



Zoom's New Platform Innovations Elevate Total Customer Experience

To continue improving customer experiences and collaboration across the workforce, Zoom Video Communications, Inc. unveiled two new platform innovations. Zoom IQ for Sales and new Zoom Events and Webinar functionalities are designed to help businesses improve customer and employee experiences for the expanding 'work anywhere' workforce.

Zoom IQ for Sales is a conversation intelligence add-on for Zoom Meetings that turns customer interactions into actionable insights, helping marketing, sales, and competitive intelligence teams improve interactions with customers. It is the first iteration of Zoom's conversation intelligence technology under the Zoom IQ umbrella. Additional benefits include:

- Increases seller productivity with automation for next steps and risk assessments, and quick search functionality.
- Tightly integrates with Salesforce®, leading calendars, and Zoom Meetings, to consolidate workstreams and provide an aggregated view into conversations and opportunities.
- The intuitive web interface is easy for admins to onboard users and manage their integrations, and quick for users to view insights and recordings.
- Businesses can easily add users as needed for on-demand scalability.

Due to popular demand, Zoom is launching Zoom Events backstage in late April 2022. This will allow panelists, speakers, and production crews to stay behind the scenes while watching the live webinar feed, chatting together, answering attendees' questions, and practicing their presentations.

Zoom also announced two Zoom Webinar innovations that are available now to anyone wanting to present information to a large online audience attending from anywhere in the world on any device.

- Attendees can use reactions which are displayed on the main webinar window and visible to the host, panelists, and attendees.
- Hosts can brand the in-webinar experience by adding customized wallpaper behind the video tiles, setting a common virtual background for all panelists, and providing name tags for each panelist.

The Zoom Events' session experience is available now on Zoom Rooms, allowing hosts and attendees to join events from Zoom Rooms appliances.