

TRUSTe finds time savings and independence with RingCentral

TRUSTe—online privacy certification

Headquartered in San Francisco, with offices in Chicago, Los Angeles, and Miami, TRUSTe helps businesses build consumer trust and increase engagement across their online properties. Providing greater company transparency regarding online privacy policies, TrustE's privacy framework is used by industry leaders including Apple, AT&T, Disney, eBay, HP, Microsoft, Nationwide, and Yelp. Having certified over 4,000 websites, TrustE is recognized and trusted by millions of consumers nationwide.

Moving offices—the search for a hosted phone system

When a company moves to a new location, it has the opportunity to start fresh. Moving to new offices, TRUSTe decided to explore the benefits of adopting a hosted phone system and doing away with their traditional PBX infrastructure. They wanted a solution that empowered their employees to configure their phone systems to work the way they like to work—a self-service portal system was a must. After researching several vendors and examining the specific features offered by each, TrustE recognized RingCentral's cloud-based business phone system as a top option.

Upward mobility— independence & time savings

Agreeing to a trial run using RingCentral, TRUSTe conducted an initial test using just 12 lines, beginning in June 2011. Even though TRUSTe planned to evaluate several vendors before making a final decision, the RingCentral test was such an overwhelming success that not only did they decide against testing additional vendors, they promptly rolled out RingCentral across the entire company—over 100 lines. Providing users with the ability to manage individual

preferences quickly and easily from a smartphone or laptop at a reasonable cost made RingCentral the best choice. Other features, such as free smartphone apps for iPhone, Android, and BlackBerry, were initially thought of as just added bonuses. But with over 25% of the TRUSTe workforce working in the field, these apps came to be heavily relied upon by employees. According to IT Manager Matt Benoit, RingCentral positively impacted the TRUSTe workforce across the board. By making it possible for users to manage their own phone preferences directly, and from anywhere, RingCentral gave TRUSTe employees a 50% time savings over their old system.

RingCentral—smooth and safe transition

After deciding to go with RingCentral, the onboarding process went easily with the help of RingCentral's dedicated implementation team. The most impressive aspect of the transition was the speed with which it was done. Benoit said, "As it got into the ninth hour, we needed the phone numbers moved over by January 6th or we were dead in the water. The (RingCentral) porting team was super responsive and knowledgeable. It really went smoothly, and saved us." As a standard benefit, the RingCentral implementation team not only transferred over all the phone numbers, but also set up voicemail preferences and answering rules. "The team was extremely responsible throughout the entire transition," said Benoit. Following the adoption of the RingCentral system, not only did the TRUSTe workforce experience improved reliability and communication efficiencies, but every employee benefited from the ability to easily work from any location, with control over their own phone system details. Even while on the go, they can manage calls, greetings, and voice-mails from their preferred device, making the centralized desk phone obsolete.

"Between increased functionality, user-level access, and the ability to manage the system from anywhere, we're experiencing a 50% time savings."

— Matt Benoit, IT Manager

"It was critical that we have a self-service portal that employees could manage themselves. We found that with RingCentral."

— Matt Benoit, IT Manager

Company profile

TRUSTe

Leading online privacy provider, helping businesses build trust and increase engagement across their online channels.

Year founded

2003

Website

www.truste.com

Headquarters

San Francisco, CA

Size

100+ employees

RingCentral customer since

2011

