RingCentral

How to get maximum productivity from your remote teams

Five organizations that streamlined collaboration with a unified message, video, and phone solution

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A long-term collaboration solution

When COVID-19 struck businesses in March 2020, companies scrambled to cobble together temporary work-from-home (WFH) collaboration solutions that could help them maintain business continuity as cities and counties went into lockdown.

In many cases, these "WFH 1.0" solutions were a success. Remote work kept operations moving, and businesses weathered the storm despite the disruption to office life.

Moving forward, however, is a different story. As more leaders plan their business continuity strategies, enabling employees to work from anywhere is a top priority.

In the short term, as COVID-19 lingers, remote work keeps employees safe. In the long term, the flexibility of remote work breeds higher employee satisfaction and engagement, leading to significantly higher performance and retention.
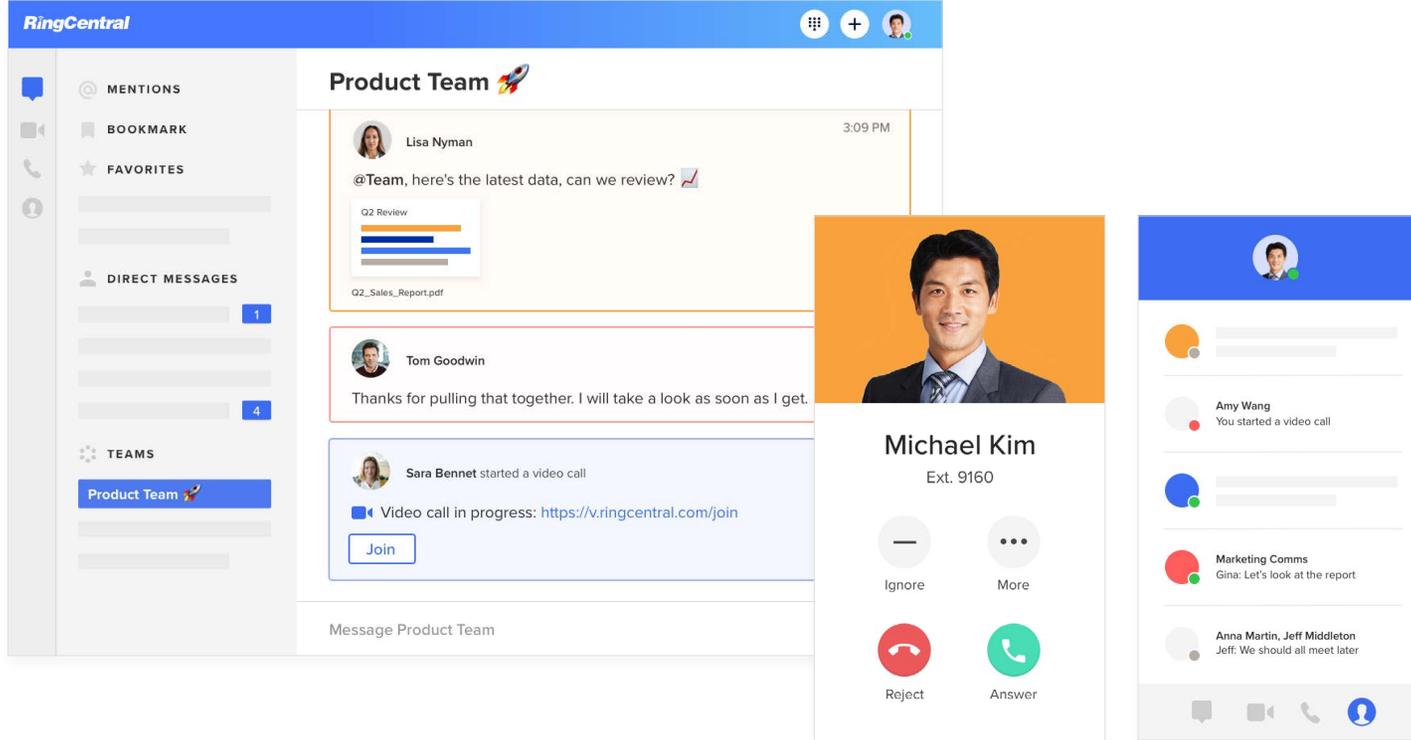
74%

Gartner

A survey by Gartner of 317 CFOs revealed that 74% of companies plan to permanently shift to more remote work post-COVID-19.

54%

PwC

A similar survey by PwC of 330 finance leaders found that 54% plan to make remote work a permanent option.

With remote work here to stay, however, the disparate point solutions of WFH 1.0 likely won't maximize productivity in the long term. That's because with multiple apps for messaging, video conferencing, phone, and critical business apps, employees end up inundated with tools that don't work cohesively.

For example, if employees have to track separate logins, search for meeting IDs, manually add colleagues, and update multiple apps just to launch a video meeting, they simply won't use it.

Effective remote collaboration is achieved when communication happens naturally. This means having

access to multiple modes of communication anywhere and at any time, with the ability to easily switch between them.

That's where unified communications comes in. Unified communications like RingCentral MVP combine **team messaging**, **video conferencing**, and **cloud phone** into a single platform, giving employees full control over how they interact. Switching between messaging and phone or video is only a click away, eliminating the barriers to seamless collaboration.

In this report, we'll profile several organizations and how unified communications enabled remote work, streamlined workflows, reduced costs, and supercharged productivity.

Pacific Dental Services:
Connecting practices with one communications solution

INDUSTRY:
Healthcare

YEAR FOUNDED:
1994

EMPLOYEES:
12,698

HEADQUARTERS:
Irvine, CA

Pacific Dental Services® (PDS®) is a leading dental-support organization that provides business and administrative services for dental offices, handling processes such as billing, IT, staffing, marketing, and even integrated dental specialties. By streamlining operations across all members, the organization allows practices to focus less on administration and more on what's important: serving patients.

The challenge

With over 800 supported dental offices across the US—and 90 more joining every year—PDS had a communications system that grew more disparate and obsolete year after year:

1. Each location had its own phone system.

2. Separate phone systems made it difficult to reach colleagues in other offices.

3. Separate team messaging and video conferencing apps hindered communication and collaboration.

The solution

With RingCentral, PDS created a centralized communications environment for the entire organization. Every employee across the organization's massive network could easily reach others through a company directory and direct-dialing system.

Access to a cohesive team messaging system also streamlined the organization's internal support operation. Previously, practices that needed support would submit tickets that fell into a queue. With team messaging, however, practices could get significantly quicker responses from the service desk.
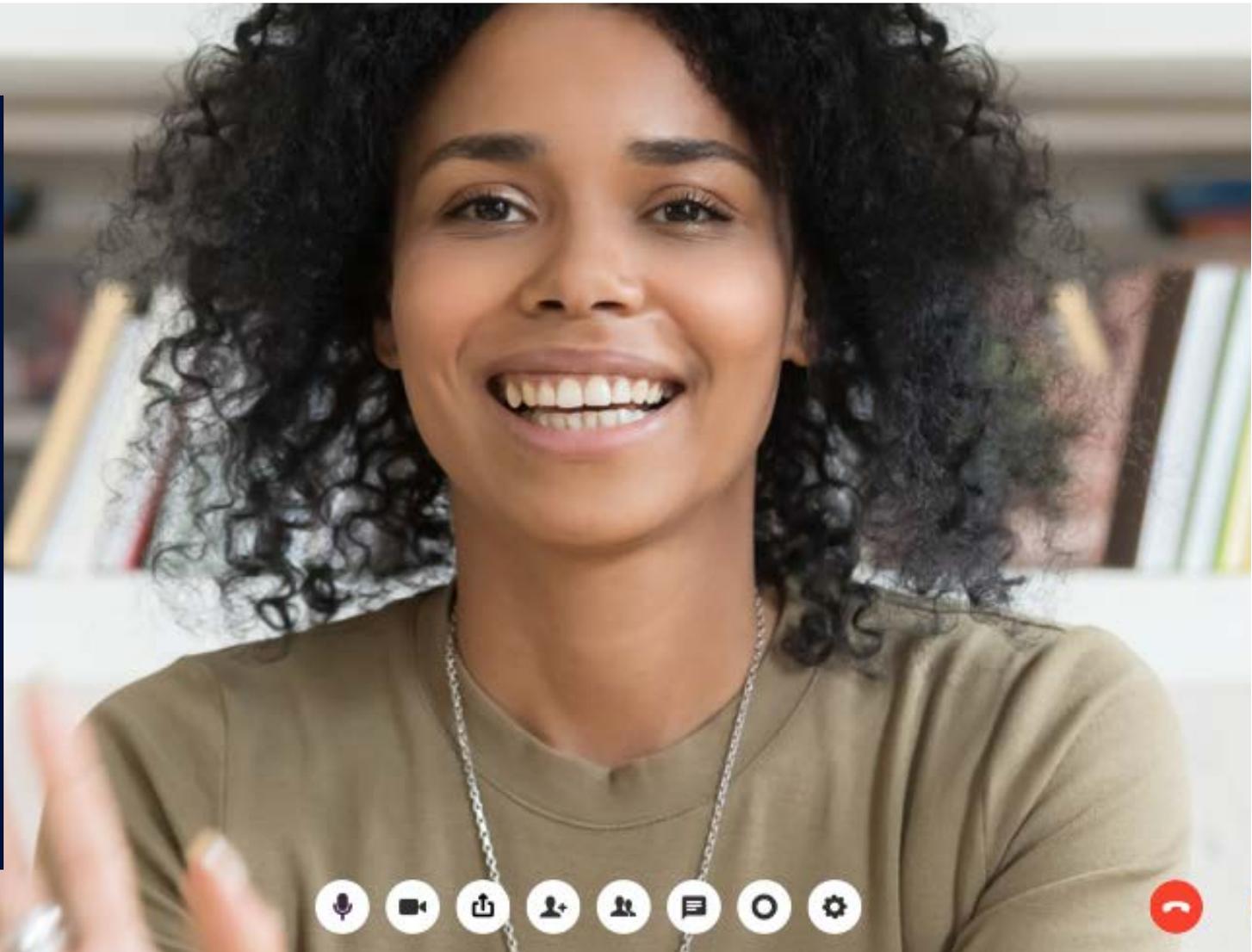
" **Our supported dentists are well positioned, using RingCentral Video, to do face-to-face follow-ups with their patients. I think that's key to helping us improve that personal relationship between the dentists we support and their patients, which is really what the whole PDS model is all about.**"

Rich Brownlee, Director of Infrastructure & Operations at Pacific Dental Services

Transition to teledentistry during COVID-19

When COVID-19 struck, PDS' network of supported practices were fully prepared to continue seeing patients remotely. Patients can schedule teledentistry appointments and access live screenings with supported dentists via phones, tablets, or computers. This allows practices to minimize office visits but continue delivering excellent patient experiences.

CFM Insurance:
Routing calls and launching meetings from anywhere

INDUSTRY:	YEAR FOUNDED:	EMPLOYEES:	HEADQUARTERS:
Insurance	**1869**	**60**	**Concordia, MO**

As Missouri's oldest farm mutual insurance company, CFM Insurance provides high-quality coverage to over 30,000 policyholders. Despite having a relatively small staff, the company plays a vital role in helping to maintain a stable food supply for millions around the world.

The challenge

CFM Insurance's aging on-premises communications system presented several challenges:

1. Mergers with other companies meant taking on multiple phone systems.
2. No mobility for employees to work remotely.

The solution

With RingCentral, the company's employees were no longer tied to their offices. If they needed to work on the road, they could take calls directly on the RingCentral app through their own mobile phones.

At the same time, RingCentral allowed new agents from mergers to easily port existing phone numbers into CFM's system.

" **Even though we were in different locations, I could just jump on a video chat, ask the employee to share their screen, and then have them walk me through the problem so I can help them solve it.**"

Scott Hemme, Director of Information Systems and Data Quality at CFM Insurance

Collaborating from home during COVID-19

By implementing RingCentral before COVID-19, CFM employees were able to take calls without being anchored to a single location. At the same time, RingCentral Video allowed employees to continue meeting face-to-face and collaborate from anywhere.

5plus Architects:
Collaborating on award-winning designs from home

INDUSTRY:	YEAR FOUNDED:	EMPLOYEES:	HEADQUARTERS:
Architecture	**2010**	**60**	**London, UK**

5plus

5plus is an award-winning design and architectural studio that oversees projects ranging from small-office refurbishments to some of the UK's largest mixed-use master-planning initiatives. The practice, which operates as a single studio across its Manchester and London locations, delivers services across five core disciplines: architecture, master planning, interiors, graphics, and branding.

The challenge

The firm's previous phone system included separate services at its London and Manchester offices. This presented some major customer service hurdles:

1. No way to transfer calls between locations.
2. No direct-dial numbers for individual employees.

If a client accidentally called 5plus' London office instead of Manchester, the client would have to hang up and call the Manchester office. The company's legacy phone system simply didn't provide a good customer experience, especially as the firm's main point of contact.

The solution

After exploring multiple options, 5plus decided that a unified communications system met all their needs. RingCentral enabled all of the firm's employees to make and receive calls from anywhere and on any device. It also allowed them to easily transfer calls and dial colleagues, as well as use team messaging and video conferencing to collaborate.

When COVID-19 struck, the firm was fully ready to provide excellent service and facilitate remote employee collaboration.
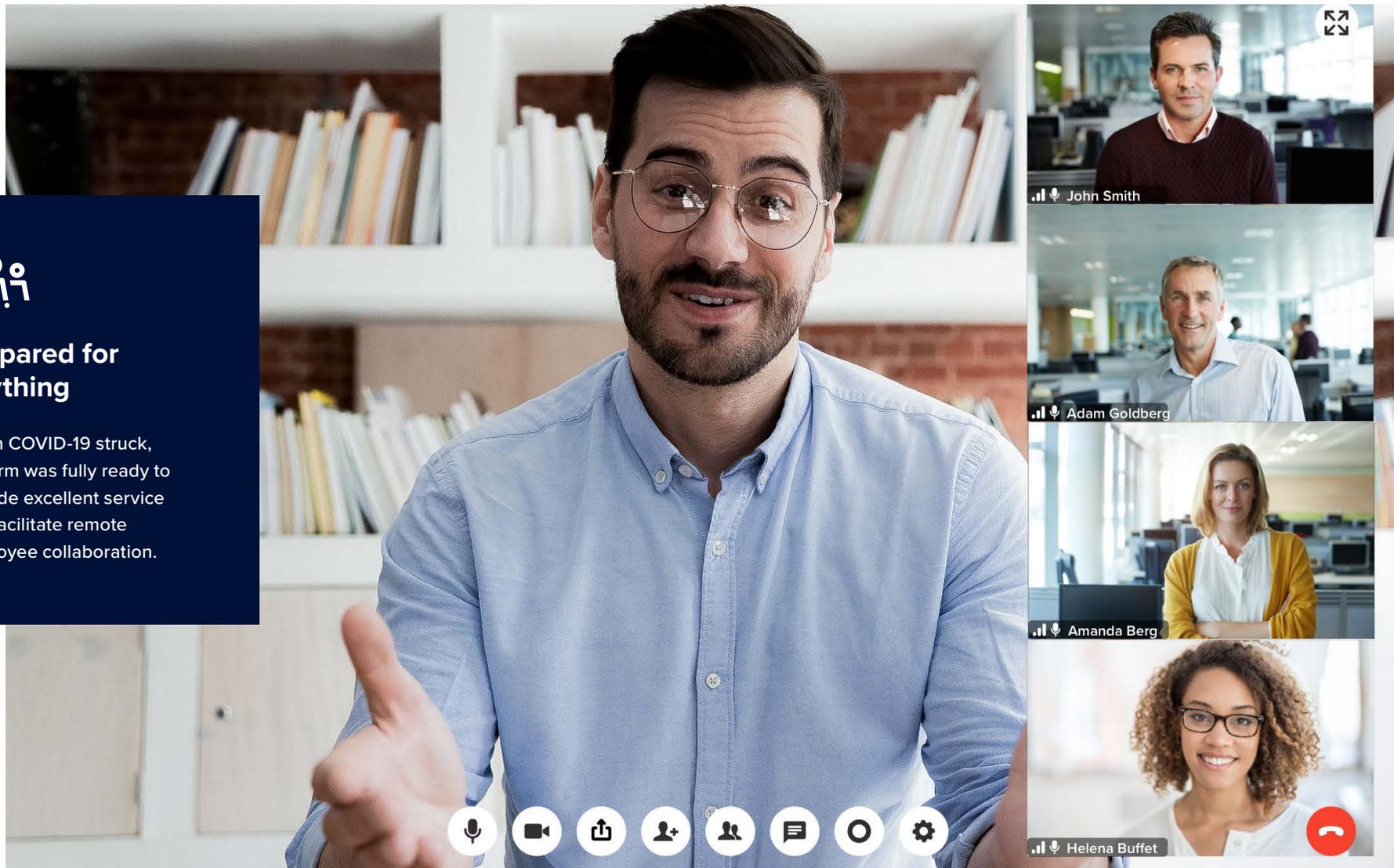
" **Even during the pandemic, we're getting our people talking face-to-face digitally. That's tremendously beneficial, not only from a customer service perspective but also just on a human level. With everyone on lockdown and isolated like we've never been before, this level of communication is a huge benefit for us all.**"

Kieran Gilman, Technical Director at 5plus Architects

Prepared for anything

When COVID-19 struck, the firm was fully ready to provide excellent service and facilitate remote employee collaboration.

iBoss:
Scaling communications with company growth

INDUSTRY:
IT

YEAR FOUNDED:
2003

EMPLOYEES:
200–300

HEADQUARTERS:
Boston, MA

iBoss offers the only cybersecurity platform designed specifically for distributed organizations. Built for the cloud, the iBoss Distributed Gateway Platform protects more than 4,000 organizations worldwide, making iBoss one of the fastest-growing cybersecurity companies in the world.

The challenge

In the company's bootstrap years, CIO Christopher Park set up an open-source PBX that was good for a startup—adding more tools such as team messaging and video conferencing over time. This, however, presented several IT issues as the company grew:

1. The PBX became outdated and required constant maintenance.
2. The company moved most of its technologies to the cloud.
3. Expansions into EMEA, Latin America, and APAC required setting up every new employee with five different communications solutions based on regional availability.

The solution

By bringing in RingCentral, iBoss was able to replace all five communications solutions with a single, unified platform. Setting up a new employee is as easy as creating a single account, which reduced onboarding times by up to 75%. This also eliminated licensing fees for its previous chat and video conferencing apps.

As an added bonus, iBoss took full advantage of RingCentral's open platform to integrate RingCentral with two of its most critical business apps: Salesforce and Zendesk. These integrations gave iBoss visibility into call quality and enabled teams to communicate without ever having to leave their apps.

" Having RingCentral automatically pop up in Salesforce and Zendesk helps improve the productivity of our sales and support teams."

Christopher Park, CIO of iBoss

World Vision:
Reducing communications costs while fighting poverty

INDUSTRY:	YEAR FOUNDED:	EMPLOYEES:	HEADQUARTERS:
Nonprofit	**1950**	**46,000**	**Federal Way, WA**

World Vision International, a humanitarian aid organization, has one mission: to empower communities all around the world to overcome poverty. From providing better education to children to providing entire communities with clean water, food, and protection, World Vision impacts millions of lives every year through the help of its supporters and employees.

The challenge

When Randy Boyd, infrastructure architect at World Vision, joined the team, the organization was using nine separate phone systems involving six different telco providers at 12 locations. In addition to being a logistical nightmare, the piecemeal communications system posed a big financial risk. World Vision often didn't have the expertise to manage on-premises PBXs, meaning they had to rely on expensive consultants to resolve issues.

The solution

Boyd and his team chose RingCentral to fully replace their PBX phone system, as well as introduce team messaging and video meetings into World Vision's communications. RingCentral MVP consolidated all of the company's phone systems into a single cloud PBX, which allowed the organization to eliminate on-premises costs and consolidate billing to just one provider.

$1 million

in capital expenses avoided by choosing a UCaaS solution

Cost savings

The message, video, and phone solution presented huge cost savings, including:

- **Capital cost avoidance**
  By going with a UCaaS solution, World Vision didn't need to buy new PBX equipment or upgrade existing infrastructure, avoiding over $1 million in capital expenses.

- **Video conferencing**
  [RingCentral MVP](#) comes with meetings built in, saving World Vision over $350,000 it would've needed to spend upgrading existing video conferencing equipment.

- **Reduced resources**
  Eliminating on-site hardware meant the organization only needed to hire one employee to manage its system.

- **Bring your own device (BYOD)**
  With the RingCentral app, employees around the world could use their own devices for messaging, video meeting, and calling, saving on cell phones and expensive international phone plans.

- **Quick ROI**
  World Vision's investment in RingCentral paid for itself in 14 months.

" **One of the great things about my job is any cost savings we achieve result in money going directly to the field. In that sense, too, RingCentral is of great value."**

Randy Boyd, Infrastructure Architect at World Vision US

WFH 2.0:
The future of work

As remote work accelerates, companies will want to consider communications technologies that can maximize performance and costs for the years to come.

The disparate point solutions of WFH 1.0 might have been a saving grace in a time of urgency, but with a greater understanding of the challenges of tomorrow, sticking with those point solutions can not only hinder remote work but also drive up costs.

In order to succeed in the future of work, communications must be effortless to use. That's where unified communications comes in.

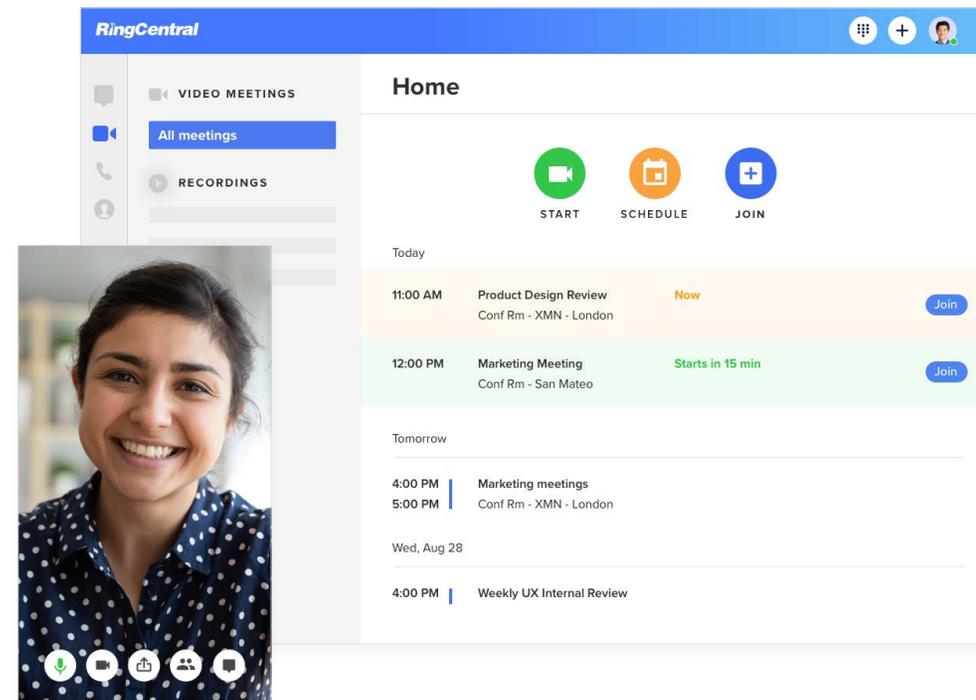# RingCentral: One solution for message, video, and phone

RingCentral is the industry's leading unified communications provider, offering a remote-work collaboration solution that combines message, video, and phone features in a single app.

By tightly integrating message, video, and phone capabilities in the cloud, the RingCentral app makes deployment and management easy for IT. For employees, conversations can flow from messaging to meetings, for example, with the click of a button.

The RingCentral app serves as a central hub of not only conversations but the information surrounding those conversations—links, shared files, etc. As a result, the app becomes a living, breathing—and highly searchable—knowledge center of ideas and activity.

With seven layers of security, financially backed 99.999% uptime SLA, and integrations with over 200 key business apps such as Salesforce, Microsoft, and Google, RingCentral ensures that your teams can remain highly engaged and collaborative from anywhere and at any time.

Learn more about how a unified platform for message, video, and phone can prepare your organization for the future of work at ringcentral.com/office/how-it-works.

Visit ringcentral.com/desktop-app to request a demo today.

About RingCentral

RingCentral, Inc. (NYSE: RNG) is a leading provider of unified communications (message, video, phone), customer engagement, and contact center solutions for businesses worldwide. 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'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.

RingCentral