

Zoom bolsters Business Services offerings with AI-first innovations for customer experience, marketing, and sales

Today at Zoomtopia 2024, Zoom announced new products and features within its Business Services portfolio, including enhancements to Zoom Contact Center, Zoom Events, and Zoom Revenue Accelerator. These new capabilities empower customer experience, marketing, and sales teams to deliver results and support and retain customers.

“Zoom’s Business Services, including Zoom Customer Experience, Zoom Revenue Accelerator, and Zoom Events, are a core part of Zoom’s next chapter, and with AI built into each of these products, we are changing the way businesses support their customers and clients,” said Smita Hashim, chief product officer at Zoom. “Zoom is committed to providing powerful AI-first, user-friendly tools that help businesses minimize churn, reduce costs, improve customer satisfaction, and empower teams to deliver better business outcomes. We believe that if we can help our customers work happy and with less friction, then it will result in more satisfied customers across the board.”

Zoom Contact Center leverages AI to enhance the customer experience

Zoom Contact Center is an AI-first contact center solution that puts humans in the driver’s seat by empowering everyone involved, including the customer, the agent, and call center supervisors. With AI built-in throughout the platform and AI Companion included in Zoom Contact Center licenses, customers can receive enhanced support and achieve faster resolutions, agents can simplify workflows, increase efficiency, and receive coaching feedback, and supervisors can better support agents, enabling them to do their best work.

Zoom Virtual Agent, Zoom’s AI self-service solution, will now be able to handle multi-intent inquiries, expanding its ability to process several complex customer queries in a single session using enhanced natural language processing (NLP) and integration with knowledge bases. This evolution helps reduce the need to transfer calls to live agents, reduce interaction costs, and improve the overall customer experience. Later this year, Zoom Contact Center will preview a new AI Virtual Voice Agent, which will extend these capabilities to phone calls.

With the new **co-browsing with personal identifying information (PII) masking** feature, customers can grant agents secure view access to their screens during voice engagements to troubleshoot issues in real time without exposing PII. This helps protect customers’ privacy while providing more effective and efficient support for customers who rely on screen sharing for technical assistance.

Empowering agents to deliver enhanced customer satisfaction

Zoom recognizes that agents are key to customer experience and announced a handful of new features that aim to empower agents and enhance their customer engagements. Zoom AI Expert Assist provides AI-first tools and services to streamline daily workflows and help agents efficiently resolve customer issues. New features announced at Zoomtopia 2024 for Zoom AI Expert Assist include:

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- **Dynamic agent guides** introduce dynamic, scenario-based scripting using AI, allowing agents to adjust their workflows based on real-time customer interactions. This flexibility enables more efficient resolutions and a better customer experience.
- **Suggested answer** uses AI to analyze multiple knowledge base articles and deliver a suggested, scripted response to the agent to help keep the conversation moving without interruption or delay.

To provide more flexibility to agents, **Shift bidding** is a new Workforce Management (WFM) feature that allows agents to rank their preferred work schedules from AI-generated shift patterns, giving them a voice in the scheduling process. Schedules can then be awarded to agents based on user-defined hierarchies such as seniority, helping improve agent satisfaction and optimizing shift coverage for supervisors.

Enabling better business outcomes with Zoom Contact Center

Zoom Contact Center is built with the customer at its core and supports organizations in driving better business outcomes and achieving business continuity with innovations that help drive efficiencies in the contact center, which can lead to higher customer satisfaction (CSAT) scores, reduced average handle time (AHT), and more invested agents. This includes new ways for organizations to better manage heavy workloads and new tools for supervisors to develop top-tier agents. For Business Process Outsourcing (BPO) or large contact center companies, Zoom is introducing **Divisions**, a robust but streamlined administrative solution that helps manage complex customer service setups and use cases. This solution makes it easy for companies handling disparate lines of business to control access to data and assign agents to various queues.

- **Auto Quality Management:** Gone are the days of manual, resource-intensive quality assurance processes. Auto Quality Management uses AI to automatically score up to 100% of customer interactions, offering unbiased, actionable feedback to agents. This solution helps increase compliance with organizational standards, identify performance trends, and eliminate the selection bias associated with random sampling.
- **Ask Quality Management:** Ask Quality Management introduces a conversational interface that allows supervisors to query transcripts directly for valuable insights. This time-saving tool helps supervisors quickly identify performance issues, noncompliance with organizational standards, or improvement areas without sifting through hours of recordings and enables them to make more informed decisions quickly, enhancing the efficiency and effectiveness of contact center operations.
- **Supervisor flagging:** Zoom AI Expert Assist's new supervisor flagging feature uses AI to analyze engagements and flag interactions that require immediate attention. This proactive solution helps supervisors focus on the most critical issues to optimize their time and deliver more efficient results.

Zoom's latest customer experience solutions are designed to empower customer-facing teams with the tools they need to deliver exceptional service. From AI-driven automation to enhanced agent support, these features help provide faster resolutions, greater efficiency, and a seamless experience for agents, supervisors, and customers.

Zoom Revenue Accelerator optimizes sales teams to deliver results

Zoom Revenue Accelerator applies conversation intelligence to Zoom Meetings and Zoom Phone interactions, enabling sales teams to maximize potential and generate more consistent revenue. Zoom Revenue Accelerator continues to launch AI-first innovations that help enhance rep productivity and give sales leaders unique rep performance and deal insights, enabling sales organizations to close more deals, faster.

Zoom Revenue Accelerator dialer is a powerful new capability that allows sales organizations to prospect more intelligently and efficiently. The Dialer enhances sales prospecting efficiency by simultaneously auto-dialing multiple phone numbers, automatically dropping a pre-recorded message when AI detects the call has reached voicemail, and instantly transferring calls to sales professionals when prospects answer. During the call, sellers are assisted with AI-generated live transcription, can instantly calendar the next conversation with Zoom Scheduler, and can make updates to CRM records — all within the dialer workflow.

Zoom Revenue Accelerator recorder: To extend Zoom Revenue Accelerator's value to meetings hosted by customers who aren't Zoom Revenue Accelerator users, Zoom Revenue Accelerator can now record and analyze meetings hosted in Microsoft Teams or an external customer's Zoom meetings. This capability expands Revenue Accelerator intelligence to more meetings to provide a more comprehensive understanding of deals and what is driving revenue.

To further amplify the capabilities of sales teams, additional announcements for Zoom Revenue Accelerator include:

- **Conversation explorer:** Conversation explorer uses AI to answer revenue teams' questions and gather insights from prior meetings. By instantly extracting key points with custom prompts and open-ended questions, sales professionals can take rapid, data-driven actions, enabling better sales outcomes. Sales leaders can use conversation explorer to get up to speed on crucial conversations that impact revenue and guide meaningful actions faster.
- **Coaching with Revenue Accelerator automated scorecards:** Automated scorecards leverage AI to enable managers to consistently coach sellers on customer interactions. Sales leaders can choose from pre-built scorecards based on popular sales methodologies, create scorecards using the question bank, or use their own custom questions to build the perfect scorecard. Robust scorecard analytics allow sales leaders to track the efficacy of their training over time. The automated evaluations provide sales leaders with feedback on areas of strength and improvement, elevating coaching efficiency with auto-scoring, and providing instant insights and personalized, actionable feedback across every conversation.
- **Coaching activity tracker:** Sales leaders can now embed coaching deeply into their sales organizations with a unified dashboard to monitor all coaching activity. They will gain access to key insights about call review activity and see how frequently and recently managers have coached reps, enabling sales leaders to gauge their teams' improvement and success habits easily.

Zoom Events extends the reach and impact of event content using richer analytics

Zoom Events provides advanced features that help marketing teams create successful and engaging virtual and hybrid experiences with user-friendly tools that simplify event management workflows. The latest advancements from Zoomtopia 2024 further enhance and simplify how event managers can craft events best suited for their target audiences.

- **Content generation:** AI Companion built into Zoom Events makes it easier than ever for event managers to develop content across various communication channels for simplified post-event follow-up. AI Companion content generation lets event teams leverage webinar recordings to create content assets such as blog posts, emails, and video snippets, all in one place.
- **Webinar Summary with AI Companion:** Zoom Webinars, Sessions, and Events customers will now have an intelligent assistant that helps panelists moderate and manage audience interactions during live webinars. Event hosts can also send an AI-generated summary of the webinar to audiences to ensure they don't miss any valuable content.
- **Branded content hub:** A branded content hub is a new central hub that showcases upcoming live events and provides on-demand access to past events and other content. This makes it easier for attendees to explore new and related content within a single space that's individually branded for an organization or event.
- **Cross-event analytics:** With this new dashboard, event managers receive detailed analytics across all events and individual attendee insights, such as engagement scores and the number of events attended over time. This provides marketing teams with actionable data to deliver more tailored experiences and personalized follow-ups for attendees moving forward.

For more information on additional enhancements Zoom unveiled today, read the Zoomtopia press release and visit the [Zoom newsroom](#).

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