



# Zoom Best Practices for Businesses

Helpful tips for professionals using Zoom

While Zoom saw some early success when [launched in 2013](#), nothing compares to the massive boost it received in 2020 when COVID-19 forced meetings, schools and social events to go virtual.



Zoom's revenue for [2020 spiked](#) to \$2.6 billion, a 317% jump from the prior year.

Although Zoom is only one of many video conferencing platforms, it quickly dominated the field. Businesses and schools flocked to the app to support their needs during lockdowns, but many discovered the benefits of Zoom, which are likely to outlast pandemic restrictions.

Professionals who don't take the time to educate themselves on Zoom's unique functionalities and features are likely to miss out. The Zoom platform offers a multitude of ways to improve communication among employees and better engage audiences to build businesses.

## Poor Communication is Expensive

Poor employee communication has costly results annually:



Companies with **100,000+** employees lose **\$62.4M** on average

Companies with **100+** employees lose **\$420K** on average



**Effective employee engagement can improve [profitability by 21 percent](#).** With many engaging features and capabilities available to professionals, they can take small steps to make Zoom calls and events more accessible to combat potential losses and improve the employee experience.

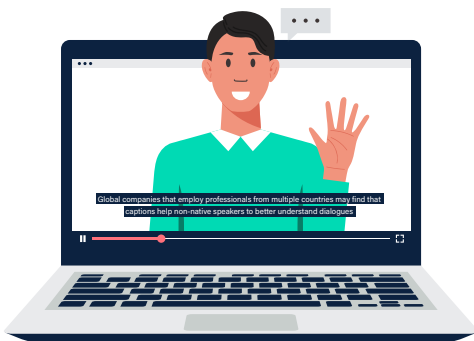
## Capturing the Attention of Employees and Clients

Head of EMEA at Zoom, Jane Ross, states that Zoom participants decide whether to **actively or passively participate within the first five minutes**. This critical piece of information can guide business video conferencing and Zoom best practices. Engaging audiences and potential customers more effectively can be accomplished simply.

To grab participant attention, hosts should consider:

- ✔ Having the audience answer a question or poll and posting the results live
- ✔ Engaging participants with Zoom's chat feature so they can run ideas by one another or ask questions without interrupting the presenter
- ✔ Using Zoom's PowerPoint integration so that the presenter can appear on the screen along with their presentation and easily click through the slides within Zoom

## Improving Employee Inclusivity



Captioning is not just beneficial for the Deaf community. Global companies that employ professionals from multiple countries may find that captions help non-native speakers to better understand dialogues that happen on web conferencing. In fact, **[captioning increases comprehension and retention for all participants](#)**.

Additionally, many employees do not want to alert their employers of their specific needs as they don't want to be viewed in a certain light or judged as having a 'shortcoming.' When business leaders proactively provide tools like captioning on their Zoom meetings or employee training sessions, all employee needs are taken care of.

Promoting a culture of inclusion is a growing trend not just because it's the right thing to do, but because adding tools like captions to Zoom increases employee comprehension and engagement during meetings. As a result, businesses will also stand to save money and improve efficiency by offering this helpful feature.



## Attracting Talent from Anywhere

**66%**

**believe that globalization offers opportunities**

[Research indicates](#) that professional recruiters believe that globalization offers opportunities. Improving the quality of hiring candidates is the leading concern for recruiters. Widening the net is one way to find better potential hires. Companies comfortable using Zoom to connect to their employees can attract top talent from around the world.

With more corporations going global, businesses are able to prioritize filling roles with people who are the best fit rather than considering whether they are conveniently located. Zoom allows employees from around the world to get to know one another and connect, even if they live continents apart.

Additional tools like Verbit's audiovisual translation solution can [interpret various accents](#) and offer both translation of all languages, as well as captioning to ensure global workforces can communicate effectively. The technology may seem advanced, but it integrates into Zoom seamlessly to improve business communication.

## Offering Employees with Zoom Privacy

When employees work from home, they might feel that they are bringing all their colleagues into their personal space each time they login to Zoom. **In the early days of the pandemic, the [unexpected intimacy of video conferencing](#) from private kitchens, living rooms and bedrooms caused anxiety for some workers and students.** Zoom's digital backgrounds became a shield for anyone who wished to keep their private spaces out of the eyes of classmates or coworkers.

Unfortunately, backgrounds do not work on all devices. Zoom's **blur feature** is now an option that performs on devices that can't support flashier backgrounds. Employers can proactively encourage their employees to use the blur feature and deem it acceptable so they feel comfortable doing so. After all, colleagues should be focusing on each other and not be subject to judgement or distractions based on others' surroundings.

With the blur feature, colleagues can spend less time looking at their co-workers' pets or collections, and more time focusing on their meetings.





## Increasing Accessibility with Zoom

More businesses are placing an emphasis on accessibility needs. Working remote may be here to stay, but how can businesses ensure employees who need greater access are being accounted for?

Zoom is an excellent video conferencing tool, but what happens when an employee is hard of hearing?

Verbit's integration can offer **Zoom captioning with an impressive 99%+ accuracy**. Employees, colleagues and clients with hearing loss can stay up to speed with additional services like captioning and transcription, which help companies meet [accessibility standards](#) and adhere to the [Americans with Disabilities Act](#).

## Preserving Information from Meetings

**Pay better attention without needing to take notes when using Verbit's captioning and transcription**

In addition to just using Zoom captions as an add-on, professionals can select captioning which allows for interactivity. On Zoom calls, participants can pay better attention without needing to take notes when using Verbit's captioning and transcription. Users can **highlight and annotate within transcripts, which are generated live on Zoom calls and then share their notes** with one another. This method creates a collaborative environment, but also one where important information isn't missed.



The searchable transcripts then memorialize the meeting into text that users can later reference. During the meeting, everyone can afford to stay engaged.

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Employers who implement Zoom effectively to engage their employees can nurture a healthy work environment that will improve morale while also encouraging productivity and success. Profitability, efficiency and greater access are key to winning in the corporate world.

To learn more about Verbit's Zoom integration and how it can help businesses adhere to online accessibility standards and improve meeting quality for all video conferencing, [click here](#).