Achieving Seamless Communication and Enhanced Efficiency

A prominent brand, offering local access numbers to facilitate conference participation from anywhere in the globe

zoom

About Zoom

Zoom Video Communications, Inc. brings teams together to get more done in a frictionless and secure video environment. Zoom's easy, reliable, and innovative video-first unified communications platform provides video meetings, voice, webinars, and chat across desktops, phones, mobile devices, and conference room systems.

Zoom helps enterprises create elevated experiences with leading business app integrations and developer tools to

Industry: Communications Technology
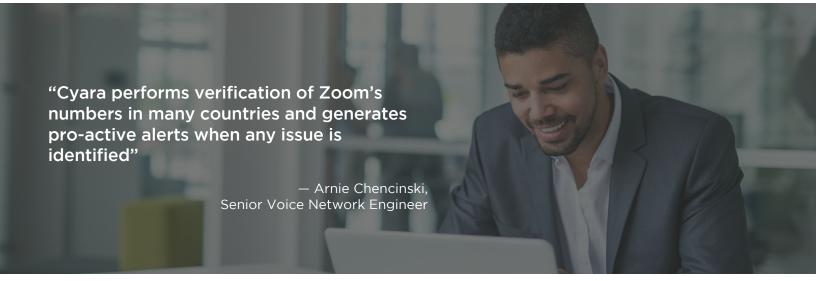
Location: Global

Challenges:

- Lack of visibility on in-country numbers
- Reactive response to issues
- Reduced customer experience

Solution:

- Cyara Voice Assure

Outcomes:

- Quicker identification of issues
- Reduced troubleshooting time
- Proactive provider management
- Increased up-time
- Clear evidence of call quality performance

"Cyara performs verification of Zoom's numbers in many countries and generates pro-active alerts when any issue is identified"

— Arnie Chencinski,
Senior Voice Network Engineer

create customized workflows. They are an all-in-one intelligent collaboration platform that makes connecting easier, more immersive, and more dynamic for both businesses and individuals. Founded in 2011, Zoom is headquartered in San Jose, California, with offices located around the world.

The Challenge

Zoom is a global brand, with local access numbers for dialing in to conferences all over the world. For a company that prides itself on high quality, it's imperative to be able to check the quality that global customers are experiencing when they call in via those local access numbers. Yet, it is impossible to dial in to in-country toll free access numbers from outside the country in question.

Zoom needed to be able to proactively monitor and check that their access numbers were connecting for their customers, and, most importantly, delivering the high quality that their customers praise them for.

The Solution

Zoom chose Spearline Voice Assure (now part of Cyara) to test the functionality of their global PSTN access numbers.

"Cyara performs verification of Zoom's numbers in many countries and generates pro-active alerts when any issue is identified," says Arnie Chencinski, Senior Voice Network Engineer at Zoom.

He continues, "Cyara gives us a very flexible dashboard with a user-friendly interface for managing our numbers and scheduling exactly when our tests get run."

To maintain their high standards of quality, and ensure they remain leaders in their field, Zoom uses Cyara Voice Assure to schedule regular testing of their global access numbers, with the facility to amend their testing programs, including testing frequency and schedules, at any time.

Outcomes

By testing their numbers in this way, Zoom is:

- **Identifying issues** before there's a large impact on customer experience.

- **Reducing the time spent on troubleshooting** and resolving problems using detailed call records.

- **Proactively managing providers** to ensure they're providing the best quality service, using insights on audio quality and country-by-country benchmarking.

- **Increasing up-time** and audio quality across their external network, leading to improved customer experience.

- **Evidencing their call quality** and connection success to customers using independent and objective measures.

Customer Smiles. **Delivered at Scale.**

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September 25, 2023 8:26 AM