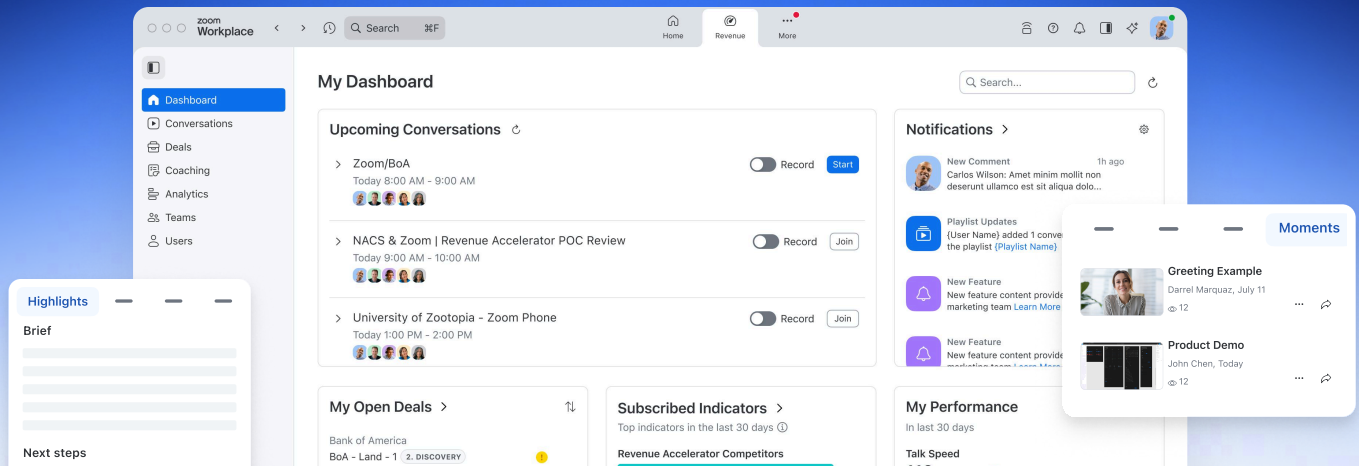


Transform how your sellers prepare, engage, and execute with AI that drives revenue, not just insights.



Transform your entire sales cycle with AI that drives performance at every stage. Zoom Revenue Accelerator (ZRA) and Custom AI Companion together form an end-to-end revenue intelligence platform that prepares your sellers before meetings, coaches them in real time, and accelerates deal velocity through actionable insights and automated workflows.

ZRA + Custom AI Companion seamlessly blend conversation intelligence, real-time assistance, and custom automation, creating a continuous AI feedback loop that helps sellers perform their best, every time.



Ideal for:



Companies prioritizing coaching consistency, pipeline velocity, and real-time execution



Sales orgs with complex workflows or custom methodologies (MEDDIC, BANT, etc.)



Revenue teams seeking AI that works across the entire customer journey

AI that works at every stage of the sales cycle

During meeting

Pre-Meeting

How it works

Custom AI Companion can help gather account research, create custom Executive Briefing Center materials, and build meeting templates tailored to your sales methodology through knowledge collections and custom agents that admins build specifically for the organization.

Example impact

Reps walk into meetings better prepared with customer insights, recent press releases, and relevant playbooks, less manual prep needed.

How it works

Build custom sales agents that provide real-time, in-meeting coaching cues, CRM lookups, competitor intel, and knowledge from your enablement library, when prompted through the AI Companion side panel within a meeting.

Example impact

Reps can leverage real time prompts such as "how do I overcome objections about budget?" and get guidance from your training material knowledge collection.

Post-meeting

How it works

ZRA analyzes the conversation to extract insights, update CRM fields, and generate next-step actions. AI Companion executes follow-ups, schedules meetings, and produces summaries.

Example impact

Manual admin is eliminated, CRM data stays updated, and reps can spend more time selling.



The Value Shift

ZRA Alone

Pre- and post-call intelligence:

Surfaces insights from past conversations to help reps prepare, coach, and follow up effectively.

Delivers conversation insights, summaries, and performance analytics.

Focused on visibility, coaching, and performance enablement.

ZOOM Revenue Accelerator + Custom AI Companion

Adaptive intelligence: AI analyzes and summarizes calls, supporting reps before, during, and after interactions with real-time insights and actions during conversations. Reps can also use custom summary templates to automatically turn a customer call into a report for their manager in a preferred format, saving time and standardizing reporting.

Embeds insights directly into workflows, turning data into contextual prompts, content retrieval, and automated next steps.

Extends to dynamic personalization, live AI guidance, autonomous workflow execution, and proactive deal strategy.



ZRA gives you visibility and insight.

Custom AI Companion can bring it to life, adapting in real time and acting on your behalf. Together, they transform intelligence into execution.

Unlike point solutions that only analyze post-meeting interactions, ZRA + Custom AI Companion provide continuous, contextual, and customizable AI assistance across the entire customer journey, from pre-call prep to post-call action. This integrated approach ensures your sales process is intelligent, repeatable, and uniquely yours.

Top Use Cases for Revenue Teams

1

Win in the Moment with Real-Time Coaching & Agentic Execution

Reps often struggle to know what to say next during live calls, and manually updating CRM records eats up hours. Imagine a trusted partner at your side, surfacing CRM and knowledge base insights, suggesting next questions, and automating follow-ups and meeting summaries.



Example:

On a discovery call, a prospect asks, “Does this product integrate with ServiceNow?” The rep isn’t sure, so asks AI Companion, which instantly retrieves the answer, prompts the rep to ask about the prospect’s specific workflows, and updates Salesforce with the next steps.



Outcome:

Sellers make confident, data-driven decisions in the moment, reduce manual work, and accelerate deals while keeping CRM data accurate and complete.

2

Prepare Instantly with AI-Generated Executive Briefings

Preparing for high-stakes executive meetings is time-consuming, requiring reps to comb through multiple past interactions. Now they can simply query ZRA’s Conversation Explorer and Custom AI Companion Knowledge Collections to automatically consolidate prior meetings and generate tailored prep materials highlighting discussion themes, decision-makers, open action items, and agendas/TL;DR summaries.



Example:

A rep is preparing for a quarterly briefing with a C-level client, using AI to pull insights from six prior calls and enablement materials, creating a one-page briefing with key talking points.



Outcome:

Reps can walk into every briefing confident, well-prepared, and focused on what matters most to the customer.

3

Execute Consistently with AI-Driven Workflow Templates & Account Plans

Reps spend valuable time figuring out next steps or completing account plans inconsistently. Stage-specific templates in ZRA/Custom AI Companion standardize motions like “Discovery Summary” or “Demo Recap,” while AI generates account plans, mutual action plans, and joint execution plans, auto-filling company snapshots, executive signals, and customer insights from all cross-channel account interactions, Knowledge Collections and CRM.



Example:

After a demo, a rep clicks “Demo Recap” - AI drafts the summary, highlights follow-up questions, and generates a curated execution plan to align the internal team.



Outcome:

Consistent execution, less cognitive load, and better strategic alignment across the team.

4

De-Risk Deals with AI-Guided Strategy & Execution Plans

Stalled or complex deals often leave reps unsure how to proceed. Admins can build a powerful custom agent with Custom AI Companion to draw from Salesforce data that has been enriched by ZRA conversations, and identify missing discovery information, surface deal risks, and generate multi-phase joint engagement plans to proactively guide sellers.



Example:

A rep asks the custom agent, “What are the risks on this deal?” AI analyzes past meetings and Salesforce data, categorizes risks (high, medium, low), and drafts a 30–60–90 day joint engagement plan with next steps, resources, and success criteria.



Outcome:

Sellers proactively manage deals, re-engage stalled opportunities, and execute with confidence, turning insights into action.

5

Drive More Responses with AI-Personalized Prospecting & Follow-Ups

Generic emails and prospecting often fail to engage buyers. Customized with meeting summary templates and Knowledge Collections, AI Companion helps reps craft personalized emails and prospecting messages tailored to buyer persona, industry, past interactions, and sales methodology.



Example:

A rep reaches out to a fintech prospect. AI drafts an email referencing a recent industry trend, the company’s tech stack, and a relevant case study.



Outcome:

Higher response rates, faster pipeline progression, and less time spent manually crafting messages, enabling reps to focus on high-value selling.

6

Boost Confidence with Real-Time Enablement & Custom Agents

Reps often waste time hunting for product resources, and outdated or inconsistent materials can hurt credibility. With Knowledge Collections, reps instantly access curated PDFs, pitch decks, FAQs, and playbooks via Custom AI Companion. You can also build custom agents equipped with these Knowledge Collections, agents that reps can call on before or during customer meetings to answer questions, pull relevant materials, or even complete tasks in real time.



Example:

During a live call, a prospect asks about a specific product feature. The rep queries a Custom Agent, which instantly provides the validated product guide, ROI calculator, and relevant training content.



Outcome:

Reps gain instant access to trusted resources, boosting confidence, improving messaging accuracy, and increasing deal success.

Zoom
Revenue
Accelerator

Transform your sales team's preparation, connections, and deal closures with AI that enhances revenue.

[See How It Works](#)