



## Zoom Introduces Category-Redefining Contact Center Solution

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### **Zoom Contact Center sets new standards for customer service experiences through omnichannel, video-optimized interactions**

SAN JOSE, Calif., Feb. 23, 2022 (GLOBE NEWSWIRE) -- Today, [Zoom Video Communications, Inc.](#) (NASDAQ: ZM) announced Zoom Contact Center, an omnichannel contact center solution that is optimized for video and integrated right into the same Zoom experience. Now available, Zoom Contact Center, previously Zoom Video Engagement Center, combines unified communications and contact center capabilities with the useability of the Zoom platform. Zoom Contact Center supports customer service use cases and workflows using channels like video and voice, with SMS and webchat currently in beta.

The Zoom platform is powering the future of communications beyond meetings with unified communications, the Zoom Developer Platform, Zoom Events, and now Zoom Contact Center. These innovations – and there are many more – were created with the same level of scalability and simplicity that has made Zoom the trusted platform for more than a half-million businesses worldwide.

#### ***Innovation Through Video***

Zoom Contact Center will have over 100 agent, supervisor, and contact center administrator features at launch. Future investments will include additional channels, CRM and workforce management integrations, and AI/ML to optimize agent productivity. At launch, Zoom Contact Center will extend traditional capabilities typically optimized for voice to provide a unique end customer experience through channels like video.

“Zoom understands the importance of bringing together UC and multichannel contact center into the same experience,” said Blair Pleasant of BCStrategies. “Zoom is known for great video, which is important for high-touch customer scenarios and internal use cases like IT help desk, employee helpline, and revenue-generating activities. But the fact that Zoom Contact Center supports routing, additional channels, and the agent functionality organizations need, means that Zoom Contact Center could become the modern contact center solution of choice.”

#### ***Enabling Connected Work From Anywhere***

Contact center agents are frequently tied to physical contact center locations, and if able to work remotely, often still need to navigate multiple communications tools. Zoom Contact Center streamlines inefficiencies by bringing communications into one central hub. In addition to helping end customers with a rich agent experience, agents can collaborate with peers, supervisors, or other employees right in Zoom Chat and channels. Unified communications and contact center together empowers agents to be more productive from any location while feeling connected to the larger organization.

“Previously, contact center infrastructure was complex to deploy, expensive to operate, and time-intensive to upgrade. Zoom Contact Center was carefully designed to meet the needs of the modern agent and end customer, both of which expect a personalized, digital, and effective contact center experience,” said Oded Gal, Chief Product Officer of Zoom. “I am pleased to announce the general availability of Zoom Contact Center, building upon the reliable Zoom platform model and bringing the experiences our customers know and love to yet another industry.”

#### ***Ensuring Ease of Deployment and Use***

Zoom Contact Center is simple for administrators to configure and deploy, including a graphical drag-and-drop IVR designer. Contact center administrators can easily create menus, greetings, and prompts right in the same Zoom Admin portal. Zoom Contact Center can also integrate chat and video into an existing digital presence, like a website, helping organizations have conversations with customers in the right context and at the right time.

“Our members trust us with their most privileged information, so when they need support, it is our responsibility to provide them with the expertise First Federal Credit Union is known for,” said Chris Neal, Senior Vice President Operations of First Federal Credit Union. “With Zoom Contact Center, our contact center supervisors have the ability to organize service representatives based on skills, so when a member reaches out, we can now route their inquiries directly to experts that are equipped to handle their unique needs. A process that would previously require multiple service representatives can now be accelerated and streamlined into a single conversation. We’ve seen our overall call time and pick-up time improve significantly as we provide more efficient resolution and a better experience for our members.”

Customer choice is an essential value of the Zoom platform. In addition to Zoom Contact Center, Zoom intends to maintain its valued existing contact center partnerships.

Zoom Contact Center is now available in the U.S. and CA, with more international availability coming later this year. To learn more about Zoom Contact Center, please visit the [Zoom Contact Center page](#) and read our [blog](#).

#### **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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