

Voice Analytics Battle Card

RingCentral ECX vs. CXEX AutoInsights



"While RingCentral provides embedded analytics based on keyword spotting, AutoInsights leverages GenAI (LLMs) to deliver context-aware, adaptive analytics without manual maintenance overhead."

Core Methodology

Dimension	RingCentral ECX	CXEX AutoInsights
Methodology	Keyword & phrase spotting with pre-set models	GenAI (LLMs) with contextual & emotion recognition
Maintenance	Requires ongoing phrase list updates	No manual keyword tuning; adaptive models
Resource Needs	High; requires dedicated analyst	Low-touch; human-in-the-loop for tuning only
Risk Profile	High dependency on internal staff	Resilient to staff changes

Feature Deep-Dive

AI & Quality Assurance

X RingCentral: Sample-based or trigger-based evaluation; limited QA logic customization.

✓ AutoInsights: 100% call coverage with fully configurable AutoScorecards for CX, Compliance, and Sales.

Data & Integration

X RingCentral: Analytics limited to native platform; limited structured output extraction.

✓ AutoInsights: API access to all call-level data for use in CRM, BI tools, and data lakes.

Critical Use Cases

Use Case	RingCentral	AutoInsights
Compliance	Basic keyword adherence spotting	LLM-powered IDV models (e.g., Banking/IDV)
VoC	Indirect indicators via sentiment	Scores NPS/CSAT by subcategory & topic
Employee Health	Indirect emotion/stress cues	Maps agent burnout risk using 8-emotion Z-scores
Call Summaries	Basic productivity highlights	Contextual summaries with resolution status

Final Recommendation

RingCentral ECX serves basic use cases with the convenience of native integration. However, for organizations seeking **deep insight, flexibility, and 100% call coverage**, AutoInsights is the critical enabler. It removes the operational complexity of manual keyword tuning and unlocks strategic value through specialized AI Listeners.

