



RingCentral®

Case Study



Company

RingCentral

Industry

Mobile

Goal

Harness the power of experience analytics to drive website traffic, while using actionable data insights to design a cohesive customer experience and increase conversion rates

RingCentral - empowering modern businesses to work with freedom and flexibility. Enabling employees to communicate, collaborate, and connect from anywhere in the world, across any device.

Results

- A substantial 25% increase in conversion rate on one of our main lead gen mechanisms
- The identification of the website's strongest and most engaging elements
- Streamlined RingCentral's customer journey using behavioral customer data and the implementation of "best practice" processes

The business

RingCentral is a leading provider of global enterprise cloud communications and collaboration solutions. Serving over 350,000 businesses worldwide, RingCentral provides a more flexible and cost-effective platform — in comparison to on-premises legacy systems — that unites today's mobile and distributed workforce. RingCentral empowers employees and businesses to communicate, collaborate and connect — from anywhere, across any device. RingCentral unifies voice, video, team messaging and collaboration, conferencing, online meetings, and integrated contact center solutions. RingCentral has many unique advantages including an open platform that integrates with leading business apps and enables customers to easily customize business workflows.

www.ringcentral.com

Clicktale®

Answer anything.

The challenge

The challenge for RingCentral was to acquire data that would provide a deeper understanding of the relationship between website traffic, customer experience and conversion rate. The website consistently has a high level of traffic, but visitors did not always convert, and potential customers were dropping off.

The company was in need of a holistic view of customer behavior — based on quantitative and qualitative data — that would provide intelligent and actionable insights into how customers interacted and journeyed through the website.

RingCentral had been using web analytics prior to its partnership with Clicktale, employing Adobe Analytics to assess the quantitative data. While this was useful, on its own it was unable to provide the sort of deep insights that the company needed in order to establish why some customers were dropping off without purchasing or contacting sales. By integrating Clicktale with Adobe, RingCentral was able to analyze the qualitative side alongside the quantitative.



Greg DiPaolo
Director of
Web Marketing,
RingCentral

“We had some tools in place, prior to bringing in Clicktale. But to a large degree we were driving blind, missing a big piece of the puzzle.”

He continued: “We had a couple of systems, but none of them were as robust as Clicktale or gave us the combination of high-level metrics and the capabilities to drill down to get the level of granularity that we needed.”

In order to provide the best possible experience, RingCentral had to understand the way in which customers interacted with its website. It had to ensure elements of the website were aligned with customer behavior to drive interaction and engagement.

The solution

In order to solve this problem, RingCentral decided to partner with an enterprise experience analytics firm that could help the company better understand the behavior of its website visitors. Clicktale was selected to provide deep insights into customer behavior and intent.

The insights offered by Clicktale went deeper than simply identifying which channels drive customers arriving to the site or how long they spend on any one page. Instead, Clicktale’s experience analytics provided a snapshot of customers’ digital body language — an analysis of all the digital gestures and micro-signals made by customers. This was incredibly informative, helping RingCentral discover what customers are clicking on, hovering over, what tabs they’re selecting, what they are finding confusing, and where they’re most likely to drop off before completing a purchase.



Lisa Friedman
Associate Vice
President of Web
Marketing and
eCommerce,
RingCentral

“By analyzing our website visits with Clicktale, we were able to gain a better perspective on the customer experience and the way in which the website was being used. These insights proved invaluable to enhancing the customer journey and reducing bounce rates.”

Lisa continued: “Most importantly, we were able to identify parts of the website that had the potential to be high-converting areas. This helped us fix any issues visitors were experiencing, bridge gaps in the system and redesign areas where potential customers were stumbling.”

The benefits

RingCentral had already been conducting A/B testing prior to using Clicktale. But without the sort of robust, experience-related metrics provided by Clicktale, they were unable to consider the website from the point of view of a customer, and unable to recognize where the website wasn't providing an optimum experience. Insights from the data captured by Clicktale enabled RingCentral to gain a deeper understanding of the entire customer experience — establishing which areas needed to be removed or redesigned, what customers were clicking on or searching for, and what aspects were reducing the probability to convert.

Greg said: "These insights have had a significant impact on conversion rates. Since deploying Clicktale's experience analytics solution, we've identified several areas that were ripe for testing and improvement. One such test to our main lead capture form resulted in an immediate 25% increase in conversion rate. As a result, Clicktale's solution has become strategically important to us and is now helping drive our key business decisions. We consult the data before embarking on any alterations, running tests or implementing new features.

Lisa said: "It [Clicktale] is such a critical piece for any marketer analytics suite, because blending the qualitative and quantitative is really important, as web marketing is both an art and a science."

She continued: "Clicktale helps us to get a 360-degree view of the customer experience and I think it's a tool that everybody should be using."