

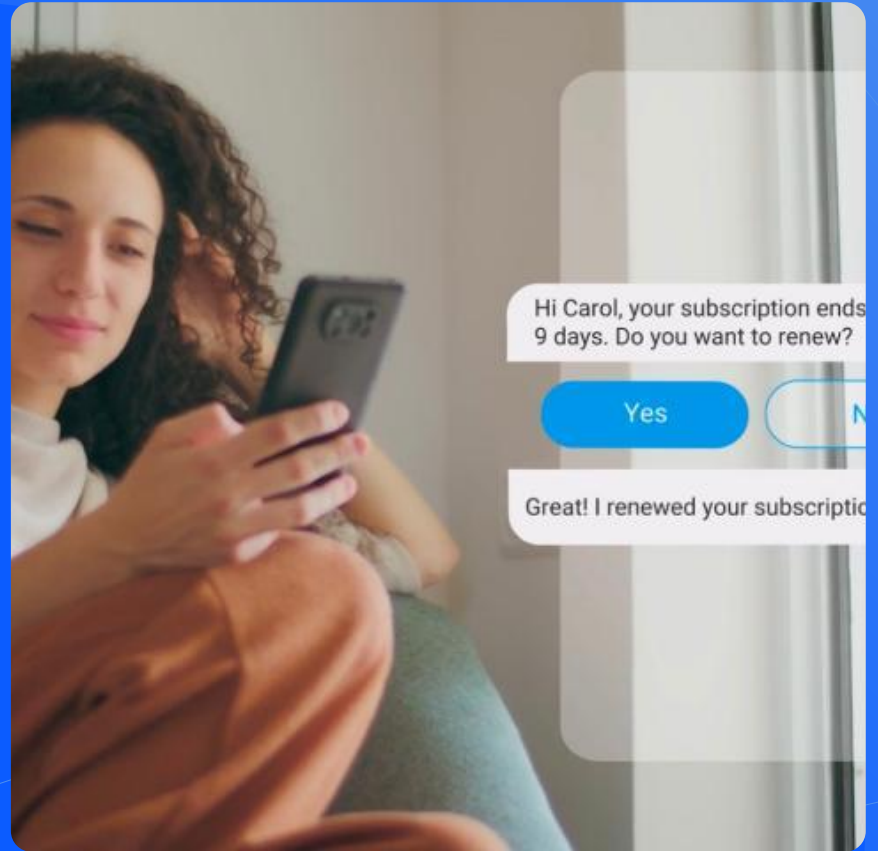
# Zoom Contact Center Overview



Personalized customer care experiences with a unified and AI-powered contact center

2024

zoom



# Agenda



- **Market Insights & Challenges**
- **Meet Zoom Contact Center**
- **Why Zoom?**
- **Next Steps**

# Challenges for CX Leaders

## Struggling to keep up with customer expectations

**75% of customers crave more personalized experiences**

- 24/7 self-service
- Omnichannel communication
- Personalization

PwC Survey

## Low agent morale and high turnover

**82% of contact center leaders say agents spend too much time on inefficient processes**

- Bored with repetitive tasks
- Desire coaching & growth
- Flexibility of their schedule

CCW Market Study

## Pressure to deliver better business outcomes

**92% of consumers trust recommendations from friends & family above all other forms of advertising**

- Reduce customer churn
- Increase sales growth
- Operational efficiency gains

Nielsen Study

# Zoom for Customer Experience

Deliver a personalized and seamless customer experiences with a unified, AI powered contact center

- ✓ **Outpace customer expectations**  
AI-powered self-service, true omnichannel and personalized experiences
- ✓ **Empower, upskill and enhance agent care**  
Streamlined workflows, coaching and access to actionable, real-time information
- ✓ **Deliver better business outcomes**  
Happier customers, increased CSAT and reduce customer churn



Contact  
Center



Virtual  
Agent



Workforce  
Engagement



AI Expert  
Assist

# Smart, fast self-service

Decrease cost to serve without sacrificing customer satisfaction

✓ **Augment & mimic your best agents**

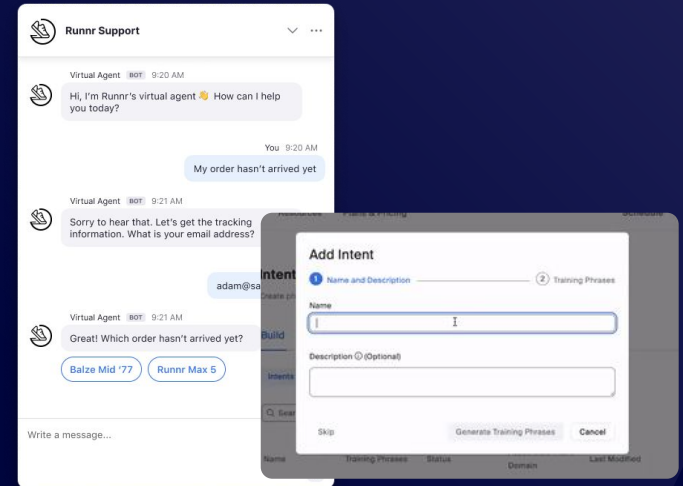
AI enabled chatbots that “just work” to deliver personalized responses through CRM or support system integrations

✓ **Provide that human touch when needed**

Automatically identifies need for escalation and intelligently routes to the correct agent with conversation summarization

✓ **Automate routine requests**

Intelligently identify trends that can be handled instantly via bots and free up agents for more complex problems



# Meet your customers where they are

## Personalized and seamless customer journeys

- ✓ **Fluid omnichannel including SMS, social, chat & voice**  
A seamless experience no matter where customers engage
- ✓ **Personalized & tailored interactions**  
Ensure all channels offer the same level of personalization and experience seamlessly
- ✓ **Capture the customer journey**  
Unified engagements brings a coherent customer experience across channels to eliminate frustration of repetitive conversations



# Empower, upskill & enhance agent care

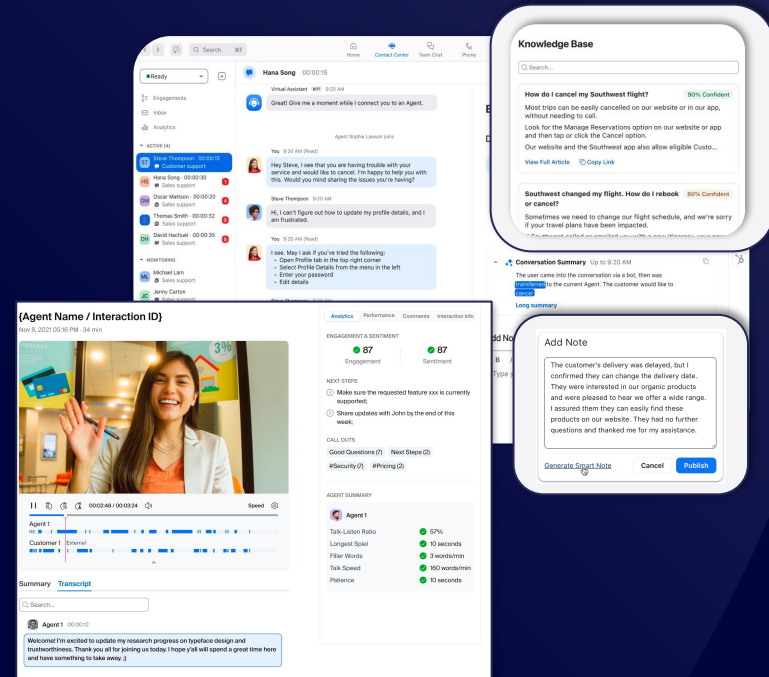
## Maximize Agent happiness and therefore customer happiness

✓ **Reduce repetitive tasks & improve productivity with AI**  
Automate agent note taking & post interaction summaries

✓ **Faster access to knowledge**  
Proactively access your company's records and data in real time so customers get the right response, every time

✓ **Personalized coaching**  
Improve individual and team performance using scorecards, coaching, and guided training

✓ **Empower agents with more control over their schedule**  
Increase agent happiness with shift bidding



# Deliver better business outcomes

## Eliminate uncertainty and gain insights into brand health

### ✓ One platform for communications and contact center

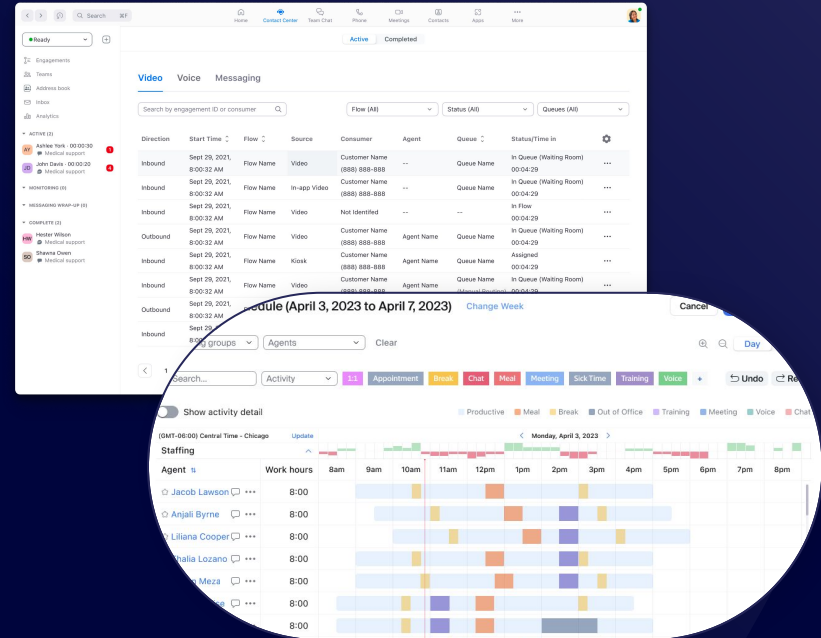
Built on a single cloud platform to lower your costs and drive higher productivity

### ✓ Deploy the right agents and beat SLAs

Automate forecasting, scheduling and intraday management to predict call volumes and staff accordingly

### ✓ Actionable insights help improve service efficiency

Gain access to trending topics, CSAT and root cause of complaints to shift from reactive responses to proactive





# Building on Zoom's UC success, we are reinventing CX

2011–2014

2015–2021

March 2022





January 2023

July 2023

October 2023

December 2023

zoom

 Zoom Meeting  
 Zoom Rooms  
 Zoom Webinar  
 Zoom Chat

 Zoom Developer Platform  
 Zoom Phone  
 Zoom App Marketplace

 Zoom Contact Center

 Zoom Virtual Agent

 Zoom Workforce Management

 Zoom Quality Mgmt

 AI Expert Assist

 AI-Powered CX Experiences

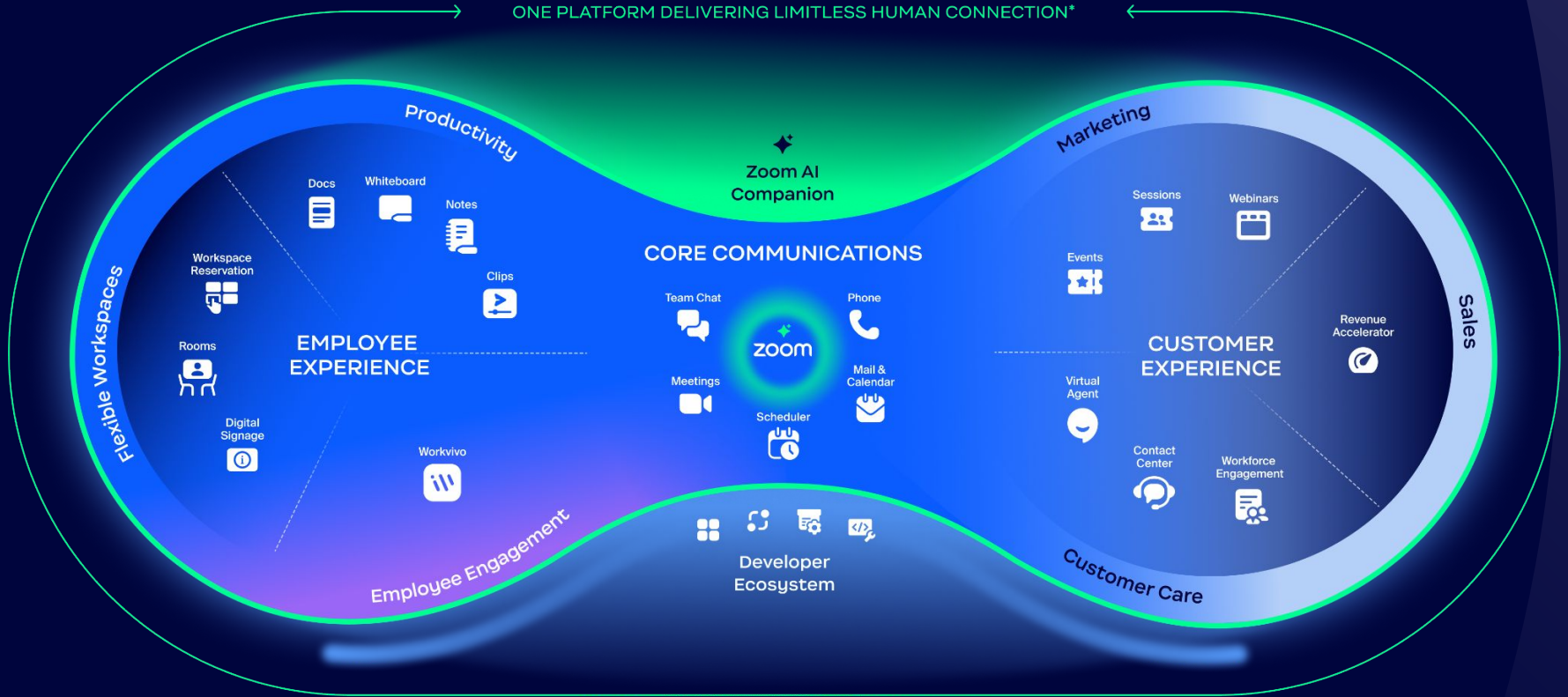
7M Zoom phone seats in 5 years

## Zoom's Customer Experience Suite:

- Launched ~2 years ago (March 2022)
- Built on the core Zoom Platform

# Zoom Platform

ONE PLATFORM DELIVERING LIMITLESS HUMAN CONNECTION\*



# Impact Across the customer experience

“The simplicity of the interface and the familiar look and feel of using a Zoom product make it the ideal platform for the team.”

 **Phil Caiazzo**  
VP of Global Support Services  
AVI SPL

**\$70k+ in cost savings**

“The reporting is amazing. You can see all incoming data, live and use the technology to improve the agent experience. It helps us deliver more personalized service.”

 **Caring for You**

**50% reduction in call wait time**

# Trusted by Enterprise Customers Globally

## 800+ customers on Zoom CX





# The right partner for CX teams

Focus on customer happiness

↓

## One platform

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Total Experience  
(EX & CX on one platform)

↓

## Just Works

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Easier adoption and faster  
time to value

↓

## Agile Innovation

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Rapid pace of innovations - AI  
& enterprise features

↓

## Security & Privacy

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Enterprise-grade security to  
help protect your data



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[Phone](#)

[Meetings](#)

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[Contact Center](#)