



A Smarter Way to Personalize the RingCentral Caller Experience

The Easy On Hold[®] RingEX App

In this report you will learn how the Easy On Hold[®] (EOH) RingEX App automates scheduling, variety, and audio management for **Waiting Queue Music** and **Hold Music** in RingCentral RingEX.



Reimagining the RingCentral Caller Experience

Many RingCentral customers rely on the platform's default on-hold music and pre-recorded "thank you for holding" messages. We understand. RingEX makes it easy to get up and running quickly, and for many organizations, the default experience is simply the most efficient starting point.

Over time, however, that path can carry unintended consequences.

Generic default music and repetitive audio files can generate caller friction, particularly as customer expectations continue to rise. What once felt acceptable can begin to feel impersonal, predictable, or disconnected from the brand on the other end of the line.

Now imagine an on-hold audio experience that reassures callers, reinforces brand identity, and delivers variety and value with every call. An experience that feels intentional, current, and professional, but without requiring additional effort from IT, marketing, or operations.

The Easy On Hold® (EOH) RingEX App reduces operational complexity and delivers timely, effective voiced messages and music that change constantly.



The Challenge

Build an automated system for scheduling and delivering on-hold messages and music that works continuously behind the scenes with almost no human intervention.

And, rather than requiring teams to manually create, upload, and change audio files, manage everything in a simple online portal.

What Can the EOH RingEX App Do?

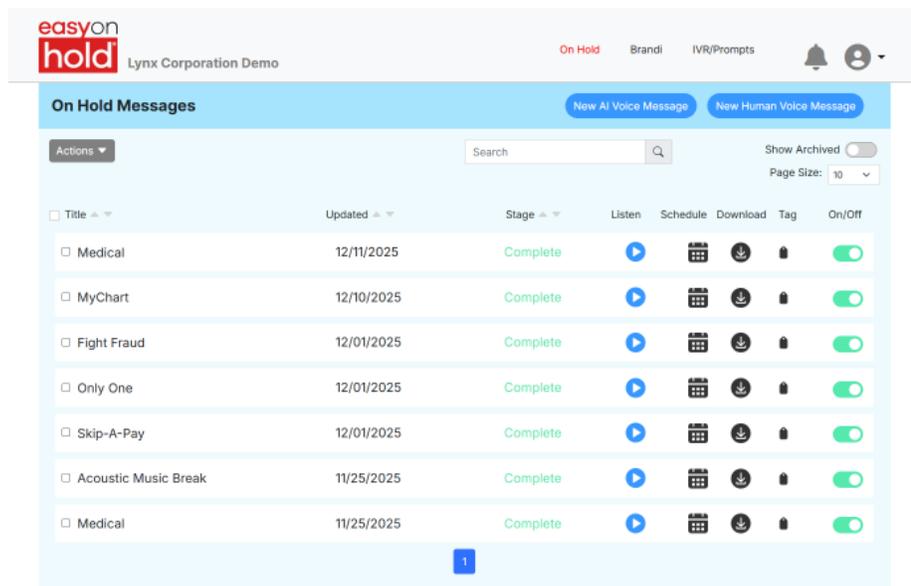
- Reduce workload by automatically loading and changing audio files in your RingEX platform
- Schedule messages and music to change automatically throughout the day
- Play timely, relevant content without worry of callers hearing out-of-date content
- Reduce caller fatigue by reordering topics frequently
- Automatically prepare files in the correct audio format
- Customize content for various queues (sales, service, Spanish, etc.)
- Quickly deploy urgent AI-generated or customized audio
- Change the order of topics or songs between Waiting Queue and Hold Queue (Queue Variation Logic) for each call.

How The EOH RingEX App Works

It begins in the EOH Portal, the Creative Content Center™

At the heart of the EOH RingEX message on hold solution is the Creative Content Center™, where marketing messages (and/or music files) are managed. Each audio file is a brief, unique message (about 50 words) focused on a single topic, with its own supporting music background. Each file has its own “DNA,” telling it when to play, and on which stream to play.

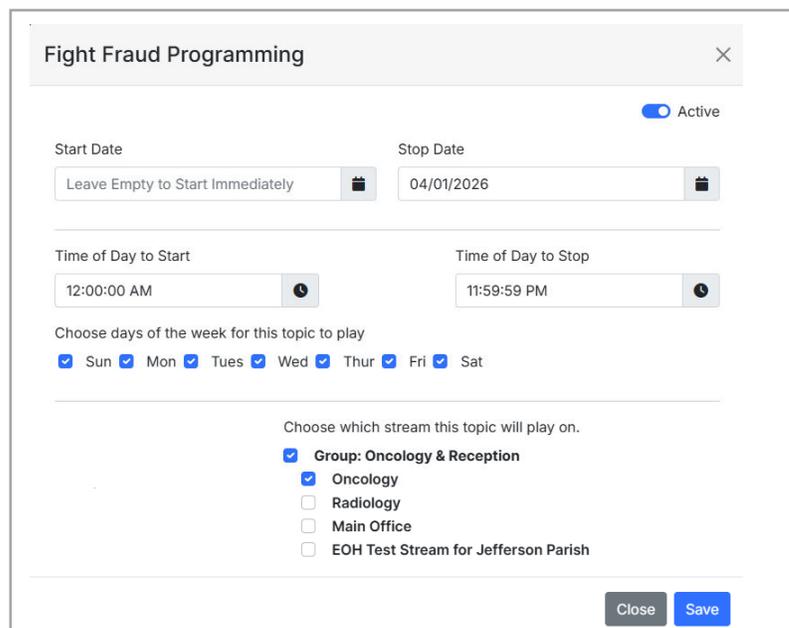
The EOH RingEX App will analyze all files in the portal, check the current time, and select messages scheduled to play. It then uploads those files in randomized order to all configured queues. Later in this report, we provide several ideas for leveraging EOH AI and production tools to take your queues to the next level (see Appendix).



Several timely, purposeful messages are stored in the Creative Content Center. The messages are a blend of voice and music, focused on a relevant marketing or branding topic. Messages are programmed with start and stop dates and can be set to play on specific days at specific times. A simple On/Off switch is available if a message needs to be stopped quickly.

Programming each topic is simple. Options are:

- Start Date
- Stop Date
- Time of Day to Play
- Days of the Week to Play
- Which Stream to Play on

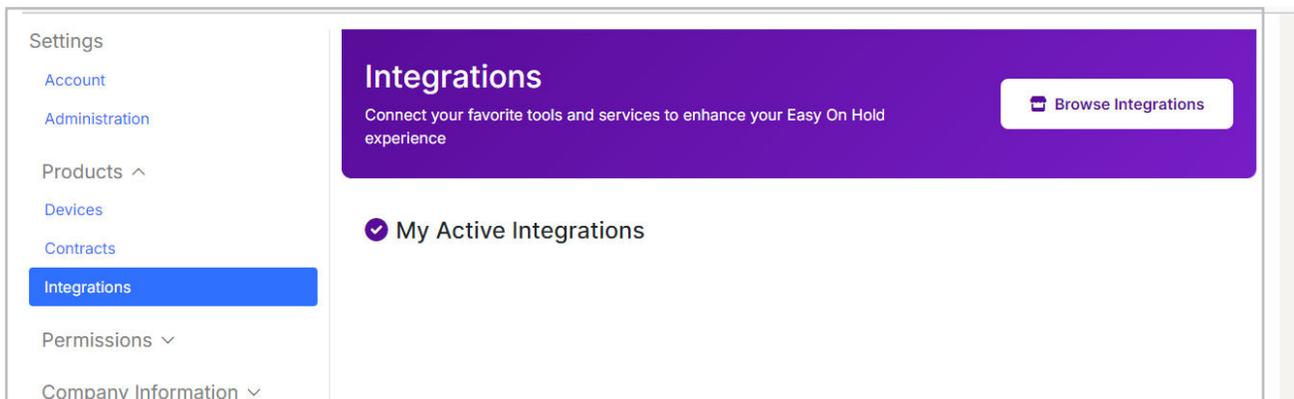


Linking Your EOH Account To RingCentral

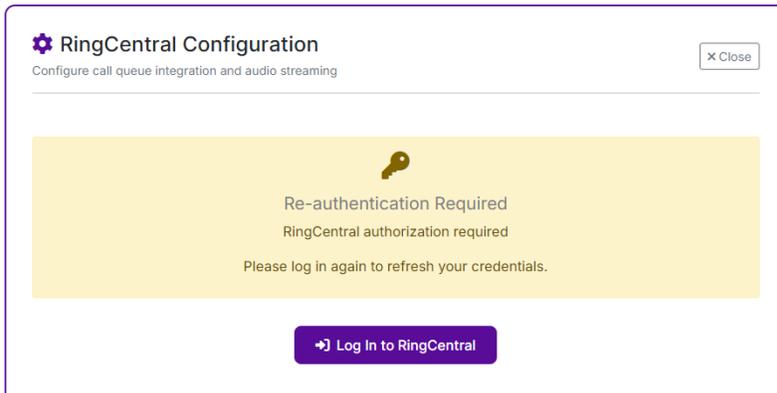
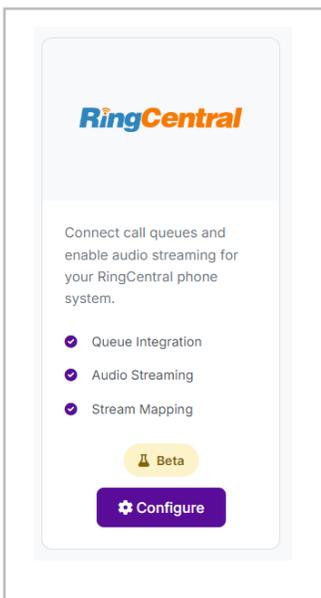
Users Authorize a Connection to EOH

To add an authorized integration to your Easy On Hold® account, a user with admin rights in the RingEX platform (and client admin status in the EOH portal) will log in to their Easy On Hold® portal to connect accounts. The steps to link the App to your RingCentral Account are:

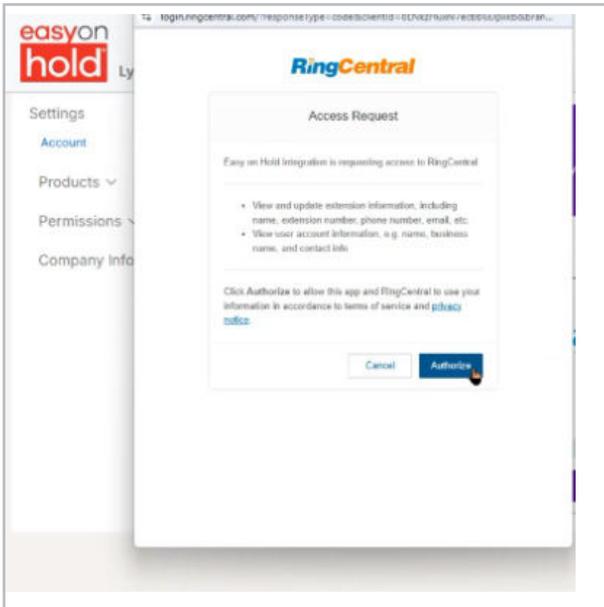
- From the portal home page, select **Settings** from the User Dropdown
- In the Settings menu, under the **Products** Dropdown, select **Integrations**
- **Browse Integrations** and select **RingCentral**



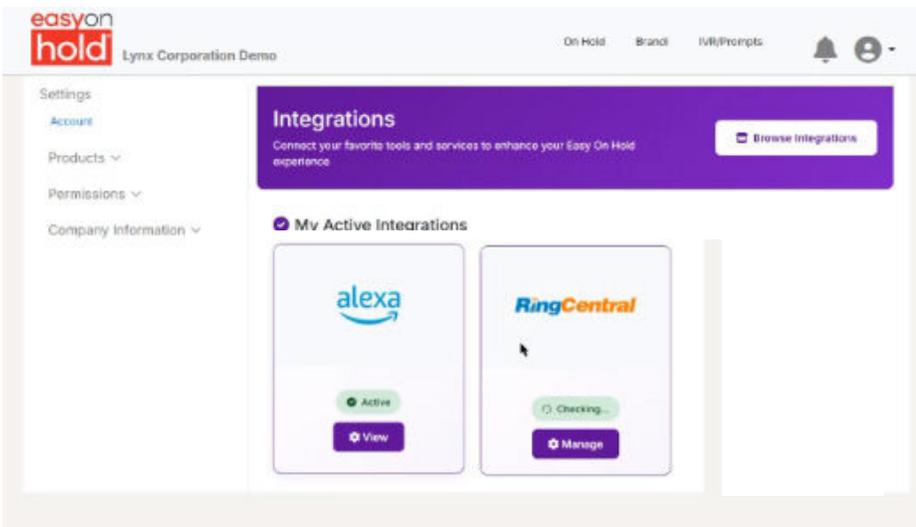
- Select **Configure**. The RingCentral Configuration window will appear.



- Select **Log in to RingCentral**

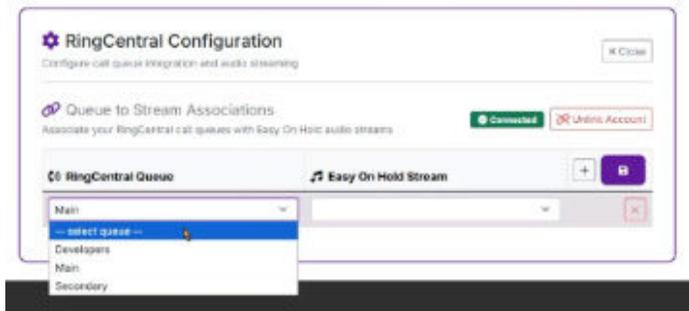


- Begin the authorization process. *The only permissions required are to view and update extension information, including name, extension number, phone number, email, etc. and to view user account information, such as name, business name, and contact information.*
- Clicking **Authorize** is all that's needed for the EOH App to do its job.
- Refresh your browser to see the RingCentral RingEX integration among active integrations.



- Select **Manage** to configure the integration. Immediately, the App will pull in a list of queues from your RingEx configuration, and a list of the EOH Queue Playlists (messages assigned to specific queues). *Note, while the EOH playlists may be referred to as streams, the App works with file management, not live streaming.*

Configuration & Functionality



- Match the RingEX queue to an EOH Playlist (streams). **Save**.
- Click the + (plus) sign to add more queue connections. **Save**.

Configuration Notes

- Users may assign different playlists to different queues, a single playlist to all queues, etc. Any association is allowed.
- The EOH RingEX App will change settings for selected queues automatically. You won't need to make changes in the RingEX Call Queues.
- Any RingCentral admin account can be used to link the EOH Creative Content Center™. A best practice is to make a "service user" account to provide continuity of service if the admin user is not available or no longer with the company. The EOH portal user must be a client admin, assignable by Easy On Hold® support.

Functionality Notes

A simple step-by-step description of the EOH RingEX App functionality is as follows:

1. Review the configuration for all messages (files) stored in the customer portal.
2. Identify all message files that are scheduled to play at this time.
3. Create a file that combines all of the valid message files in random order, up to 10 minutes in length.
4. Make sure the audio format is suitable for RingCentral and load to the assigned hold music queue(s).
5. Make a second concatenated file using the message files in the reverse order from the hold queue file and load it to the *Waiting In Queue* music queue in RingEX. *We refer to this as queue variation logic.*
6. Repeat the process periodically (this cadence can be 15 minutes to two hours).

While similar to EOH Live Streaming in scheduling logic, the RingEX integration uses secure file upload automation rather than continuous streaming. This ensures compatibility with RingEX queue requirements while still delivering dynamic, time-sensitive content.

Product Overview

Key Functional Advantages

The EOH RingEX App automates everything involved in queue and hold audio, ensuring callers always hear the right message at the right time.

Automated Audio Delivery

- Loads and reloads audio throughout the day, instantly pushing updates into RingEX.
- No one in IT ever needs to check formats, upload files, or remove old content.
- Eliminates outdated messaging automatically.

Dynamic Playlists & Variation

- Shuffles messages and music every hour to eliminate caller fatigue.
- Ensures every call feels fresh and different.
- Queue audio and agent-hold audio are automatically reversed to create variation.

Customized Audio per Group

- Plays unique music tracks per call queue.
- Ideal for multi-location businesses or organizations with diverse branding needs.

Advanced Scheduling, similar to EOH Live Streaming, allows marketing teams to set:

- time-of-day messages
- day-of-week content
- weekly/monthly promotions

Daypart Greetings

- “Good morning,” “Good afternoon,” and “Good evening” messages that play automatically.

Dynamic Weather by AccuWeather®

- Callers hear real-time weather updates from a trusted source.
- Updates hourly.

EOH AI Studio Integration

- Instant voice + music content creation.
- AI-generated messages load automatically—no waiting for production.
- Rapid deployment for urgent announcements.

Content Licensing + Compliance

- EOH handles music licensing, voice rights, and usage compliance for all audio.

Why the EOH RingEX App Is Necessary for Businesses

Common Challenges With Manual Audio Workflows

While RingCentral simplifies basic audio management, it lacks tools for dynamic, changing content. As a result, manual updates become burdensome for teams trying to improve branding, reduce caller hang-ups, and deliver a better customer experience.

Content Can Become Outdated Without Anyone Realizing It

Because audio updates rely on manual action, message changes are often missed and content can become outdated over time. To avoid time-sensitive issues, some businesses rely on “safe” messaging that remains generic, but is often too broad to be truly effective.

Repetitive Audio Leads to Caller Fatigue

Repeated exposure to the same message or music loop creates caller fatigue and frustration. Although businesses recognize the need for variety, manual systems make it difficult to deliver consistently.

IT Teams Carry Responsibilities They Don't Want

IT administrators are often asked to format audio files, upload them, troubleshoot them, or swap them out. Although IT owns the platform, they typically are not responsible for messaging or marketing content. The result is often a minimal, maintenance-focused approach that limits brand presence and degrades the caller experience.

Timing and Relevance Are Difficult to Manage With Static Files

Manual file uploads make it nearly impossible to maintain precise message timing across locations, departments, and seasonal changes. As a result, many organizations simply stop trying—leaving valuable messaging opportunities unused.



These challenges are not shortcomings; they are simply the natural limitations of a manual workflow. Businesses today want a more flexible and proactive approach.

Who Benefits the Most and How?

IT Administrators

IT gains time and clarity, while still maintaining complete control over permissions and platform integrity.

- Free from uploading, formatting, or replacing audio files
- No responsibility for outdated content
- Clear governance and separation of duties
- Cleaner RingCentral environment—fewer static files piling up

Marketing and Communications Teams

Marketing can now treat caller audio as an active communication channel rather than a static background element.

- Easy scheduling of content to support campaigns
- Faster turnaround for message changes
- Ability to keep audio aligned with brand voice
- No need to rely on IT for deployment

RingCentral Customers

The EOH RingEX App doesn't replace anything in RingCentral—it enhances it. RingCentral remains the **communication engine** powering calls, routing, analytics, and platform stability.

Easy On Hold® becomes the **experience engine** that ensures every call reflects the following:

- Up-to-date information
- Relevant, purposeful content
- Engaging variety
- Consistent brand presentation
- Professional polish



This combination creates a caller experience that simply wasn't possible in the past.

Conclusion

Capabilities Not Previously Available Within RingEX

Automated, intelligent, and responsive. With the Easy On Hold® RingEX App, those capabilities are no longer aspirational. They are available today, powered by Easy On Hold and fully integrated with your RingEX platform.

Features such as automatic audio updates, intelligent content rotation, real-time weather integrations, instant AI-generated messaging, and date-driven schedules and daypart logic represent a new era in caller experience. This approach removes friction, elevates brand presentation, and gives organizations unprecedented control.

The future of caller audio has arrived, and it fits seamlessly into RingEX.

A New Standard in Caller Experience

Caller audio has long been treated as a set-and-forget component of business communications. However, with changing expectations, growing brand emphasis, and the need for agility, teams now require more precision, relevance, and control.

The Easy On Hold® RingEX App delivers exactly that: automation, intelligence, and freshness. It allows businesses to create caller experiences that are accurate, engaging, and always aligned with their needs.

A new standard is here.
And RingCentral customers can start using it today.

Contact us to take the app for a test drive.

Easy On Hold®
easonhold.com
1-888-798-HOLD



Appendix: Practical Use Cases

The following examples illustrate how organizations use EOH to elevate their call queues from passive hold time to purposeful engagement.

Dayparting

Making Every Call Feel Timely and Thoughtful

A customer calls a business first thing in the morning and is greeted on hold by a friendly voice that says, "Good morning, welcome to ABC Company!" Later in the day callers hear "good afternoon." Daypart greetings can be as simple as saying, "good morning," "good afternoon," or "hope you're having a great Tuesday." Or, create unique messages to play during peak hours that go the extra mile to impress callers while they wait. It's unexpected and engaging.

Music-Only Queues

A Better Caller Experience

With the EOH RingEX App, your caller can call multiple times in a day or week without hearing the exact same music every time. Instead of a single looping file, the music feels varied, professionally curated, and consistent with the brand's tone, without the expected repetition. You can license music in any genre, or even explore CoverTunes from Easy On Hold (legal versions of popular songs). Your callers deserve a professionally curated experience.

Seasonal Messaging

Effortless Marketing That Updates Itself

With the EOH RingEX App, you can automatically update your hold music and messages to reflect holidays, seasonal promotions, or special events. Use seasonal messaging to promote limited-time offers, share holiday hours, or simply create a more timely caller experience, with no fear of playing "Jingle Bells" in January. Scheduling seasonal messages well in advance puts a year-long marketing plan in motion.

Immediate and Emergent Messaging

Communicate Clearly When It Matters Most

Until now, you couldn't use hold time to communicate closures, service disruptions, or urgent policy changes. With the EOH AI Studio, you can generate and deploy time-sensitive messages (with optional music) in minutes, without recording equipment or voice talent. Callers stay informed and reassured.

Weather-Aware Messaging

Automatic Updates Based on Real Conditions

Everyone wants to know the weather. With Easy On Hold's® AccuWeather® integration, callers get current weather conditions and forecasts from AccuWeather®, the industry standard for weather intelligence. Weather-aware messaging is especially valuable for golf courses, municipalities, universities and schools, and travel-related organizations such as resorts and hotels, where weather directly impacts daily operations and customer expectations.

Creative Brand Reinforcement

You Know What Your Brand Looks Like, But How Does It Sound?

Your call queue reflects your brand's professionalism and personality. Consistent, non-repetitive music and messaging paints a picture of your brand. Instead of generic hold music, your queue can be a meaningful brand touchpoint that improves the overall caller experience.