

The Office Gurus



After Saving its Clients on Telecom with RingCentral Engage Voice, The Office Gurus Rolls Out RingCX

theofficegurus.com

INDUSTRY

Business process outsourcing

HQ

St. Petersburg, FL

YEAR FOUNDED

2008

EMPLOYEES

4,460

“We count some enormous organizations among our clients, but we also partner with the small and midsize business. Being able to offer those clients an enterprise solution as robust as RingCX is a true differentiator and allows us to provide support solutions that they couldn’t provide on their own.”

Jaimie Bell
VP of Client Solutions

1 pane of glass to manage all call center channels for all clients

\$↓ offering clients more call center capabilities than their previous outsource vendors at reduced costs

Providing custom contact center solutions for clients worldwide

When organizations need a cost-effective way to expand their contact center capacity – without compromising either the customer experience or the quality of their brand – they turn to the experts at The Office Gurus.

A leading business process outsourcing company, TOG operates contact centers in the US, El Salvador, Belize, the Dominican Republic, and Jamaica, offering fully customized inbound and outbound omnichannel solutions for businesses in any industry.

A longtime RingCentral Engage user adds omnichannel with RingCX

With thousands of highly skilled support and sales agents available to connect with clients' customers via phone, chat, email, and text, TOG has won numerous industry accolades for its full-service outsourcing solutions, including Nearshore Americas naming TOG the 2022 Nearshore Company of the Year and Lawyer International naming TOG the "Best Business Outsourcing Provider," on its Legal 100 Awards list.

The Office Gurus began using RingCentral Engage Voice years ago to support its clients' call center needs around the world. Jaimie Bell, TOG's VP of Client Solutions, explains that the anywhere, any-device cloud solution led to tremendous efficiencies for TOG's agents while also substantially improving caller experiences for their clients' customers.

"RingCentral Engage Voice is so flexible and easy to configure that we can quickly set processes to meet any SLA or campaign-specific needs. With outbound calls, for example, some clients' campaigns require an agent dialing within five minutes of an inquiry. Others want those calls happening in 60 seconds. Still others want it in 10 seconds. RingCentral's dialing capabilities allow us to achieve any of those objectives – and record the data to prove it."

But as TOG continued to grow, and Jaimie's team saw the emergence of both omnichannel capabilities and the potential to further improve contact center operations with generative AI, the company turned again to its longtime communications partner, RingCentral. That's when they discovered [the native, intelligent contact center solution RingCX](#).

"When we started thinking about omnichannel, we first looked at RingCentral Contact Center. As great a solution as that is, it offers more than most of our clients need. Then we found RingCX, which lets us offer all digital channels in a single pane of glass and at the same time improve our agents' effectiveness. It's the perfect tool for our client partners, and it actually helps us save them money."

— **Jaimie Bell**, VP of Client Solutions

Leveraging an intelligent solution to improve the client experience

For the outsourced telephony needs of its clients, TOG has used RingCentral Engage Voice to tremendous positive effect – and the company has the data-supported use cases to prove it.

For example, Jaimie explains, “We used Engage Voice to quickly spin up an outsourced contact center team for a university’s admissions department. They needed help qualifying their large number of student inquiries – and quickly, because students are often investigating many schools at once. Using Engage Voice, we were able to reduce the cost per transfer by 55.7%, which the university estimated created a \$3.2 million annual savings while increasing the number of qualified leads by 34%.”

Although handling customer-support phone calls is sufficient for most of TOG’s clients, some require more channels to serve their customers. As Jaimie explains, this is one area where RingCX is proving invaluable.

“What’s great about RingCX is that we can efficiently manage any digital channel that a given client needs – whether that’s SMS, chat, email, or all three – and we’re centralizing all those customer contacts in one place. That means our clients’ customers reliably receive quick responses, from the right people, no matter how they make contact.” — **Jaimie Bell**, VP of Client Solutions

“What amazes me is how intuitive the RingCX system is. Being able to implement omnichannel capabilities and seamlessly integrate our support operation in a single pane of glass – that would require a team of in-house people to oversee one of those huge contact center solutions. But with RingCX, we’ve been able to implement those capabilities ourselves easily. And we know that when we need them, we’ll be able to roll out the additional tools in RingCX just as easily.”

Wowing new clients coming from other outsourcing vendors

One of the Client Solutions team's favorite aspects of RingCX, Jaimie explains, is that it has allowed them to give newer clients surprisingly positive news.

“We've had this experience for years using RingCentral Engage Voice, and now we're having it again with RingCX. Clients who switch to The Office Gurus after working with another outsourcing company are often shocked when we tell them that making simple changes won't take weeks or require them to open a ticket. We can handle those things for them in minutes.”

And finally, Jaimie explains, for new clients signing up with TOG, her team is able to deliver another type of good news.

“Now that we have this intelligent omnichannel capability with RingCX, we can tell clients that we're going to provide them with more services, tailored to their businesses, and at a fraction of the costs they'd be paying with another enterprise contact center solution. Delivering that great news is one of my favorite parts of this job.” — **Jaimie Bell**, VP of Client Solutions

RingCentral 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. Visit ringcentral.com to learn more.

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