ZOOM

How Cricut slashed abandonment rates by 90% with Zoom

Cricut uses Zoom CX to achieve faster resolutions, lower abandonment rates, and increase customer happiness through a unified, AI-first approach.

cricut.®

INDUSTRY: Retail

ORGANIZATION SIZE: 500 employees

PRODUCTS: Zoom Contact Center, Zoom Virtual Agent, Zoom Quality Management, Zoom Workforce Management, Zoom AI Expert Assist

BUSINESS BENEFITS:

- All tools in one easy-to-use platform
- Increased first-contact resolution
- Shorter wait times
- Higher self-service containment
- Reduction in abandonment rate
- Seamless transitions from voice to video
- AI-powered insights that improve training and scheduling
- Improved employee morale

> " By integrating AI functionalities across Zoom CX, we've achieved a 50% self-service containment rate, freeing agents to handle complex inquiries.
>
> **KAUSHIK TILVE,** manager of systems and technology

90%	**89%**	**50%**
Reduction in call abandonment rates	Reduction in call wait time (from 15–20 minutes to under 2 minutes)	Self-service containment rate

About Cricut

Cricut helps customers bring their ideas to life, whether through personalized crafts, gifts, or home decor. As a global leader in cutting-edge design tools, Cricut has a loyal following of hobbyists, small business owners, and DIY enthusiasts around the globe.

The challenge

Member Care, Cricut's customer support team, supports customers in more than 30 countries worldwide. As it grew, support systems struggled to meet increasing demand and the team were faced with the following issues:

- Fragmented systems, limited AI capabilities, and a lack of actionable insights
- Manual processes that slowed down agents
- Difficulty managing workforce scheduling, forecasting, and quality monitoring
- Low first contact resolution
- Low customer satisfaction

This resulted in a fractured customer experience, long wait times (15-20 minutes), high abandonment rates, and the risk of agent burnout.

The solution

- Adopted **Zoom CX** suite to unify customer interactions across voice, chat, and video, in one AI-first platform.
- Implemented **Zoom Virtual Agent** for AI-powered self-service, reducing reliance on live agents. If escalation is needed, the conversation seamlessly transitions to a live agent with full context, so customers never have to repeat themselves.
- Adopted **AI Companion** for Zoom Contact Center to improve efficiency and training:
  - Call summaries: This speeds up after-call work and provides context for future interactions
  - Sentiment analysis, auto quality management, and coaching insights: Helps agents adjust tone mid-call for better outcomes and summarizes key issues as they arise, making it easy to identify trends.
- Equipped agents with AI Expert Assist, which pulls up relevant resources in real-time and helps the team resolve issues faster.
- Integrated with Cricut's CRM for full customer context in one seamless interface.
- Enabled instant voice-to-video escalations for complex issues. This has played a huge part in speeding up resolution and increasing customer satisfaction and trust in Cricut as a brand.
- Leveraged **Zoom Workforce Management** for optimized scheduling, forecasting, and resource allocation.
- Used AI-captured Voice of the Customer data to inform product development and customer experience improvements.

> *Before Zoom, we juggled 10-plus tabs to handle calls. Now, everything is integrated into one clean platform, from CRM connections to video transitions. It's a dream workfolow.*
>
> **TAYLOR NELSON,** member care QA specialist

The results

- **90% reduction** in call abandonment rates.
- **89% reduction** in wait times (from 15–20 minutes to under 2 minutes).
- **50% self-service containment rate**, freeing agents for complex inquiries.
- Significant improvement in **first contact resolution** with effortless voice-to-video transitions.
- **Faster after-call work through** auto-generated summaries and tickets.
- **Increased agent productivity**, morale, and retention.
- **Real-time sentiment analysis** improved both in-call adjustments and post-call coaching.
- **Customer insights** now drive product development and continuous CX innovation.
- Cricut delivers **faster, smarter, and more personalized support** while staying true to its mission to help people "lead creative lives."

> *Our wait times used to be 15–20 minutes. Now, thanks to Zoom Contact Center, customers are being connected to an agent in less than two minutes.*
>
> **TAYLOR NELSON,** member care QA specialist

Take your customer support to the next level with Zoom CX

Learn how Zoom can help your team deliver unforgettable customer experiences.

BOOK A DEMO TODAY