CA 94002. ringcentral.com

© 2024 RingCentral, Inc. All rights reserved. RingCentral, the RingCentral logo, and all trademarks identified by the ® or ™ symbol are registered trademarks of RingCentral, Inc. Other third-party marks and logos displayed in this document are the trademarks of their respective owners.