



Zoom Announces Platform Innovations to Elevate the Total Customer Experience

April 13, 2022

Zoom IQ for Sales, a conversation intelligence solution, and Zoom Events Innovations Modernize the Ways Businesses Engage Their Customers

SAN JOSE, Calif., April 13, 2022 (GLOBE NEWSWIRE) -- At its second Work Transformation Summit, a virtual gathering of business leaders that offers actionable insights for navigating the transformation and future of work, [Zoom Video Communications, Inc.](#) (NASDAQ: ZM) unveiled its latest innovations in the Zoom platform to help businesses improve customer and employee experiences for the new 'work anywhere' workforce. Announced today, Zoom IQ for Sales, a conversation intelligence solution for sales professionals, as well as new Zoom Events and Webinar functionalities such as backstage and Webinar session branding, are putting engagement at the center of the experience and transforming the way we work, connect, and collaborate.

"Every interaction counts in a video-first world – whether it's a call with a customer service agent, a video meeting with the sales team, or a hybrid event with customers and prospects. World-class customer engagement is where competitive differentiation happens," said Oded Gal, Chief Product Officer at Zoom. "Following our recent launch of Zoom Contact Center, Zoom IQ for Sales, and our latest Zoom Events innovations mark further steps in Zoom's journey to establish new heights for customer experiences and flexible collaboration across the workforce."

"These new innovations are yet another example of Zoom's ability to bring new solutions to life quickly and seamlessly, based on the needs of its customers," said Dave Michels, Founder and Principal Analyst at TalkingPointz. "With the introduction of Zoom Events, Zoom Contact Center, and now Zoom IQ for Sales, the Zoom platform is poised to make an impact on reimagining the customer experience, by expanding it to include the entire customer journey from marketing to sales to ongoing support – the total customer experience."

Zoom IQ for Sales: Zoom's First Step In Conversation Intelligence

Zoom IQ for Sales is a conversation intelligence add-on for Zoom Meetings that turns customer interactions into meaningful and actionable insights, helping teams across marketing, sales, and competitive intelligence improve crucial interactions with customers. Additional benefits include:

- **Optimized efficiency:** Zoom IQ for Sales increases seller productivity with automation for next steps and risk assessments, and quick search functionality.
- **Integrated:** Tightly integrated with Salesforce®, leading calendars, and Zoom Meetings, Zoom IQ for Sales consolidates workstreams and provides an aggregated view into conversations and opportunities.
- **Easy-to-use:** Zoom's intuitive web interface makes it easy for admins to onboard users and manage their integrations and quick for users to view insights and recordings.
- **Scalable:** On-demand scalability – businesses can easily add users as needed.

Zoom IQ for Sales is now available as an add-on for Zoom Meetings customers with support for Zoom Phone coming soon. Zoom IQ for Sales is the first iteration of Zoom's conversation intelligence technology under the Zoom IQ umbrella, with potential future use cases by product, industry, and use case. To learn more about Zoom IQ for Sales, please visit the [Zoom IQ for Sales page](#) and read our [blog](#).

Zoom Events & Webinar Enhancements: Improving the Presenter Experience

Virtual and hybrid events are crucial to a brand's marketing strategy, allowing them to connect with customers and prospects on their terms. One of the most requested features for Zoom Events, the all-in-one platform that allows brands to create virtual and hybrid experiences, has been a gathering place for speakers before, during, and after a session. To meet this need, Zoom is launching backstage, a new feature that allows panelists, speakers, and production crews to stay behind the scenes while viewing the live webinar feed, chatting with each other, answering attendees' questions, and practicing their presentations.

Zoom announced two more Zoom Webinar innovations, designed for anyone who wants to present information to a large online audience attending from anywhere in the world on any device:

- **Webinar reactions:** Webinar attendees can use reactions. The stream of submitted reactions is displayed in the bottom-right corner of the main webinar window, visible to the host, panelists, and attendees.
- **Webinar session branding:** Hosts can customize the appearance of the in-webinar experience by adding a wallpaper behind the video tiles, setting a common virtual background for all panelists, and providing name tags for each panelist.

Webinar reactions and session branding are available now, and Zoom Events backstage will be generally available in late April 2022. The Zoom Events' session experience is also available now on Zoom Rooms, allowing hosts and attendees to join events from Zoom Rooms appliances. To learn more about the latest Zoom Events, please visit the [Zoom Events page](#) and read our [blog](#).

For more information on Zoom's innovations, or to watch any of the sessions from industry leaders taking place today, please visit our [Work Transformation Summit page](#).

About Zoom

Zoom is for you. Zoom is a space where you can connect to others, share ideas, make plans, and build toward a future limited only by your imagination. Our frictionless communications platform is the only one that started with video as its foundation, and we have set the standard for innovation ever since. That is why we are an intuitive, scalable, and secure choice for individuals, small businesses, and large enterprises alike. Founded in 2011, Zoom is publicly traded (NASDAQ: ZM) and headquartered in San Jose, California. Visit [zoom.com](#) and follow [@zoom](#).

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Source: Zoom Video Communications, Inc.