Navigating AI
with RingCentral

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Executive summary

The rapid rise of artificial intelligence (AI) is transforming the IT landscape, bringing AI out of the domain of data scientists and into the hands of everyday users across diverse business operations. Approximately 70–72% of companies are now fully utilizing or actively experimenting with AI, signaling its mainstream adoption.[1] Generative AI tools like ChatGPT exemplify how quickly these technologies are being integrated into workflows, and we are still in the early stages of this transformative journey.

AI holds immense promise: enhancing productivity, streamlining workflows, elevating customer service, and reducing costs. However, this potential also brings new challenges for IT professionals who are under increasing pressure to lead AI-driven transformations. Compounding this, a flood of technology providers are branding their offerings as "AI first," "AI-enabled," or "AI platforms," creating a maze of options and marketing jargon. For IT leaders, the task of discerning genuine value from over-hyped claims has become a critical priority. IT leaders need to cut through this noise and determine whether those offering the technology behind these claims can become trusted partners who can walk with them on their AI journey.

At RingCentral, we understand this need and are committed to making AI in cloud communications straightforward and impactful. Our goal is clear: to empower businesses to fully harness the potential of AI, particularly in areas like conversation intelligence and conversational AI. With communication at the heart of work—whether in the office, at home, or in the contact center—we're here to provide the tools and expertise to ensure organizations and their people thrive in the AI era.

1. RingCentral Trends 2025: The state of AI in business communications

This paper aims to illuminate the rapidly evolving landscape of AI and its transformative impact on business communications, focusing on four critical areas:

1. Overcoming roadblocks to success:

Exploring how AI can address key challenges, such as unstructured data, siloed workflows, and inefficiencies in customer interactions.

2. Strategic AI implementation:

Essential considerations for deploying AI solutions effectively, including integration, compliance, and security.

3. Preparing for the AI-driven future:

How AI's role in cloud communications is expanding, with predictions for increased automation, voice data analysis, and personalized customer engagement.

4. Empowering businesses:

How RingCentral AI enables customers to extract actionable insights from conversational data, build trust in emerging technologies, and unlock the full value of AI to enhance productivity and communication.

" We are at a pivotal moment where AI is poised to transform all facets of business communications, making interactions smarter and productivity unprecedented. With solutions like RingSense, we empower our customers to harness valuable insights from their conversations through our industry-leading cloud communications platform."

– Vlad Shmunis, Founder, Chairman, and CEO

Identifying the roadblocks to organizational success that can be addressed with the help of AI

Businesses face mounting challenges in maintaining a competitive edge while improving operations. Teams must collaborate effectively, sales must grow revenue, contact centers need to enhance customer service, and event teams must foster deeper audience connections—all with limited resources.

The following five challenges demonstrate the opportunities AI-enabled communications technologies can unlock.

1. Conversational data: A goldmine of insights, locked in unstructured formats

As remote work and digital communication channels dominate, over 100 billion business calls are made in the U.S. annually. These conversations represent a treasure trove of data that, when harnessed effectively, can yield actionable insights into suppliers and partners, providing a much-needed competitive edge. Yet the sheer volume of these conversations over multiple channels is overwhelming, as the data is often unstructured, creating conversational chaos out of conversation data. Recording and transcribing these calls generates vast but unwieldy text databases that, without the right tools, offer little actionable intelligence. Businesses are seeking more. They want true insights that can help hone their strategies, bolster deal-closing probabilities, and refine their skills. But the question remains: how can they efficiently sift through this mountain of data to extract the gold within?

2. Empowering revenue teams through smarter AI-driven solutions

Sales teams often grapple with too much data and too little clarity. Disconnected tools and a lack of structure prevent organizations from capitalizing on critical customer insights. AI is changing that by automating time-consuming tasks like meeting scheduling, CRM updates, and follow-up communications. Moreover, AI enables sales leaders to gain better visibility into pipelines and metrics, improving decision-making and driving productivity.

With 38% of organizations already using AI to assist in sales interactions[2], teams are reporting higher productivity, improved revenue, and better customer retention. The potential is clear: AI can be the key to turning data overload into meaningful outcomes.

3. Transforming customer support with intelligentself-service

Contact centers remain at the heart of customer interaction but often lack the capabilities to meet modern expectations. Customers want quick resolutions without long hold times or navigating frustrating menu trees. Enter conversational AI and virtual assistants (VAs), which can instantly provide intelligent customer support.

Today, 60% of companies using VAs report higher customer satisfaction, and by 2025, advancements in VAs are expected to automate up to 80% of call center agent tasks, up from 30% in 2021[3]. These tools can handle complex workflows, provide human-like interactions, and even detect and address customer issues proactively before a call is placed. With 41.1% of transactions touched by a VA being resolved without escalation to a live agent, the case for AI in customer support is undeniable: reduced costs, happier customers, and improved future interactions.

From chatbots that can provide instant responses to simple queries or gather information upfront automatically before transferring to a live agent and more advanced conversational tools, including intelligent VAs, that can converse with end users via chat and voice channels in a human-like manner and address complex workflows.

Proactive outreach tools are also emerging as the next level of customer service to be enhanced by AI. These tools can detect issues and reach out to customers even before a customer initiates a call.

60%
of companies currently using virtual assistants (VAs) report an increase in customer satisfaction

2. According to Metrigy's Customer Insights and Analytics 2023-24 study

3. Gartner, Emerging Technologies: Introducing the Artificial Intelligence Roadmap for Virtual Assistants, Feb 22, 2023. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved

4. Enhancing contact center agents with real-time intelligence

While sales teams benefit from end-to-end visibility of deals, contact center agents need immediate access to resources to resolve issues effectively. AI agent assist tools deliver just that—leveraging natural language processing, sentiment analysis, and speech analytics to provide real-time insights and guidance.

Recent research from RingCentral revealed that organizations using agent-assist solutions report faster resolution times, with **66.83% of businesses citing improved efficiency** due to AI tools for voice data analysis. Additionally, **48.02% noted reduced agent burnout**[4], highlighting the productivity and morale-boosting potential of these technologies. By equipping agents with AI tools, businesses can deliver faster, more personalized service that delights customers and drives loyalty.

5. Organizations are looking to increase connection and exceed expectations

Internal communications and marketing teams face increasing pressure to deliver exceptional event experiences, often with constrained budgets. AI plays a vital role in driving smarter event planning and execution. Generative AI can streamline content creation, including landing pages, promotional materials, and reminders, while also enhancing attendee experiences with transcription, translation, and summarization.

AI reduces costs and creates opportunities for increased revenue. In fact, **48.02% of businesses using AI report increased upsell opportunities,** showcasing the potential for AI to drive deeper engagement and maximize ROI. Moreover, 59% cite AI's ability to improve customer satisfaction4 by enabling more personalized interactions and actionable insights. Beyond logistics, AI helps event teams prioritize and respond to attendee questions, understand sentiment, and align event outcomes with sales pipelines. By leveraging AI, event organizers can exceed attendees' expectations while achieving measurable business results.

4. RingCentral Trends 2025: The state of AI in business communications report

Key considerations when implementing AI-driven solutions

While the benefits of AI are clear, rolling out AI solutions takes a strategic and intentional effort. A transparent and holistic approach is essential for a successful launch, as each deployment will be more than a standalone solution. To be effective, most AI applications will need to draw from and integrate with data sets from across your organization.

Managers and IT teams need to keep several different factors in mind when beginning their AI transformation:

Monitor AI for accuracy and performance

AI is a powerful tool, but it's not infallible. Modern AI relies on machine learning and natural language processing, and while these technologies are advancing, they still require human oversight. For example, 88% of teams use AI tools weekly[5], but successful outcomes depend on proactive monitoring to avoid pitfalls like AI hallucinations—where generative AI produces inaccurate or biased information. Organizations should prioritize vendors committed to explainable AI, employing tools to improve model accuracy, refine intents, and minimize errors. IT teams responsible for rolling out AI tools should be vigilant to ensure their AI is providing accurate information and performing within expectations. Ongoing monitoring ensures that AI systems meet performance expectations and provide reliable, actionable insights.

Maintain compliance

As AI adoption grows, so do regulatory requirements. Organizations must navigate a rapidly evolving landscape of compliance mandates while ensuring transparency and ethical use. **72% of decision-makers are concerned about AI-related fraud**[5], underscoring the importance of choosing trustworthy vendors who prioritize data security and compliance. Businesses should streamline their security review processes for AI tools, leveraging existing best practices to assess vendors effectively. Transparent AI solutions make it easier for organizations to meet disclosure requirements, ensuring alignment with regulations while maintaining customer trust.

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Prioritize privacy and data security

Introducing AI brings with it the potential for new security and privacy risks. According to a recent RingCentral survey, **81% of respondents plan to invest in tools for voice data analysis**[6], a move that brings opportunities alongside potential risks. Organizations and their vendors can minimize this risk by implementing policies and practices to map and protect sensitive information. These risks must be addressed. Otherwise, there will be no trust, and no matter how good the technology may be, employees will not embrace it, and organizations will not enjoy the benefits. When selecting a software platform that utilizes AI, IT teams should first check the vendor's track record for incorporating privacy and security controls and standards into their design principles. IT teams should also understand the levels of controls that are built into their solution of choice so that they can manage what happens to their data.

Commitment to ethical AI

Ethical AI begins with transparency. Establishing clear guidelines and principles for AI usage can help organizations avoid pitfalls and maintain trust with their employees, partners, and customers. This includes a commitment to transparent communication about how data is used by AI, including what data it's trained on and what kind of options are available to the users. IT teams should prioritize vendors that provide transparency on their AI technology and allow customers to implement AI protocols to maintain control of their AI interactions. Because responsibility for ethical AI implementation is a cross-functional responsibility within any company, organizations may want to consider creating an AI governance committee including all stakeholders across the company. The committee can share information about AI initiatives across the organization while quickly identifying and addressing any potential issues and opportunities related to AI.

Anticipate the costs of implementing AI

The price shown on an AI platform isn't necessarily the final amount companies pay when they roll it out. There are other factors that can increase the cost over time. These include training and onboarding, hidden costs, and maintenance overhead. IT teams should evaluate vendors committed to affordability and access with transparent and predictable pricing, ensuring businesses of all sizes can tap the power of conversation intelligence without prohibitive costs. For many, cloud-based subscription services can minimize maintenance requirements, as they can automatically roll out new features and fixes while standardizing on a single cloud communications platform reduces overall training requirements.

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Avoid vendor lock-in

Rapid advances in AI make flexibility and choice a priority for IT teams. When selecting vendors, it is more important than ever to identify vendors that empower your organization by supporting its unique workflows and tools. Also, with AI evolving so quickly in so many areas, it's important to recognize that no single vendor has a complete, end-to-end AI solution. IT leaders will often standardize around a core platform, but every organization has distinct needs, and with AI, IT teams are going to need that platform to support third-party applications. For example, **50% of businesses already have clear strategies to adopt voice data analysis tools**[7], indicating a preference for solutions that seamlessly integrate with existing workflows. By choosing a vendor that designs for interoperability across applications, IT teams can benefit from smooth integrations and interactions with other platforms and tools, ensuring they have a cohesive conversation intelligence experience.

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The future of AI and cloud communications

As AI continues to evolve at a rapid pace, the cloud communications landscape is poised for transformative change. From advanced virtual assistants to innovative customer insights, new applications are redefining how businesses communicate and operate. While today's AI tools are impressive, the horizon is filled with emerging technologies that promise to revolutionize the field further.

Here are key trends we see shaping the future of AI-powered communications:

Monitor AI for accuracy and performance

AI-powered personal assistants are becoming integral to workplace productivity, automating tasks like note-taking, meeting summarization, and appointment scheduling. These tools are quickly advancing to offer real-time suggestions and strategies during conversations, transforming the way teams collaborate and make decisions.

With more than half of businesses already having clear strategies to adopt voice data analysis tools[8], the potential for AI-driven assistants to analyze conversations, automate follow-ups, and prioritize tasks is immense. By reducing administrative burdens, digital assistants empower employees to focus on higher-value work, leading to improved efficiency and engagement. Complementing human effort, digital assistants will increasingly helpbusinesses achieve more with less.

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8. RingCentral Trends 2025: The state of AI in business communications report

AI transparency

As AI systems become more intricate, the demand for transparency will rise. The industry will prioritize "explainable AI" — that is to say, ensuring businesses understand how AI reaches its conclusions. In AI parlance, this would be a shift from black box to white box models, where AI-driven outputs cite sources used and the basis from which the responses are drawn. This practice will build trust between businesses and users, especially in sectors where decision-making is critical and accountability is paramount.

AI concept tracking

AI will move beyond basic analytics to track themes and concepts across conversations in real time. This capability will allow businesses to identify trending topics, recurring issues, or emerging demands as they happen. For customer service teams, this means proactively addressing common pain points, while for marketing and product teams, it offers timely insights into evolving customer needs. Concept tracking will streamline decision-making across departments, transforming operational efficiency.

Enhanced customer interaction

AI will predict customer needs based on past interactions, enabling a more personalized communication experience. As customer data sets become larger, AI-driven analytics will become increasingly accurate and precise in terms of how customers respond when engaging with agents or chatbots. Another capability is sentiment analysis, which allows for real-time adjustment of communication strategies, resulting in deeper forms of customer engagement.

Bringing the voice of the customer throughout the organization

Building truly customer-centric organizations will become a reality. Leading organizations will use AI to inject the voice of the customer into all corners of their business, making it clear what customers think, want, and like or dislike. And while many of today's AI solutions can provide new customer insights, smarter self-service interactions, and real-time agent assistance tools, we've only scratched the surface of its potential. Conversation intelligence and conversational AI can create an increased awareness of customer sentiment, not just in sales and marketing but for all departments. Imagine what an organization could accomplish and the levels of service it can provide if conversation data and insights were integrated into the decision-making at every level. This can empower finance, legal, operations, and more, all using insights from real customer interactions.
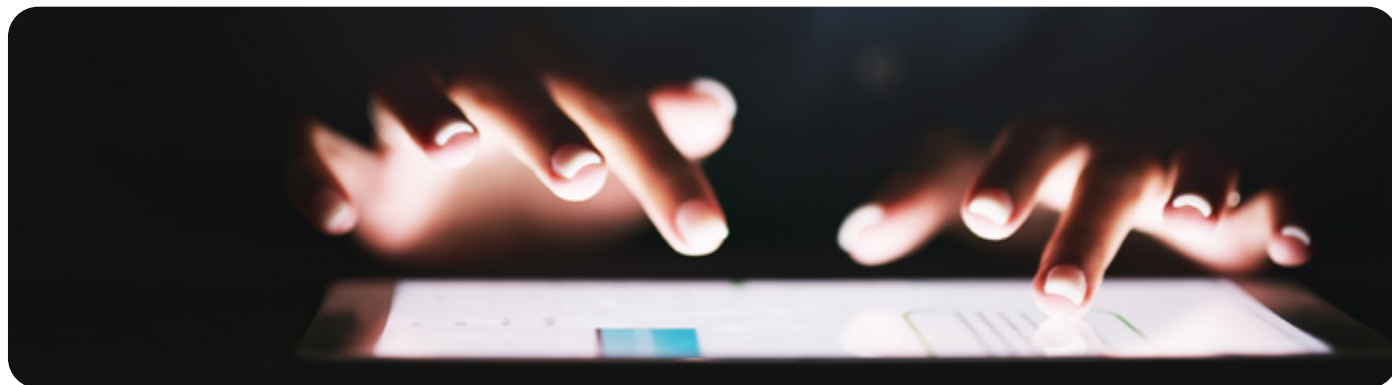
RingCentral: Making communications more valuable with AI

All businesses can relate to the challenges outlined above, and to have success with AI, the key considerations we have reviewed must also be taken into account. Building on that, however, AI will never be a finished product, and IT leaders must always keep a watchful eye for what's coming next. These factors are especially true for AI, as its impact will be transformative, and changes will come faster than with any other technology that's come before.

Navigating all of this will be challenging, and choosing the right partner for AI will be more than just about technology. The right partner must also be a trusted partner — one that has proven solutions you need today but also has a vision of what's coming next with AI.

The right partner should cultivate a culture of innovation while developing a deep understanding of how communications are evolving in today's digital world. This means looking beyond the functional role of communications technology in driving productivity and being able to extract the rich data from conversations and written modes that only AI can unlock.

RingCentral has long been that partner for hundreds of thousands of businesses. By staying ahead of industry trends and continuously innovating, RingCentral delivers transformative AI solutions that empower organizations to thrive in the AI-driven era.

" With RingCentral, every conversation offers a window into the voice of your business, employees, and customers like never before. AI can action that data to optimize operations and accelerate growth. As we move toward a future of AI-native processes, we'll see new application classes emerge that power more intelligent workflows and make humans and organizations dramatically more productive."

– Kira Makagon, Chief Innovation Officer & Chief Marketing Officer

How RingCentral addresses the challenge of conversational data

RingCentral's proprietary AI RingSense is a conversation intelligence platform that uses AI and communications data to automate work and provide insights that would not otherwise be discoverable. It makes conversation intelligence accessible to every organization without all the complexity, massive upfront costs, and technical expertise. RingSense leverages multi-modal Automatic Speech Recognition (ASR) and generative AI technologies to uncover conversation insights across communication channels, including voice and meetings. RingCentral customers, partners, and developers can also use its AI APIs to leverage the RingSense capabilities, including transcriptions, conversation summaries, speaker identification, and interaction analytics, as part of their business workflows in any app they choose. Additionally, RingCentral is employing a strategic approach to AI that focuses on using the best-in-class capabilities of its native RingSense platform while also orchestrating third-party AI technologies to deliver the best customer outcomes.

Application layer artificial intelligence

RingCentral employs three types of AI in the application layer to solve common customer challenges and deliver the benefits of AI:

Conversational AI utilizing human-to-machine communications, such as chatbots and virtual agents

Conversation intelligence that uses AI to analyze human-to-human conversations, such as meeting transcriptions and summaries

Generative AI that creates new content, such as images or text and can be integrated with company-specific knowledge bases to answer customer questions

How RingCentral empowers sales teams with revenue intelligence

RingSense is an application-layer revenue intelligence solution that helps empower sales teams and provides actionable insights that can improve productivity.

How does it do this? RingSense analyzes interactions between sales teams and their prospects to organize and surface key insights and AI-driven performance measures. With RingSense, revenue teams can increase pipeline accuracy and coverage, automate their operations, and ramp team members more quickly.

By automating tasks within customer relationship management (CRM) tools, note-taking, and action item capture, sales representatives focus on the highest-value tasks and proactively get ahead of deal risks, boosting efficiency, profitability, and deal outcomes.

The benefits of RingSense extend beyond the sales organization to other functional teams, allowing them to draw new insights from conversations and inject the voice of the customer across the organization. Enablement teams, for instance, can use RingSense to track sales activities and see what's working. At the same time, customer success managers can review account activities to track concerns, topics, and follow-up activities.

The value of interaction data

Buyer-seller interactions are vitally important sources of data and are increasingly used to gain insights into the competition, marketplace, and deals. RingCentral can extract conversation intelligence across channels and applications, providing essential coaching insights and let the voices of your customers be heard across your entire organization.

How RingCentral enhances customer experience with AI-powered self-service options

RingCX™, RingCentral's intelligent contact center platform, uses AI to elevate the customer experience by increasing independence and first contact resolution (FCR). Its intelligent virtual agents (IVAs) employ natural language understanding to interpret customer intent, context, and sentiment, handling complex workflows to ensure customers get the help they need quickly and efficiently.

RingCX integrates seamlessly with tools like Cognigy, Google DialogFlow, and Yellow.ai, enabling advanced workflows through third-party IVA support. For simpler tasks, organizations can develop their own chatbots using RingCentral's Bot Builder and Bot Skill Store. These tools free up agents to focus on high-value interactions, improving efficiency and satisfaction for both customers and agents.

How RingCentral is improving agent efficacy in the contact center

RingCX conversation analytics uses RingSense inputs such as keyword mentions, objections, and customer sentiment for a better view of conversations across voice, digital, inbound, and outbound channels to aid agents and supervisors in navigating customer interactions and ensuring an optimal customer journey. Quality management capabilities like call monitoring, automated scoring, and custom scorecards provide supervisors with the ability to track how customer interactions are handled and course-correct as needed — such as providing agents with coaching tailored for individual agent needs. RingCX integrations with real-time agent assist tools like Balto Real-Time Guidance let customers provide agents with in-the-moment guidance and soft-skill coaching during calls — so that agents can assist callers quickly and efficiently, contributing to better customer outcomes.

How RingCentral is simplifying and automating events for internal communications and events teams

RingCentral Events is an all-in-one solution for virtual, on-site, and hybrid event needs. New AI-based features aimed at simplifying and automating all aspects of events free up time for organizers and elevate attendee experiences before, during, and after the event. Key capabilities include the ability to craft creative copy with an AI writer and generate engaging content, from session titles and descriptions to email templates and schedules in seconds. RingCentral Events will use AI to facilitate event Q&A by automatically categorizing questions, making it easier for organizers to answer questions during an event in a more thematic manner and keep related questions together. And, intelligent editing tools will use AI to generate social media video content to help simplify post-event marketing by repurposing event content.

How RingCentral enhances customer experience with AI-powered self-service options

Leading AI innovation since 2020

In December 2020, RingCentral acquired DeepAffects, gaining new core AI technology capabilities, such as multimodal emotion recognition, multi-speaker recognition, and speech recognition with high accuracy and accent detection. RingCentral built upon the DeepAffects' AI capabilities and, in March 2023, launched our in-house AI technology platform: RingSense. RingSense leverages customized Automatic Speech Recognition (ASR) and generative AI technology to add new levels of intelligence to RingCentral products. Customers can also use APIs that leverage the RingSense platform, adding new capabilities to their business workflows, including conversation summaries, speaker identification, and interactive analytics. While many organizations may prefer to use AI that is trained on proprietary data sets, such as RingSense, RingCentral can dock into commercial large language models (LLM) to leverage capabilities from other leading AI providers as well. At RingCentral, our AI technology strategy focuses on using best-in-class capabilities in our RingSense platform while working with third-party AI technologies to deliver the best possible outcomes to our customers.

Innovation is a team sport

RingCentral Ventures focuses on supporting entrepreneurs and early-stage start-ups that are driving breakthrough innovation in modern communications and collaboration, with investment levels ranging from $250k-$3M. The Ventures team actively looks for opportunities for investment in cutting-edge areas, including AI, which can help further our product strategy.

Conclusion

Understanding your challenges is the first step in making your business more successful. With communications technology being central to addressing these challenges, choosing the right technology partner will also be key to your success. Not only do you need the right communications capabilities to do everyday work, but you need to be ready for the new capabilities that AI is bringing. Embracing new ideas like conversation intelligence makes all the difference as you bridge into the new worlds of digital work and digital customer service. Data will be at the heart of these new worlds, and you'll need to do more than trust the new technologies. You'll also need to trust the company providing them, not just for delivering new value from that data but also for doing so in a responsible manner. At RingCentral, we've been building that trust for over 20 years and would welcome the opportunity to show what that trust could mean for your business.

"Trust is a keystone of RingCentral's commitment to customers, whether through the application of the Privacy by Design principles applied by product development or the consistent uptime and ease of use that defines our service delivery. This commitment extends to our proprietary AI platform, RingSense, down to the data it's trained on. That's why we provide transparency about how data is collected and used."

– Paola Zeni, Chief Privacy Officer

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