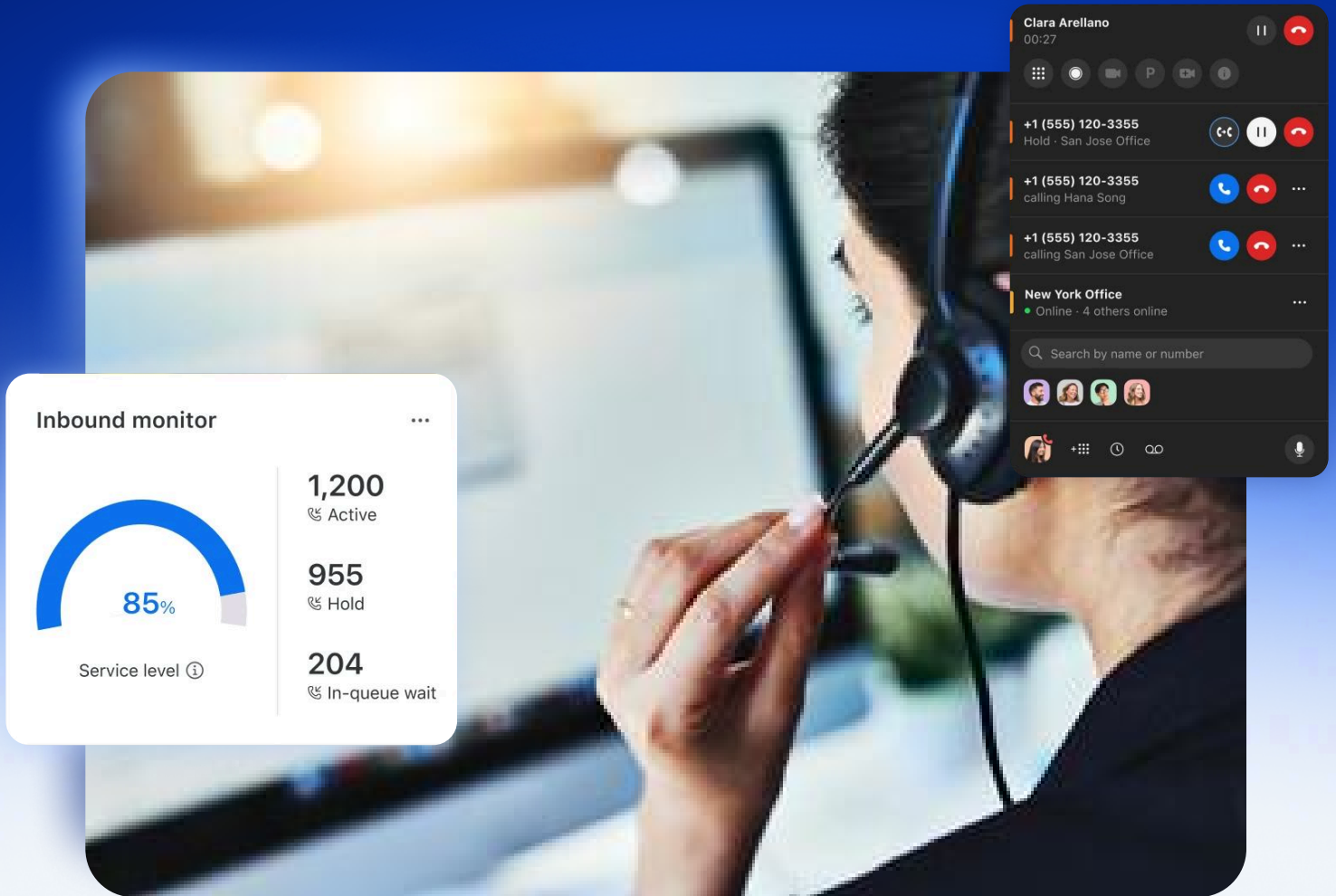


Make every call count with faster response times and better coordination.



Customer Engagement Pack is the Zoom Phone add-on built for teams that manage high volumes of customer calls and messages — without the cost or complexity of a full contact center.

It adds improved call handling, team-based SMS, real-time analytics, and built-in AI, all natively inside Zoom Phone.



Key Capabilities of the Customer Engagement Pack



Keep customers happy

Make sure every call is handled the right way, with faster connections, better prioritization, and fewer missed opportunities.



Move faster as a team

Coordinate responses with team-based SMS messaging that keeps everyone in sync.



Improve with data

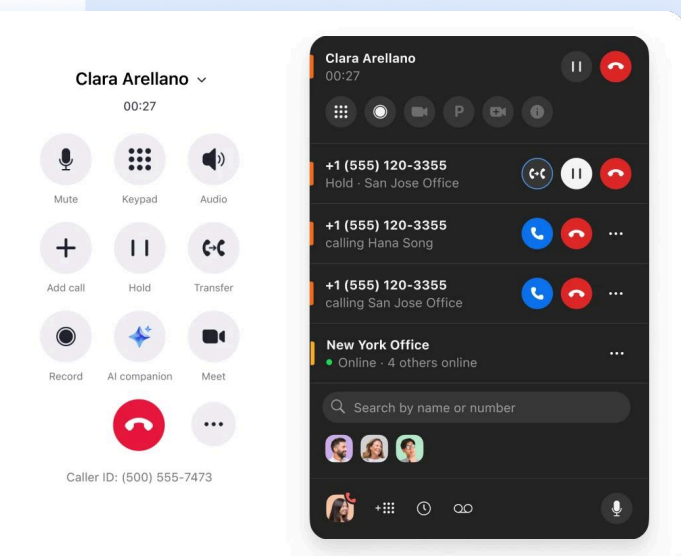
See what's happening across queues and teams, and resolve issues before customers feel them.



Simplify your stack

No new platforms to manage – everything you need is already in Zoom.

Key Features



Improved call handling

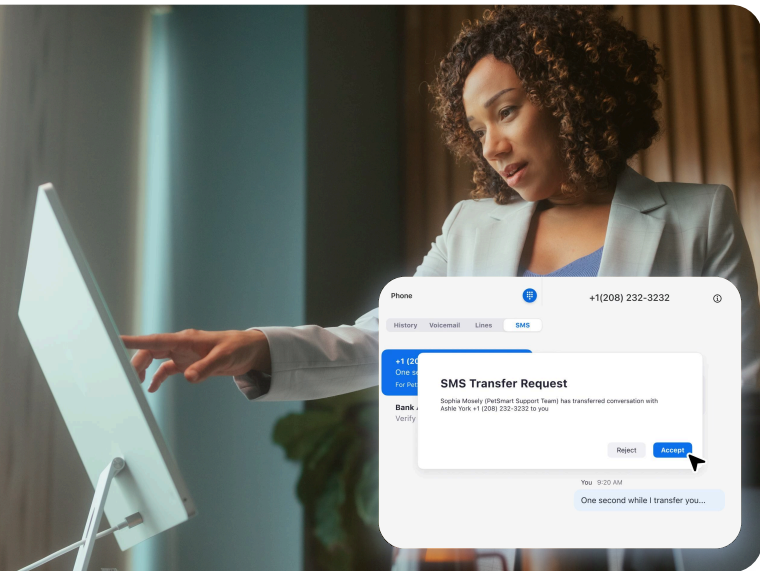
Give your team more control over how calls are handled, with priority rules and real-time visibility to stay responsive in any situation.

Opt-in / opt-out

Allow admins to control queue participation with visibility into why availability changes.

VIP delegation

Apply custom call handling rules for designated VIP contacts, ensuring priority routing and consistent handling for high-value callers.



Team-based SMS

Keep customer text threads moving smoothly across shifts and team members, so no message gets missed and every response has full context.

Team SMS

Enable SMS and MMS on business phone numbers shared by multiple users.

Team SMS summary threads

Automatically generate concise summaries of SMS threads so team members can quickly understand context during handoffs or when joining a conversation in progress.

Shared SMS inbox

Allow teams to view and respond to customer messages collaboratively.

Message templates

Pre-approved messages for common responses and customer workflows.

Delegation and handoffs

Allow SMS conversations to move between team members as coverage changes.

SMS analytics and reports

Track message volume, response times, and team activity over time.

Auto-responses

Automatically reply to incoming messages based on timing or conditions.

Scheduled messages

Send messages at a specific date or time, including outside business hours.

Analytics & reporting

Real-time queue visibility

Live views into queue activity, wait times, active calls, and team availability.

Historical call queue reports

Review performance trends across call volume, wait times, and service levels over time.

User and team performance reports

Measure call handling activity and responsiveness at the individual and team level.

Phone site admin access to user performance reports

Allow phone site admins to view user performance reports for localized visibility and management.

Wallboards

Display key queue metrics on shared screens to monitor performance in real time.

Access reports

Audit which users have access to shared voicemail and call recordings for compliance and oversight.

Feature entitlement and membership reports

View which users are entitled to specific Zoom Phone features and how access is assigned, supporting license auditing and administration.

Recording usage and storage reports

Analyze call recording usage, storage consumption, and deletion activity with visual reporting and filtering.



Inbound call insights

Analyze inbound call patterns to identify trends, bottlenecks, and staffing gaps.

Desktop call handling experience

Zoom assistant

A dockable desktop experience designed for users who handle a steady volume of inbound calls.

Shared Line Group (SLG) widgets

Monitor and answer calls for shared line groups across teams or departments.

Enhanced contact actions

Start a call, conference, or chat with a single click from the contacts experience.

Inline search and transfer

Search for contacts and complete transfers without switching applications.

Multi-line visibility

View and manage multiple queues from a single interface.

Group Call Pickup (GCP) widgets

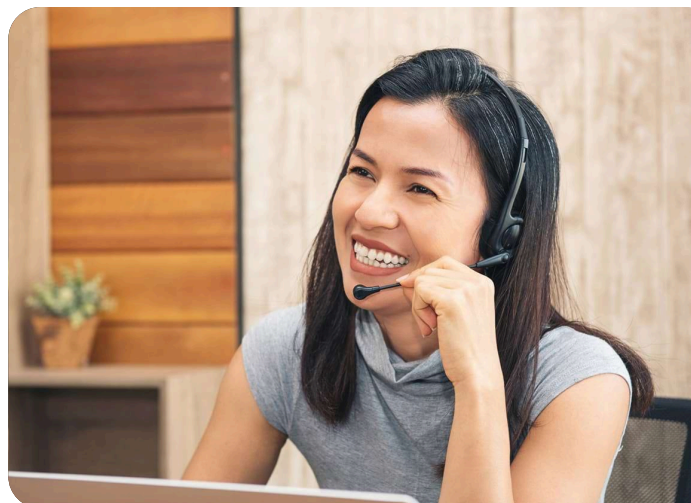
See incoming calls for a defined group and answer calls on behalf of teammates.

One-click transfer

Transfer calls quickly using real-time presence and contact context.

Jump into chat with call queue members

Quickly start a collaboration chat with call queue members to coordinate responses and resolve issues in real time.



Ready to get started?

See how Customer Engagement Pack fits into your Zoom Phone deployment and supports your customer-facing teams.

[Request A Demo](#)

[Learn More](#)