Zoom Partners with Anthropic to Expand Federated Approach to AI

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Zoom announces investment in Anthropic to support research roadmaps and build steerable AI systems; Anthropic's AI model will help strengthen Zoom's federated approach across its platform, including Zoom Contact Center integrations

SAN JOSE, Calif., May 16, 2023 (GLOBE NEWSWIRE) -- Today, Zoom announced a strategic partnership with and investment in Anthropic, an AI safety and research company working to build reliable, interpretable, and steerable AI systems. The collaboration with Anthropic will further bolster Zoom's federated approach to AI by allowing Anthropic's AI assistant, Claude, to be integrated with Zoom's platform (which includes Team Chat, Meetings, Phone, Whiteboard, Zoom IQ), starting with Zoom Contact Center.

"Anthropic's Constitutional AI model is primed to provide safe and responsible integrations for our next-generation innovations, beginning with the Zoom Contact Center portfolio. With Claude guiding agents toward trustworthy resolutions and powering self-service for end-users, companies will be able to take customer relationships to another level," said Smita Hashim, chief product officer for Zoom. "Partnering with Anthropic also furthers our commitment to providing customers with our federated approach to AI, optimized to deliver outstanding customer experience outcomes. Additionally, with our investment, we are advancing leading-edge companies like Anthropic and helping to drive innovation in the Zoom ecosystem and beyond."

"Partnering with a leading collaboration platform like Zoom allows us to put robust, steerable AI into the hands of more people and unlock its potential to help streamline everyday processes," said Dario Amodei, CEO and co-founder of Anthropic. "We look forward to working together to showcase Anthropic's capabilities and our joint commitment to enhancing productivity through intelligent solutions."

Zoom's federated approach to AI leverages its own proprietary AI models, along with those from leading AI companies — such as Anthropic — and select customers' models. With this flexibility to incorporate multiple types of models, Zoom can provide the most value for its customers' diverse needs. Zoom will be able to customize these models to perform better for a customer, based on their specific business needs.

As the next step in evolving the Zoom Contact Center portfolio, (Zoom Virtual Agent, Zoom Contact Center, Zoom Workforce Management), Zoom plans to incorporate Anthropic AI throughout its suite, improving end-user outcomes and enabling superior agent experiences. The Zoom Contact Center suite of solutions elevates the quality of customer experiences through better self-service and the ability to accurately understand customer intent. It intelligently guides customers to the best resolution, surfaces actionable insights that managers can use to coach their agents, and improves productivity by providing a unified communications and contact center experience. In the near future, Zoom will also use AI to provide the right resources to agents, so customers receive exceptional service experiences regardless of their reason for calling.

Announced today, Zoom Ventures has made an investment in Anthropic, strengthening the relationship between both companies. Anthropic's research and development aims to create steerable, trustworthy, and responsible large-scale AI systems. Zoom did not disclose the amount of the investment.

About Zoom
Zoom is an all-in-one intelligent collaboration platform that makes connecting easier, more immersive, and more dynamic for businesses and individuals. Zoom technology puts people at the center, enabling meaningful connections, facilitating modern collaboration, and driving human innovation through solutions like team chat, phone, meetings, omnichannel cloud contact center, smart recordings, whiteboard, and more, in one offering. Founded in 2011, Zoom is publicly traded (NASDAQ:ZM) and headquartered in San Jose, California. Get more info at zoom.com.

Zoom Public Relations
Lacretia Taylor
press@zoom.us

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