



Zoom for customer experience and contact center leaders

Delight customers and agents with a seamless experience.

Today's customers expect personalized experiences from the moment they engage with a business. They want the freedom to connect on their terms and through their preferred channel, be it phone, chat, video, or a virtual agent (a.k.a. chatbot).

But to truly delight customers, CX leaders must first modernize the agent experience. This means ensuring your communications platform integrates seamlessly with your CRM, ITSM system, and business productivity suite. Cloud-based solutions that promote hybrid work and use tools like conversational intelligence improve agent performance and reduce costs at the same time.

Happy agents lead to happier customers. Zoom Contact Center engages customers over voice, web chat, SMS, and video, while the Zoom Virtual Agent AI chatbot helps to reduce call load, improve agent performance, and guide your customers to faster resolution 24/7.

“ Since the start of our journey of researching and comparing the range of products that could best fulfill our current and future contact center needs, we determined that Zoom significantly outshines others in terms of its overall reputation, quality, and customer support.”

- Jason Niranjana, KGA

“ By 2026, conversational artificial intelligence (AI) deployments within contact centers will reduce agent labor costs by **\$80 billion.**”

Gartner, Press Release:

Worldwide end-user spending on conversational AI solutions within contact center

Key benefits



Higher customer satisfaction

Intuitive self-service and personalized experiences.



Improved agent experience

Streamlined workflows and access to actionable information.



Better business outcomes

Faster resolution and real-time performance tracking.



Zoom's robust suite of customer experience solutions can help you solve some of the biggest customer service challenges and improve your customer satisfaction and retention, agent experience, and business performance.



Higher customer satisfaction

- **Effortless 24/7 self-service:** Reduce call volume and wait times for your customers with intuitive, conversational self-service.
- **Intelligent agent handoffs:** Connect customers to the most qualified agent while passing along the relevant details an agent needs for faster resolution.
- **Elevate your CX:** Delight your customers with prompt, efficient, and highly personalized experiences that improve customer trust and loyalty.



Improved agent experience

- **Happy agents, happy customers:** Empower agents to quickly resolve cases with an easy, intuitive user experience that can reduce their stress and churn.
- **Simplified agent workflow:** Reduce inefficiencies from app switching to provide a more streamlined agent workflow and personalized customer engagement.
- **Effortless engagement:** Resolve customer issues or concerns quickly with easily accessible information, integrated business tools, and access to in-house subject matter experts with a single click.



Better business outcomes

- **Self-service where it counts:** Optimize resources, reduce wait times, and decrease abandon rates. Zoom Virtual Agent helps customers quickly find answers to their questions.
- **Remove barriers:** Reduce integration costs and accelerate accurate responses to customers with technology that works together seamlessly.
- **Actionable insights:** Gain real-time insights to improve agent performance and customer experiences. Stay on top of KPIs to lower costs and improve CSAT.

The Zoom advantage

Now, you can empower agents to escalate an interaction to video or bring in an expert to help. Zoom Contact Center and Zoom Virtual Agent are redefining the landscape for CX.



Ready to get started?

Contact your Zoom representative or visit Zoom.us/ZoomCX to learn more.