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Zoom like a pro! How Zoom is leveraging Docebo to engage over 600,000 learners

CASE STUDY

"Most customers will come to the Learning Center if we invite them; they'll stay if they become personally invested in what we have to offer."

Jen Dunham,
Global Manager of
Customer Enablement,
Zoom

zoom

SOLUTION

A scalable learning platform

- Simple backend experience

- Tailored, on-brand design

- Learner engagement like
  certifications and badges

- Content management,
  localization, and version
  control

Customer
Zoom

You already know Zoom: they're a video communications platform, with over 6800 employees. Zoom helps people and businesses accomplish more with secure and frictionless video communication.

Jen Dunham is the Global Manager of Customer Enablement at Zoom.

Challenge
An exponentially-growing customer base required a scalable learning solution

When the pandemic struck and in-person interactions pivoted to video, Zoom quickly became the go-to video platform to host birthday parties, elementary school classrooms, doctor's appointments, and more. This was great for business, but it meant a huge influx of new users—and a massive and immediate training need.

Zoom customers needed a simple and centralized place to learn, and the learning needed to update organically as new products and features were released. There weren't enough hours in the week for Zoom CSMs to teach newer customers the basics of the product and enable veteran customers on best practices. Zoom's goal was to centralize customer learning and expand offerings to include on-demand and just-in-time learning—allowing users to learn anywhere, anytime, and in a way that works best for them.
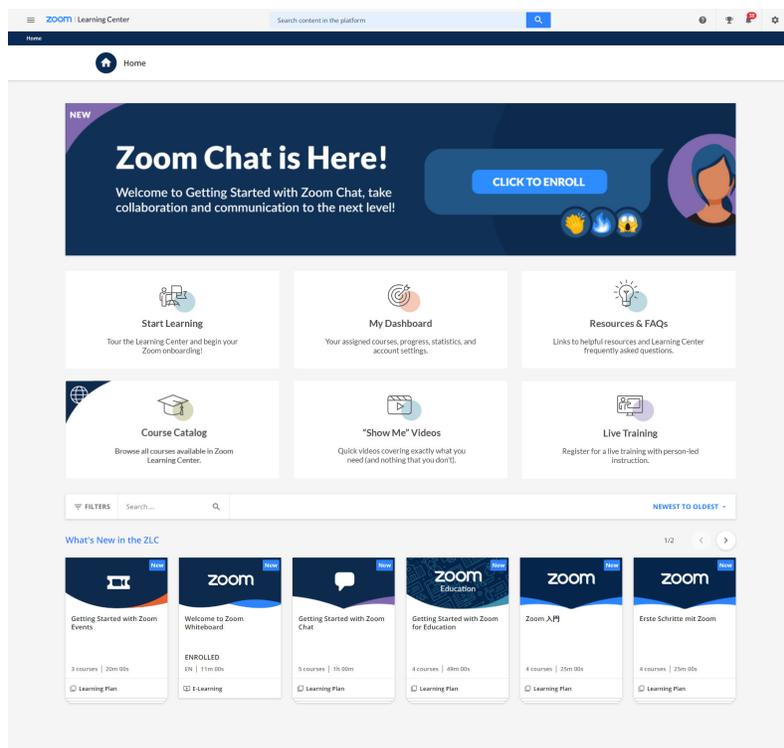
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They aimed to provide personalized learning experiences that empowered customers to dive into their product, strengthen customer loyalty, and drive adoption and renewals.

To get there, Zoom aligned their learning strategy with the business goals and knew they needed a best-in-class learning suite to deploy this initiative. To make it happen, they chose Docebo.

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> We aimed to reach as many Zoom users as possible, offer foundational content that met the highest priority needs, and deliver happiness with a best-in-class user experience.
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> **Jen Dunham,**
> Global Manager of Customer Enablement, Zoom

Solution

The Zoom Learning Center, powered by Docebo

With Docebo, the Zoom team was able to deliver and launch their learning center in under five months. And it wasn't a barebones minimum viable product (MVP); it was a robust platform above and beyond their original expectations.

When they were building out the strategy, they started with an assessment to identify learner needs and help them keep the UX and content practical and focused. Then they got deep into the [Docebo Learn](#) platform, exploring all the options for learning, personalization, and automation. They experimented and iterated, stacking different tools against each other to see what worked best for their users and with their content.

After testing, they launched with a bang, marketing the launch internally (through email signatures, virtual backgrounds, and more) and externally (through blogs and social media posts).

At launch, their custom, on-brand learning platform [powered by Docebo] already hosted dozens of courses, videos, and learning plans for their entire suite of products. Now, it's easy for Zoom to manage the platform and update it with new content, from e-learning to live training.

For users looking for quick support on a specific product, the Zoom Learning Center is fast and easy to use. But it's also powerful enough to serve in-depth training courses to users working on expert-level qualifications.

Best of all, the robust functionality doesn't create complexity and confusion for their admins or end-users: The Zoom Learning Center is intuitive and easy for all audiences.

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We built the Learning Center to empower our customers to achieve anything imaginable on Zoom. And we're just getting started.

Jim Mercer,
Head of Customer Success, Zoom
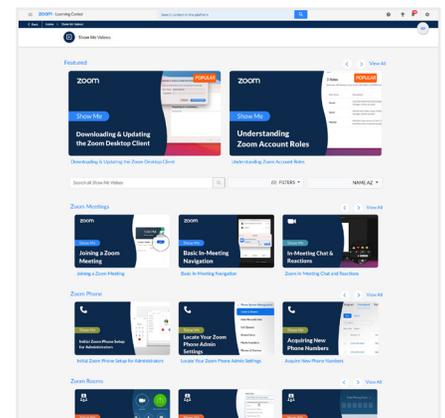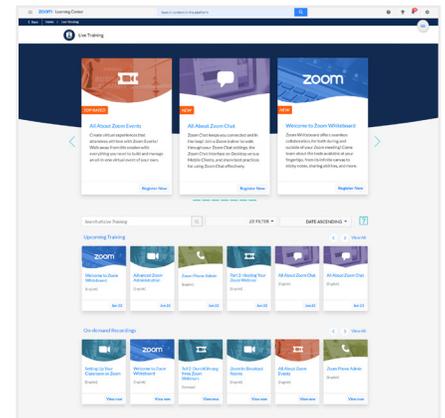
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Result

Exceptional training for hundreds of thousands of engaged learners

Within one month of launch, Zoom's learning center had served over 100,000 learners. The average course review is 4.1 out of 5, and 69.26% of users feel very or extremely confident in applying what they learned.

The only thing more impressive than the launch are the results that came afterwards. To date, over 600,000 users have registered and over half of those users are paid account holders, so Zoom knows that they are serving their best customers well. And people aren't just registering for quick tips or troubleshooting—nearly 89,000 users have completed full courses. Zoom has manifested a highly engaged audience through their powerful learning experiences.

The learning center is also driving efficiencies throughout the business: CSMs report less time spent supporting customers with the basics and more time providing customized solutions; within one month of launch, Zoom's YouTube channel received 8.2M returning viewers as they replace legacy training videos with new ones; and the Zoom Security team can now point users to a course where customers can earn a Security Champion badge in under 10 minutes (like thousands of other users to date).

It's efficient, consistent, and great for the brand.

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> We wouldn't exist if not for our customers. Putting ourselves in our customers' shoes will always steer us in the right direction, and leveraging Docebo helps us make them powerful.
>
> **Jen Dunham,**
> Global Manager of Customer Enablement, Zoom

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Get the tools you need for world-class learning, training, and development

Create your one-stop-shop for learning today