

# Chapter 1:

## Focus on Hard Work















K-STATE



- Punctuality
- Work Ethics
- Teamwork
- Customer Service





# Career Progression



# Chapter 2: Innovations on Customer Experience

# Zoom - Go-to-Market

1 - Better Rating Five stars

2 - Ads in news/college papers!  
(Create Ad Article)

3) Contest, Best Review/Feedback  
1st - iPad Wins Contest/iPad!  
2nd - School credit  
3rd - ? Gift card

4) Community Events/Zoom Booth  
• Fairs • Direct Parties  
• Farmers market • Expos

5) Yelp - Anything with review sites  
(write reviews too get good ratings)

6) FAQ?  
• Zoom Pricing

Top10REVIEW.COM

Getting word out

- Bofss • Newspaper (Free, Paid (maybe))
- google • contests
- Handouts • WEEKEND Free Contests!

5/21 college Research Info -

- Flyers on Bulletin Boards around campus!
- w/contest Ad, Logo, info About Zoom.
- Barcode scanner For Entry?
- school Bofss

DONOT ERASE

DONOT ERASE

Stanford, SFstate, SFU,  
Foothill/DeAnza, Mission,  
SJSU, Santa Clara.



# Lead Generation: Free Popcorn



We Tweet, FB, Insta for Zoom. Really ?



# Starting with End User Innovations



Gallery View



Virtual Background



Touch- Up Appearance

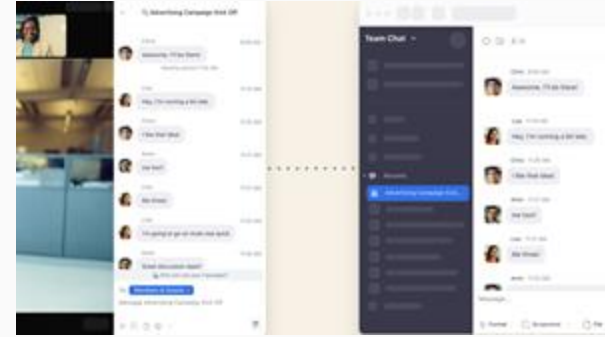
# Continuing with Business Innovations



Zoom Rooms



Zoom Webinars



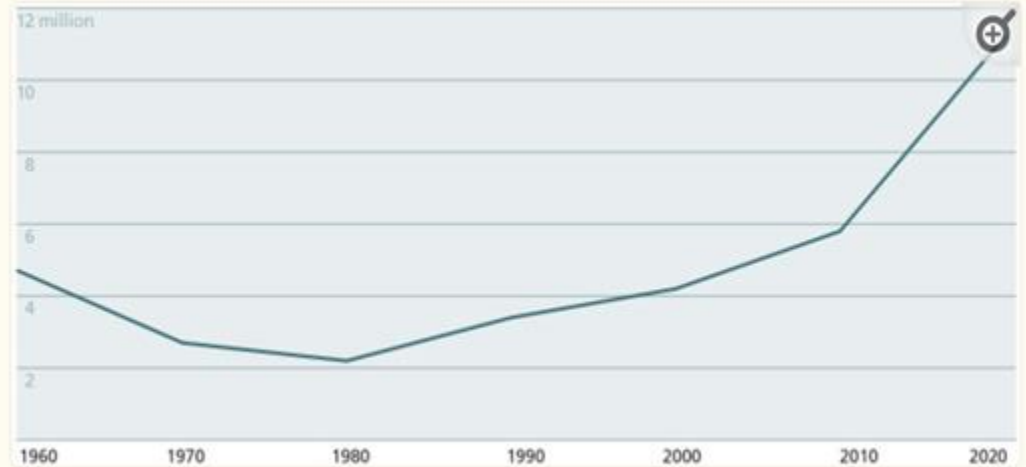
Zoom Team Chat



2019-2022

Covid Pandemic

Remote Work -  
Overnight



Number of people working at home (principal place of work in primary job)

2019-2022

Covid



Virtual School



Telehealth

Customer  
Innovations  
on Zoom



Happy Hours



TV and Shows

## Relentless Innovations on Customer Experience



### Zoom Training Resources

Webinars and on-demand content to get you up to speed



### Privacy and Security

Resources and features from Zoom to keep your meetings secure



### Zoom 5.0 Update

Learn about the powerful new security features in Zoom 5.0



### Remote Working

Best practices and resources to help employees work remote effectively



### Educating over Zoom

Resources on how to use Zoom for distance education



### Hosting Virtual Events

Best practices for moving your in-person events to virtual ones



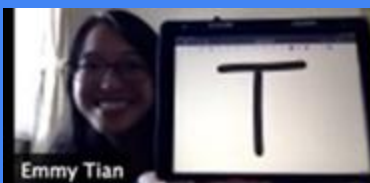
### Telehealth

How to use Zoom for telehealth & virtual care

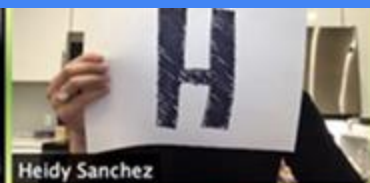


### Home Office Setups

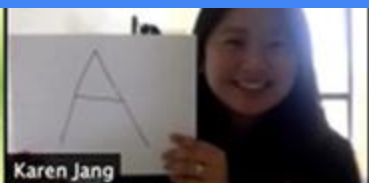
Resources to help you set up your home office for Zoom Meetings



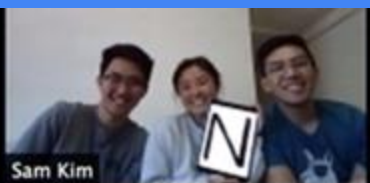
Emmy Tian



Heidy Sanchez



Karen Jang



Sam Kim



Ka Wei Miranda Cheng



Daisy Ho



Mariel Viano



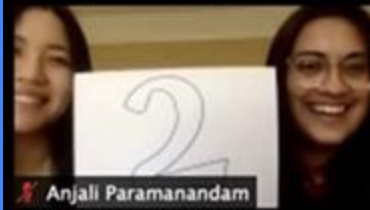
Justin N.



Peter Ji



Valery Medina



Anjali Paramanandam



Vyoma



Frances Tsai



Carissa Alforque



Sameera Ahmad



Elenia Lin



Vanessa Cerda



Jil Patel



Nina Wang



Vishal Patel





2022-

Post Pandemic

A New Era

RETURN TO THE OFFICE / HYBRID

RIGHT-SIZING / COST EFFICIENCIES

CUSTOMER EXPERIENCE / GEN AI

# One Platform Delivering Limitless Human Connection



\*this diagram does not include all of Zoom's features

THANK YOU !