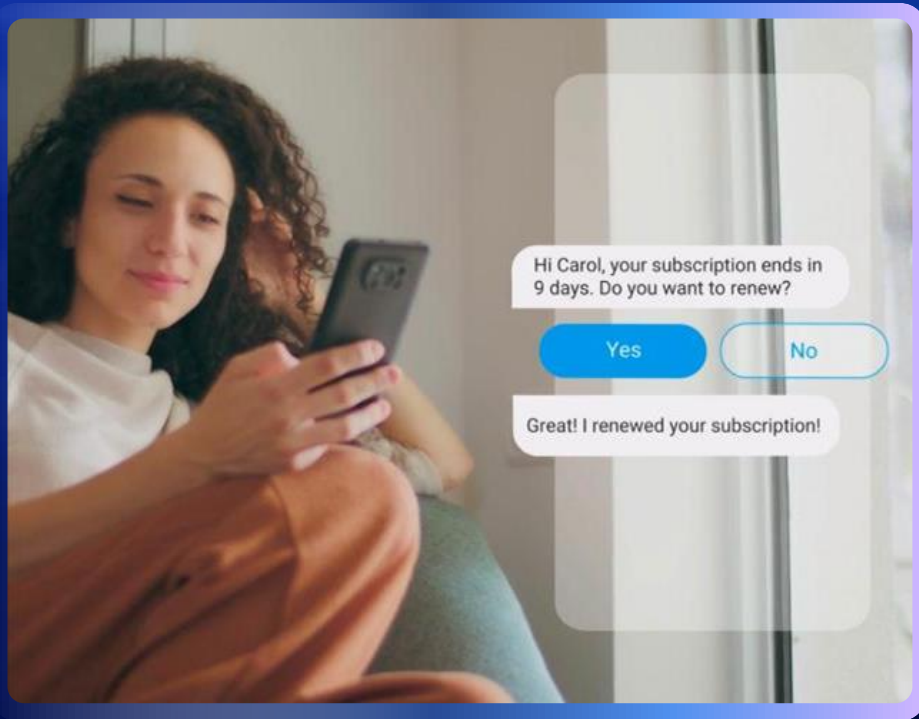


# Contact Center Overview

Personalized customer care experiences with a unified and AI-powered contact center

2024



# Challenges for CX Leaders



## Struggling to keep up with customer expectations

**75%** of customers crave more personalized experiences

- 24/7 self-service
- Omnichannel communication
- Personalization

PwC Survey

## Low agent morale and high turnover

**82%** of contact center leaders say agents spend too much time on inefficient processes

- Bored with repetitive tasks
- Desire coaching & growth
- Flexibility of their schedule

CCW Market Study

## Pressure to deliver better business outcomes

**50%** of CX leaders expect their budget to stay flat or grow less than 5% in 2024

- Flat budgets
- Increase sales growth
- Operational efficiency gains

Forrester

# Meet your customers where they are



## **Capture the customer journey**

Unified engagements brings a coherent customer experience across channels to eliminate frustration of repetitive conversations

## **Fluid omnichannel including SMS, email, social, chat, voice, and video**

A seamless experience no matter where customers engage

## **Personalized & tailored interactions**

Ensure all channels offer the same level of personalization and experience seamlessly



# Empower, upskill, and enhance agent care



**Reduce repetitive tasks & improve productivity with AI**  
Automate agent note taking & post interaction summaries



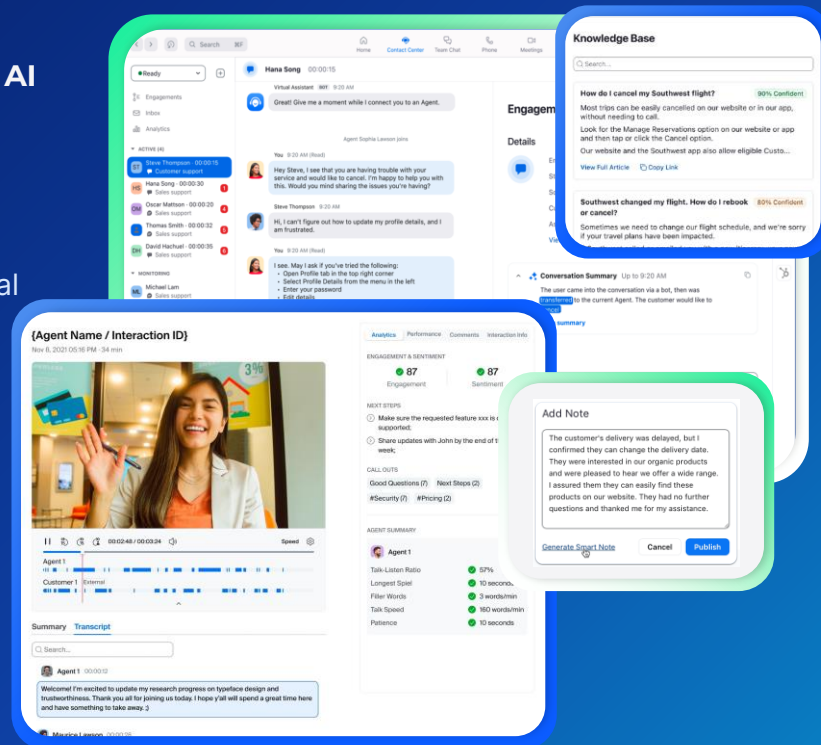
**Faster access to knowledge**  
Proactively access your company's records and data in real time so customers get the right response, every time



**Personalized coaching**  
Improve individual and team performance using scorecards, coaching, and guided training



**Empower agents with more control over their schedule**  
Increase agent happiness with shift bidding



# Zoom's journey driven by rapid innovation



A Gartner Magic Quadrant Leader - UCaaS



A G2 Leader in UCaaS Platforms, VoIP, and Video Conferencing



FastCompany Most Innovative Companies 2024

- Meetings
- Team Chat
- Webinars
- Rooms

2011-2014

- Phone
- Developer Platform
- App Marketplace
- Digital Signage

2015-2019

- Events
- Whiteboard
- Workspace Reservation

2020-2021

- Contact Center
- Virtual Agent
- Revenue Accelerator
- Mail & Calendar

2022

- AI Companion
- AI Expert Assist
- Workvivo
- Workforce Engagement
- Scheduler
- Docs
- Notes
- Clips
- Huddles
- Visitor Management

2023



# Trusted by enterprise customers globally

