Zoom AI Companion Strategy

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Speaker

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Zoom
Zoom Video Communication

Founded in 2011

Aim at removing the barrier of physical distance in live communication

More than 300 million daily active users as of 2024
A suite of efficient tools for
- video meetings
- chat
- mail
- document processing
- contact centers
- sales
- and more
Why are we working on AI in Zoom?

Meetings, chats, documents are in the center of decision making, idea exchange and other high-level human intelligence activities.

By engineering, we can provide digital tools for these processes.

By AI, we can provide core assistance to facilitate users’ tasks of information aggregation, reasoning and decision making.
Zoom AI Companion

Available in Sept. 2023

First such AI product in communication software

Available now at **no additional cost** with paid Zoom user accounts
AI Companion Questions

The group brainstormed marketing strategies, including social media ads, email campaigns, influencer partnerships, and in-store promotions. They also discussed creating a viral marketing campaign and a referral program.

The team identified the target audience and agreed to tailor their messaging to different demographic segments.
AI Companion Meeting Summary

Creative

Meeting Summary with AI Companion created

Meeting Summary with AI Companion

Marketing Sync

Summary

Improving Brand Awareness with new Marketing Strategy

Julie met with Rob and Max to discuss the current state of the business and explore future plans to propel the company forward. Julie provided a comprehensive overview of the existing marketing strategy. With compelling data, she showcased the remarkable success the current strategy had achieved to boost brand awareness and drive impressive sales figures. Rob and Max were excited and appreciative of the outcomes that were presented.

Future State of the Business

Rob asked about the current state of the business. Julie is confident that the innovative marketing strategies, commitment to data-driven decision-making, and firm grasp on the competitive landscape, will put the company in a strong position for continued success.

Next Steps

- Julie to incorporate feedback and send newest version of the marketing strategy to Rob and Max tomorrow.
- Schedule follow up meeting next week to discuss competitive landscape.

This summary is auto-generated and may be inaccurate or misleading. Always check for accuracy. Have feedback?

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Team Chat Thread Summary

The discussion revolves around a proposed new feature for their product, which is a task management system. Nabil Rashad introduces the idea, highlighting the goal of improving user experience based on market research and user feedback. Karen Anderson and Ada Nguyen express interest and inquire about the functionality and integration of the system. Nabil Rashad explains that the system aims to provide a seamless and intuitive task management experience. They also emphasize the importance of integrating the system smoothly into the existing product and enabling cross-platform access and synchronization.

@Vinh Nguyen Here's the Q3 Launch Plan

Q3 Launch Plan
Modified 07/06/2023 10:29 AM

97 Replies
AI Companion Email Compose

To: Sam Williams
Subject: Compose with AI Companion

Hi Daniel,

I just want to check in to see if you are still interested in purchasing our product. Looking forward to hearing your reply!

Best,
Arthur

Tell AI Companion to... Make Longer, Change tone to...
Our Core Technology behind AI Companion: Federated AI

Traditionally, the model candidate with best average performance on validation data is selected.

What if we can choose the best model for each input instance, at least approximately?

Need to lower the cost and maximize the performance.
Our Core Technology: Federated AI

**Model chain**: A sequence of models with increasing performance and cost

**Z-scorer**: trained quality evaluator, to decide when to show the current result to users

![Diagram of the model chain](image-url)
At only ~6% of the cost, our Federated AI solution achieves 99% and 97% of the performance of GPT-4 (Copilot), judged by GPT-4.