



DATASHEET

## zoom for Retail

# Solutions for the Entire Retail Life Cycle

- 1 Elevate customer experience**  
Meet consumers on the channels they prefer, such as chat, phone, and video, to create an authentic buying experience and build customer loyalty.
- 2 Enhance e-commerce**  
Create dynamic experiences using our Video SDK and other integrations that enable new opportunities and evolve service offerings.
- 3 Improve store operations**  
Leverage HD audio and video to streamline communications across your store, manufacturing floor, and offices around the globe.

## Why Zoom for Retail?

- **Deploy cutting-edge features** to personalize conversations
- **Combine our bandwidth optimization feature** with video-enabled headsets to conduct remote inspections of products
- **Expand your reach** through real-time translation technology that connects you with buyers and sellers from around the globe
- **Build powerful integrations** or video-based retail apps with our robust developer platform

## Benefits of Zoom for Retail

- ✓ **Effective security**  
Safeguard your communications with employees, suppliers, and customers with advanced security and privacy features
- ✓ **Equity & inclusion**  
Leverage Smart Gallery and Live Transcription to empower meaningful collaboration for all

- ✓ **Low bandwidth optimization**  
Work from anywhere – in low bandwidth environments and remote store locations
- ✓ **State-of-the-art scalability**  
Scale your business without compromising quality or reliability
- ✓ **Create an omnichannel experience**  
Weave Zoom into both your online and brick-and-mortar stores by integrating our technology within your website, physical kiosks, and more
- ✓ **Support your supply chain**  
Streamline communication across the entire supply-chain process by deploying an all-encompassing and intuitive platform
- ✓ **Enhance customer engagement**  
Use Zoom Contact Center to connect customers with product experts, store personnel, or service representatives – all on the channel they prefer

## What does a Zoom-enabled retail organization look like?



Employees and external stakeholders can foster meaningful relationships over Zoom Meetings



Office employees, store workers, and support teams receive consistent and engaging training with Zoom Webinars



Effective production inspection can occur at any time, no matter where you are, through video-enabled hardware



Major announcements, partnerships, and events can find the right audience using Zoom Events



Zoom Rooms bring together those physically in a store or on a manufacturing floor with those dialing in remotely



Customers can access remote product expertise, support, and service at the click of a button with Zoom Team Chat and Zoom Phone