Solutions for the Entire Retail Life Cycle

1. **Elevate customer experience**
   Meet consumers on the channels they prefer, such as chat, phone, and video, to create an authentic buying experience and build customer loyalty.

2. **Enhance e-commerce**
   Create dynamic experiences using our Video SDK and other integrations that enable new opportunities and evolve service offerings.

3. **Improve store operations**
   Leverage HD audio and video to streamline communications across your store, manufacturing floor, and offices around the globe.
Why Zoom for Retail?

- **Deploy cutting-edge features** to personalize conversations
- **Combine our bandwidth optimization feature** with video-enabled headsets to conduct remote inspections of products
- **Expand your reach** through real-time translation technology that connects you with buyers and sellers from around the globe
- **Build powerful integrations** or video-based retail apps with our robust developer platform

Benefits of Zoom for Retail

- **Effective security**
  Safeguard your communications with employees, suppliers, and customers with advanced security and privacy features
- **Equity & inclusion**
  Leverage Smart Gallery and Live Transcription to empower meaningful collaboration for all

- **Low bandwidth optimization**
  Work from anywhere — in low bandwidth environments and remote store locations
- **State-of-the-art scalability**
  Scale your business without compromising quality or reliability
- **Create an omnichannel experience**
  Weave Zoom into both your online and brick-and-mortar stores by integrating our technology within your website, physical kiosks, and more
- **Support your supply chain**
  Streamline communication across the entire supply-chain process by deploying an all-encompassing and intuitive platform
- **Enhance customer engagement**
  Use Zoom Contact Center to connect customers with product experts, store personnel, or service representatives — all on the channel they prefer

What does a Zoom-enabled retail organization look like?

- Employees and external stakeholders can foster meaningful relationships over Zoom Meetings
- Effective production inspection can occur at any time, no matter where you are, through video-enabled hardware
- Zoom Rooms bring together those physically in a store or on a manufacturing floor with those dialing in remotely
- Office employees, store workers, and support teams receive consistent and engaging training with Zoom Webinars
- Major announcements, partnerships, and events can find the right audience using Zoom Events
- Customers can access remote product expertise, support, and service at the click of a button with Zoom Team Chat and Zoom Phone