

BridgeClimb Reaches the Cloud with RingCentral's Cloud Communications and Contact Centre Solutions



Selection of RingCentral is part of a broader digital transformation agenda to enable multichannel communications and customer service

BridgeClimb, the operator of Sydney's iconic Harbour Bridge experience, has selected RingCentral Australia Pty Ltd, a leading provider of global enterprise cloud communications, collaboration, and contact centre solutions and a wholly owned subsidiary of RingCentral, Inc. (NYSE: RNG), to enable multichannel communications and customer service. Looking to replace its legacy on-premise infrastructure, BridgeClimb has deployed RingCentral Office® and RingCentral Contact Centre™ solutions across its entire staff. The implementation and cutover took place in October 2019.

"We were looking at upgrading all of our business systems to provide BridgeClimb with the flexibility to scale in the future, and that included our telephony and contact centre provider," said Parth Gandhi, Head of IT, BridgeClimb. "When we were assessing unified communications and contact centre solutions, RingCentral ticked all the boxes in terms of functionality and cost savings. I also like choosing partners with a vested interest in continually enhancing their systems over time, which is exactly what you get with RingCentral. The transition to our new RingCentral environment was smooth."

The RingCentral Office solution provides voice, video, online meetings and team messaging to support the communications needs for all BridgeClimb's staff members. With this solution, BridgeClimb has replaced at least five different internal systems that they had been running previously to provide these various capabilities. RingCentral Contact Centre provides BridgeClimb's customer service team multichannel capabilities with email, phone and chat in a universal queue. It is integrated with RingCentral Office and provides extensive performance reporting and analytics across the entire platform.

RingCentral's Professional Services team completed the design, configuration and implementation of the unified communications and contact centre solutions. It took just seven weeks from the initial meeting between RingCentral and BridgeClimb to complete the cutover of the new solution.

Key benefits of RingCentral for BridgeClimb include:

Resiliency – BridgeClimb no longer has any single points of communications failure and no reliance on any physical infrastructure. RingCentral has a high availability, fully-redundant cloud and telecommunications infrastructure, end-to-end performance monitoring and SLAs, and real-time disaster recovery. **User experience** – as a people-first organisation, the employee experience is critical for BridgeClimb. RingCentral's user interface is very intuitive with similar functionality to the consumer communications apps that are already very familiar to most users. This made the transition to RingCentral a very smooth experience for BridgeClimb's staff, and also ensures easy onboarding and training for new employees. **Scalability** – with RingCentral's subscription model and no communications hardware requirements or user onboarding constraints, BridgeClimb can continue to grow its business without any technology limitations. With BridgeClimb currently undergoing an extensive digital transformation, RingCentral's ability to integrate 'out of the box' with many other systems and applications was another critical decision factor. RingCentral is already integrated with BridgeClimb's Microsoft Office 365 environment, and the company will be looking to other integrations in the future, including a new CRM solution.

"We're delighted to be associated with the iconic Sydney tourism experience BridgeClimb, and really looking forward to seeing how the BridgeClimb team leverages RingCentral's open platform for further innovation and business transformation as they roll out new digital applications and services," said Peter Hughes, Regional Sales Vice President for Asia Pacific, RingCentral.

About BridgeClimb

Since its official opening to the public on 1st October 1998, BridgeClimb has established itself as an iconic experience and an integral part of the Sydney tourism scene. Over 4 million people from around the world have climbed the Sydney Harbour Bridge, experiencing the city as well as the remarkable iron structure and the feat of engineering from a fresh perspective. BridgeClimb considers itself custodians of the Sydney Harbour Bridge, celebrating its past and breathing new life into its present and future. We believe in opening the bridge to all and delivering unique, memorable moments for every visitor and catering to their every need.

About RingCentral

RingCentral, Inc. (NYSE: RNG) is a leading provider of global enterprise cloud communications, collaboration, and contact centre solutions. More flexible and cost-effective than legacy on-premises systems, the RingCentral platform empowers employees to work better together, from any location, on any device, and via any mode to serve customers, improving business efficiency and customer satisfaction. The company provides unified voice, video meetings, team messaging, digital customer engagement, and integrated contact centre solutions for enterprises globally. RingCentral's open platform integrates with leading business apps and enables customers to easily customise business workflows. RingCentral is headquartered in

Belmont, California, and has offices around the world.

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