



Michelle Leung  
Head of North Asia

zoom

# Trends and Insights

# Businesses need to evolve to support modern work

Communications  
overload

80%

of global workers experience  
information overload

Time wasted on  
repetitive tasks

60%

of a person's time at work is  
spent on "work about work",  
not on skilled work

Teams are  
disengaged and  
uninspired

72%

of employees don't feel  
connected to their organization's  
mission or purpose

Employees don't find  
office time worthwhile

60%

of employees say the cost  
[financial, time, and energy] of  
going to the office outweighs  
the benefits

Spending just one hour on solving collaboration challenges could cost organizations up to an estimated **US\$16,491** (~HKD \$128,600) a year per manager in inefficient productivity.

Sources:

1 [Opentext](#), Unlock the information advantage to combat information overload, 2022

3 [Harvard Business Review](#), 9 Trends That Will Shape Work in 2024 and Beyond, January 2024

2 [Gallup](#), 6 Workplace Trends Leaders Should Watch in 2024, Dec 2023

4 [Asana](#), Anatomy of Work Index, Jan 2024

5 [Zoom](#), Global Collaboration in the Workplace Report, 2024

# The Role of AI in Collaboration to APAC Leaders

**88%**

think AI helps them  
brainstorm better ideas

**88%**

say AI can reduce  
repetitive tasks

**90%**

of APAC leaders say AI  
helps them save time to  
focus on other things

**81%**

believe AI makes it easier to  
work with colleagues in  
different locations

**71%**

think AI features within tools and  
apps make them more productive

Globally, **73%** Gen Z and Millennials leaders frequently use AI for work

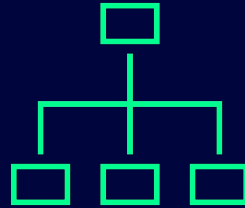
# 2025 AI Predictions

## Welcoming AI-Natives



Business leaders should be prepared to **welcome a new class of AI-natives to the workforce**. We foresee leaders embracing best of breed hybrid solutions, **enabling AI widely to foster better collaboration** between in-person and virtual employees.

## Fully Customized AI Assistants



Over time, AI digital assistants will become **fully customized**, equipped with our work history and institutional knowledge. This will not only help maximize efficiency but also **fundamentally change how we work**, allowing us to **prioritize the creative and strategic tasks that truly require the human touch** and thoughtful focus time.

## AI-First Human Experience



An AI-first total experience that focuses on **connecting agents with the broader organization**, while **making customer service more human** will differentiate and elevate CX.

# Zoom Business and Innovation Updates

# Zoom's journey driven by rapid innovation




**A Gartner Magic Quadrant Leader - UCaaS**







**A G2 Leader in UCaaS Platforms, VoIP, and Video Conferencing**





**A TrustRadius Top Rated Vendor**

-  Meetings
-  Team Chat
-  Webinars
-  Rooms






**2011-2014**

-  Phone
-  Developer Platform
-  App Marketplace
-  Digital Signage









**2015-2019**

-  Events
-  Whiteboard

**2020-2021**

-  Contact Center
-  Virtual Agent
-  Revenue Accelerator
-  Mail & Calendar
-  Workspace Reservation

**2022**

-  AI Companion
-  AI Expert Assist
-  Workvivo
-  Workforce Engagement
-  Scheduler
-  Notes
-  Clips
-  Visitor Management

**2023**

# Work Happy with Zoom

## The AI-first Work Platform



# ZOOM AI Companion

The smart assistant that empowers you to increase productivity, improve team effectiveness, and enhance skills.

Included at no additional cost for customers with the paid services in their Zoom user accounts.\*

## Federated



### High quality

Zoom's unique federated approach provides flexibility to choose & deploy the right AI models to deliver high-quality results.

## Empowering



### Easy to use

Zoom AI Companion capabilities are embedded within the intuitive, simple, easy-to-use Zoom experience that you know and love to drive usage and adoption.



### Platform-wide

Zoom AI Companion capabilities are available across the Zoom platform (Meetings, Team Chat, Phone, Docs, Mail, Whiteboard, Clips, Contact Center, Events).

## Responsible



### Trusted

Zoom does not use customer content to train Zoom's or its third-party AI models. Zoom provides admins with controls to manage features and users with visibility when AI Companion is active in meetings.

\*May not be available for all regions or industry verticals

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# AI Companion Delivers Higher Quality That You Can Trust




**36%**

Fewer errors in transcriptions

**16%**

Fewer errors in post-meeting summaries



Compared to Microsoft Copilot



**AI Companion**  
for ZOOM Workplace

**4M+**

Enabled customer  
accounts

**57%**

Of Fortune 500  
companies enabled

**59%**

QoQ increase in  
monthly active users

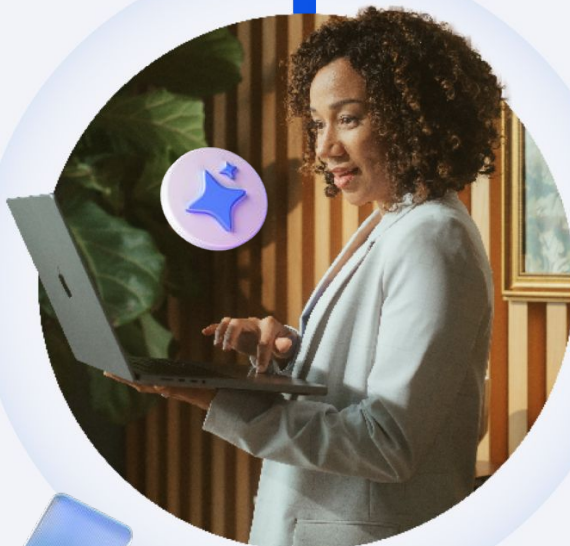
Source: Zoom's Q3 earnings in November 2024

# Zoom Workplace Drives Real Results

**US\$12,000  
(~HK\$93,300)**

**Approximate  
added value per  
user per year  
after five years of  
leveraging Zoom  
Workplace**

According to 451 Research, part of S&P Global,  
Technology Impact on Business report, September  
2024



**6 hours**

**Estimated time  
saved per user  
per week using  
AI Companion on  
meetings**

Zoom ROI Calculator estimate based on users  
who spend over two hours per day on  
meetings

# Zoom Workplace employee engagement solutions

Workvivo: The digital heart of your company

- ✓ **Multiple ways to communicate:** Activity feed, livestream, podcast, newsletter
- ✓ **Stronger connections:** Social feeds, shout outs, community spaces
- ✓ **Streamlined communications and resources:** Modern social intranet with pages for assets and information
- ✓ **Insights to gather feedback:** Surveys, dashboards, content analytics
- ✓ **Natively integrated** into the Zoom app



# Appendices

# Zoom Customer Experience (CX)

 zoom  
AI Companion



Contact Center



Virtual Agent



Workforce  
Management



Quality  
Management



AI Expert Assist

Zoom's secure and reliable platform

# Our Momentum in Hong Kong



## AI Companion

Since launching in September 2023, AI Companion has been enabled on more than 4 million accounts globally including Hong Kong.



## Growing adoption of Zoom's AI-first work platform by enterprises and SMBs across industries

Innovations including Zoom Phone, Zoom Contact Center and Workvivo saw continued momentum in Hong Kong.



## Partner ecosystem expansion

We're evolving our Zoom Up Partner Program, expanding our AI-first platform with innovative solutions, and providing robust partner incentives.



## Commitment to security

Zoom is committed to protecting the security, privacy, and integrity of our technology infrastructure and data, including personal data.