



Conversational AI for CX Buyers Guide 2025

Analysis Summary

Zoom was rated Exemplary, with strong Product Experience driven by robust features, and solid Customer Experience supported by clear TCO/ROI performance. Zoom was designated a Leader in Capability. Zoom's Exemplary rating is associated with its overall grade of A- with an 81.4% performance. Zoom's best grouped results came in Product Experience with an 82.8% performance and an A- grade, due in part to its A- in Capability. In Customer Experience, Zoom received a B++ grade with a 76.7% performance due to its 78.9% performance in TCO/ROI.

Strengths

Zoom performed best in Product Experience, driven by strong, AI-powered enablement of its platform. The provider notably achieved an A- in Capability due to its communications and intelligence through AI with its platform. Zoom received a B++ grade in Customer Experience, supported by a B++ in TCO/ROI due to the breadth of information available for building a business case.

Mark Smith

Head of Software Research

"Zoom earned an Exemplary rating and was recognized as a Leader in Capability for its advancement in supporting Conversational AI for CX and its approach for customer engagement."

Conversational AI for CX		
Zoom		
Exemplary Provider		
Category	Performance	Grade
Overall	81.4%	A-
Product	82.8%	A-
Adaptability	84.2%	A-
Capability	Leader 85.0%	A-
Manageability	78.8%	B++
Reliability	79.0%	B++
Usability	82.6%	A-
Customer	76.7%	B++
TCO/ROI	78.9%	B++
Validation	74.5%	B+

Source: ISG Research
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