



Zoom IQ for Sales and People.ai. Unprecedented Insights. Unparalleled Pipeline Health.

Combining Conversation Intelligence & AI-based Engagement Insights Into a Singular View

Go-to-market (GTM) teams have more responsibility than ever before in today's always-on, digital economy. Prospect, close, retain, upsell – then rinse and repeat. It's no wonder they have little to no time to capture complete notes from every customer or prospect engagement and enter them into CRM.

Incomplete CRM data has its consequences. Not only do 41% of sellers rank it as their top sales challenge¹, but nearly half of enterprises lose 10% or more in revenue annually due to poor-quality CRM data². These gaps in account- and opportunity-level intelligence also prohibit sales leaders from growing pipeline, improving deal size, shortening sales cycles, and improving win rates, among other goals.

With People.ai and Zoom IQ for Sales, GTM teams can leverage the combined power of data automation, contact enrichment, and conversation intelligence to gain complete visibility needed for a more predictable pipeline.

Now sellers, revenue leaders, and RevOps can detect – at a moment's notice – things like:

- *What activities are taking place and who are my reps engaging in the field?*
- *Is my pipeline healthy or filled with at-risk and unqualified deals?*
- *What do my best reps do and how can I replicate that (sooner)?*

Finally, GTM teams can have a complete view of every sales engagement – with every participant – using the same systems they already use today, with little to no manual effort required.

1. LinkedIn, 2022
2. eWeek, 2022



“At Zoom, we're very excited to offer our mutual clients the conversational insights and stakeholder info to be more effective in selling and customer success alike. This key partnership will allow our clients to win more, win faster and add time back in their day to drive more sales activity.

– Zoom Video Communications

TRUSTED BY THE WORLD'S MOST INNOVATIVE ENTERPRISES



Know Your Buyer Better Than Ever With Zoom IQ for Sales & People.ai

Combining conversation insights by Zoom IQ for Sales with People.ai's AI-driven engagement scores and sales-centric insights gives you a unique, holistic view of buyer roles and engagement levels across all digital touch points. Through this joint offering, you get an unparalleled understanding of "who is who" within accounts and opportunities, empowering your sales teams to strategically plot next steps with the right people and personas to grow pipeline, drive larger deals, shorten sales cycles, and improve win rate.



Gain a complete view of every GTM engagement

Improve seller productivity by automating the complete capture of all engagements. Post-call, unlock AI-insights to drive actionable next steps and improve the seller and customer experience.



Deliver impact at scale with end-to-end visibility

Unprecedented visibility into all engagements and attendees, allowing for coaching at scale and the ability to derisk deals and drive more revenue – all while ensuring GTM best practices are followed.



Generate predictable pipeline and revenue growth

Reduce tool fatigue and introduce automation, bringing the complete and accurate data necessary to predict growth, improve forecast accuracy, and scale your business.

people.ai + zoom

The screenshot shows the Zoom IQ for Sales interface. On the left is a sidebar with navigation options: Profile, Meetings, Webinars, Personal Audio Conference, Personal Contacts, Zoom IQ for Sales (selected), Dashboard, Conversations, Deals, Coaching, Analytics, Teams, Whiteboard, Recordings, and Settings. The main area displays a meeting titled "ABC Next Steps" from October 6, 2022. It features a video feed of John Chen, a man with glasses and a beard. Below the video are tabs for Conversation, Participants, and Coaching. The Participants tab is active, showing a list of participants: Adrian Patel (External) and Siena Koval (Sales Rep @Corp). At the bottom, there are engagement metrics: Talk-Listen Ratio (57%), Longest Spiel (10 seconds), Filler Words (3 words/min), Talk Speed (160 words/min), and Patience (10 seconds). On the right, there is a "Stakeholder Insights" panel for John Chen, showing his role as Operation Specialist at ServiceNow, contact information, and an engagement level graph.

This panel shows detailed stakeholder insights for John Chen, an Associate at ServiceNow. It includes tabs for Overview, Connections, and Deals. The Overview tab is active, displaying a profile for Sophia Mosley, Manager at ServiceNow, with contact information and a bar chart showing engagement metrics: 9 Emails (56m), 3 Meetings (2h52m), and 2 Calls (45m). The total engagement is 4h55m. Below this, there is a section for Richard Peterson, VP of Operations at ServiceNow, with similar engagement metrics: 3 Meetings (2h52m) and 2 Calls (45m), totaling 3h37m. Both sections include a note about the last engagement on October 25, 2021, and a button to "Ask for intro".

This panel shows deal information for John Chen. It includes tabs for Overview, Connections, and Deals. The Deals tab is active, displaying a list of deals. The first deal is "Renewal - FY2023" for ServiceNow, which is "Closed Won" with a deal size of \$400,000 USD. The owner is Amiee Vilalane, and the close date is December 31, 2021. The second deal is "40 Zoom Phone License" for ServiceNow, which is "Closed Lost" with a deal size of \$25,000 USD. The owner is Erika Simmons, and the close date is November 22, 2021.