

The RingCentral logo, featuring the word "RingCentral" in a bold, sans-serif font with a registered trademark symbol, set against a blue background.

RingCentral®

Review marketing and 5-star ratings drive customer acquisition

RingCentral provides cloud-based communications solutions for more than 300,000 businesses. With BirdEye, RingCentral collect thousands of new customer reviews on affiliate third-party sites and leveraged this feedback for SEM and SEO to gain a competitive edge that accelerated lead generation and conversion.

Company Snapshot

Founded in 1999
BirdEye client since 2014
www.ringcentral.com

Challenge

In order to earn a top spot in search results, RingCentral needed to boost ratings to rank high in a fiercely competitive market.



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birdeye.com

Features used

Auto-promotion of best customer reviews

Competitive benchmarking

Real-time review monitoring

Keyword insights of frequency/sentiment via NLP and machine learning

SEO-optimized review microsite

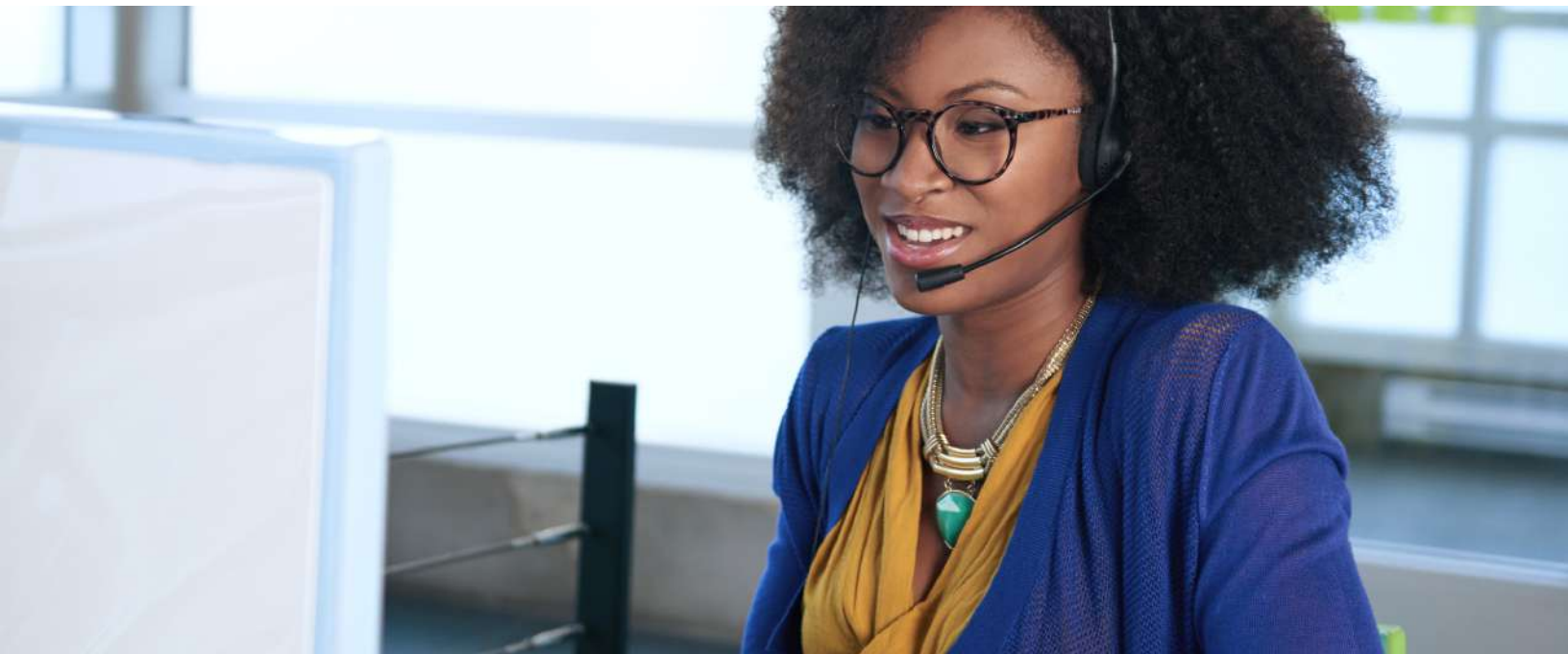
Rich snippets to display star ratings in search results

Solution

With BirdEye, RingCentral collected thousands of new reviews on crucial affiliate third-party sites, leveraged positive feedback for powerful SEM, and displayed their best reviews on their SEO-optimized BirdEye microsite.

Outcome

With more reviews on top sites, higher ratings, and improved SEO, RingCentral soared above competitors in search rankings and began acquiring new customers.





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THE CHALLENGE

Dominate search results with high ratings

For businesses today, it's survival of the highest-rated, and RingCentral aimed to thrive. When it comes to choosing service providers, only after conducting thorough online research will customers make purchasing decisions. In such a competitive marketplace, simply having high ratings is not enough — to win customers, RingCentral would need to earn the top spot to beat out competitors in relevant search results. This would require not only collecting more reviews on major sites, but also a strategy to market positive customer feedback.

“When searching for a cloud communications solution, customers turn to us for our unparalleled functionality, reliability and value.”

CUSTOMERS

Reviews

Read reviews of RingCentral from our customers

5,170 reviews

Summary:

- ★★★★★ 4,230
- ★★★★☆ 753
- ★★★☆☆ 125
- ★★☆☆☆ 2
- ★☆☆☆☆ 1

View by source:

- ☒ All
- ☐ BirdEye
- ☐ VoIPReview.org
- ☐ WhichVoIP.com
- ☐ GetVoIP
- ☐ Salesforce AppExchange
- ☐ G2 Crowd
- ☐ Trustpilot
- ☐ LinkedIn
- ☐ Google Play
- ☐ Capterra

Desiree Soto
GooglePlay
★★★★★
Jun 14, 2016
Been using 4 years. Love love love that I can scan and then fax documents from my phone. Business does not miss a beat. Thanks in part to this app I can go on vacation and not worry about being close to home.

Joe Perricone
BirdEye
★★★★★
Jun 11, 2016
Fantastic app, tons of functionality, hasn't crashed at all. Can't say as much for competition.

Pete Patsilevas, Jr.
GooglePlay
★★★★★
Jun 09, 2016
Changing to 4 Star I gave a 1 star and their mobile support reached out. They took my info and reworked the app and it's now working on my phone. Only thing I'm having issues with now is if I delete a voicemail from my mobile app, it's not syncing with my ...

Customer Services
BirdEye
★★★★★
Jun 07, 2016
You have solve most of my problems and issues. notification that does not go away if I send a call to voicemail and call waiting displaying a similar issue of I try to ignore the incoming call or ...

Customer Services
BirdEye
★★★★★
Jun 07, 2016

RingCentral Office (for SOHO) Review & Rating | PCMag.com
PC Magazine • article2
★★★★★ Rating: 4.5 - Review by Fahmida Y. Rashid, Mobile-friendly - Jan 29, 2016 - RingCentral offers small businesses and SOHOs a flexible, cloud-based VoIP telephony service ...

RingCentral Reviews - voip-info.org
Voip-info.org • wiki • view • RingCentr...
★★★★★ Rating: 4.4 - 119 reviews
Mobile-friendly - RingCentral is one of the most popular business VoIP services in the world. They offer a reliable and affordable solution ...

RingCentral Reviews
RingCentral • whyringcentral • reviews
★★★★★ Rating: 4.8 - 5,147 reviews
Read the rave reviews from customers who have



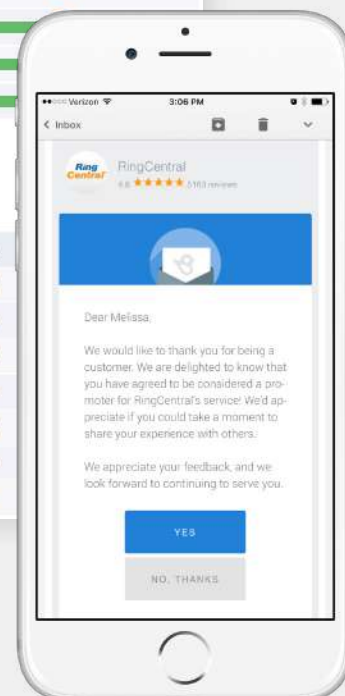
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THE SOLUTION

Harness customer feedback for SEM

With BirdEye, enthusiastic customer voices are amplified to top sites BirdEye APIs allowed them to build a custom review site on their domain that BirdEye automatically promotes positive reviews on. To fuel the flow of feedback, automated email campaigns prompt satisfied customers to share reviews on top sites — from G2Crowd and GooglePlay to BBB and WhichVoIP, and many more. To stay ahead of the game, RingCentral uses BirdEye's competitive benchmarking tools to measure relative rankings across specific performance categories; BirdEye's Natural Language Processing engine allows RingCentral to identify leading and lagging themes beside competitors. Armed with these insights, RingCentral takes swift corrective action on each specific issue.

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THE RESULT

Own the competition with game-changing SEO

As RingCentral began receiving exponentially more reviews on high-ranking affiliate third-party sites, their overall ratings increased from 3.7 to 4.2. Since implementing BirdEye, RingCentral generated 160% more customer reviews on sites that matter most to them and their customers. The fresh content from review promotion and rich snippets provided by BirdEye helped RingCentral's review page earn the #3 rank in search results and 500K visitors in a year, resulting in more potential customers and conversions.

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These improvements have worked wonders for their SEO; in the past year alone, they have received 255K new visitors to their review site, boosting customer acquisition. RingCentral also constantly monitors their competitors' ratings via BirdEye's competitor analysis tool to maintain their spot at the top. Now, when customers search for cloud communications solutions, they find RingCentral.

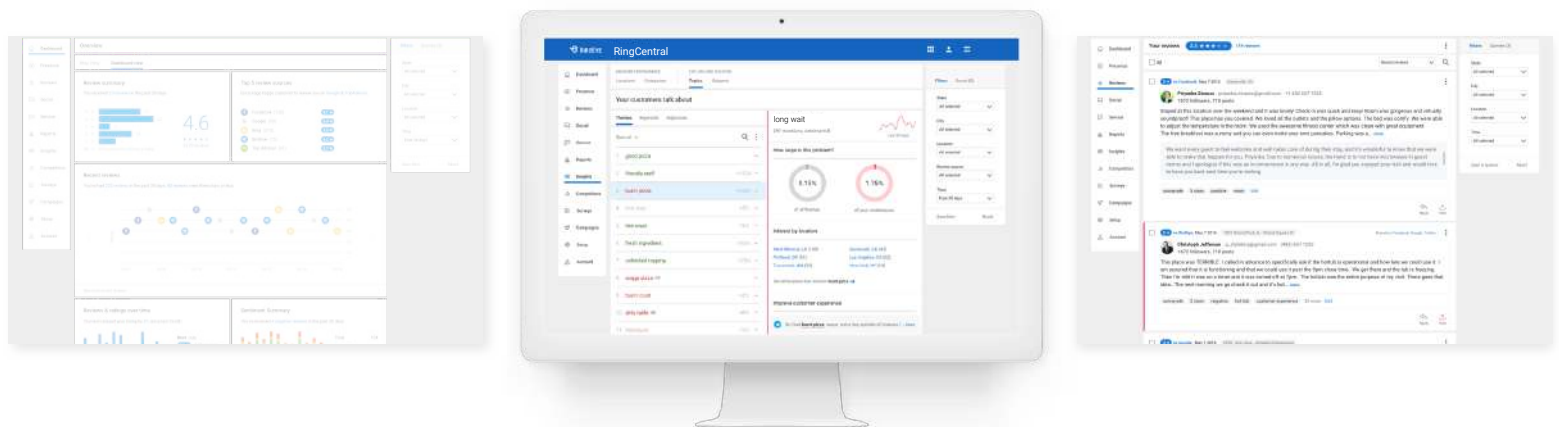
Competitive Ranking





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About BirdEye



BirdEye is a SaaS platform reimagining the way customer feedback is used to acquire and retain connected customers by closing the loop between business reputation and customer experience. The BirdEye platform captures real-time customer feedback, ratings and sentiment across every channel — review sites, social media, and surveys.

With BirdEye's tools, businesses can engage in every step of the customer journey, establish a positive online presence, and benchmark performance across locations and against competitors.

In today's reputation economy, BirdEye provides the eyes, ears and algorithms necessary to create a stand-out customer experience that pleases a digital consumer society reliant on instant gratification.

To see the BirdEye platform in action, visit birdeye.com/scan-business/

To learn more, go to birdeye.com or call toll-free #1-800-561-3357.



BirdEye features

The platform that drives your customers to become your marketing engine, out of the box.



Listings

Fix your business listings on 50+ sites and boost SEO with a custom microsite for each business location displaying your best reviews and up-to-date business information.



Review generation

Easily get new reviews from your happy customers on sites like Google and Facebook via automated real-time emails or text messages.



Review monitoring

Monitor all your reviews from 250+ sites in real-time, from one place. Track progress with detailed reports of reviews and ratings over time, by source, and by location.



Review management

Receive real-time new review alerts and respond instantly to all feedback from one place to solve problems before they become problems.



Review marketing

Maximize the power of happy customer voices. Auto-promote your best reviews on your website, blog, search engines, and social pages like Facebook, Twitter and Google+.



Social

Monitor, post, and engage with customers across blogs, forums, news sources, and social media networks - all in one place.



Webchat

Convert every incoming chat from a website visitor into a text message conversation. Interact with prospects anytime, from anywhere to convert website clicks into customers.



Ticketing

Resolve problems proactively. Assign support tickets to reviews and social comments. Track issue resolution and measure employee performance with detailed service reports.



Insights

Identify the root causes driving sentiment for reviews, social media comments and survey responses. Turn insights into actions that drive meaningful results.



Benchmarking

Get the same insights into your competitors' customers that you have for your own. Benchmark strengths and weaknesses and identify opportunities to capture market share.



Surveys

Easily design custom surveys that engage customers in real-time. Measure customer experience, employee satisfaction, conduct market research, and more.