

How Zoom Powered Onboarding, Certifications, and Global Expansion with WorkRamp

SUMMARY

Zoom added 250,000 business customers between 2016 and 2017, with its growing elite sales team fueling its customer expansion. Today, Zoom boasts 700,000 business customers, which include half of the companies in the Fortune 50. Behind that growth is Zoom’s highly trained team of global sales reps spread across 3 continents.

Amanda Chang and Frank Traditi jointly orchestrate Zoom’s global sales enablement program, ramping up new sales reps, leveling up the skills of existing sales reps, and rapidly innovating with new programs like a global mentorship and shadowing initiative.

By partnering closely with WorkRamp, they are able to amplify their efforts by serving up custom, personalized training initiatives, all while keeping reps and managers accountable by automatically tracking progress and performance. On top of their North American growth, Amanda and Frank have also helped Zoom grow its customer base by 150% across EMEA in the past year through its global enablement efforts.

PROBLEM

With global offices across the US, Asia, and Europe and a network of remote sales reps, Zoom needed an enablement platform that could keep up with their rocket-ship expansion. They looked for a solution that could track results, create new courses and certifications on the fly, and be extremely user friendly. At any given time, they were onboarding up to 30 reps a month, in addition to providing ongoing training to enhance the skills of their existing sales reps. It was imperative for them to find a technology partner that could help them reach the aspirational goals set for their team.

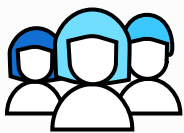
SOLUTION AND OUTCOME

In the last year alone, Amanda and Frank have leveraged WorkRamp to provide training and certifications to over 300 team members across Zoom’s global offices. With its easy drag-and-drop interface and intuitive UI, they could rapidly scale up their programs with little effort. The results of their enablement efforts are providing immense value to the field: in one scenario, they were able to correlate their pitch certification program with a ~6x increase in opportunity size and value delivered to their client.

WE WERE ABLE TO RUN AN EXTREMELY EFFECTIVE PITCH CERTIFICATION PROGRAM THROUGH WORKRAMP. THIS DIRECTLY LED TO IMPROVED OUTCOMES FOR BOTH CUSTOMERS AND THE ZOOM TEAM

Amanda Chang, Senior Sales Enablement Manager

As they look forward, the Zoom enablement team is constantly looking for partners and technologies to push the envelope when it comes to enablement. They have world-changing collaboration technology, and are aspiring to build a go-to-market team to match.



300+ SALES REPS

Over 300 sales team members
Trained and certified



30 REPS/MONTH

Up to 30 reps a month
onboarded at peak capacity



150% EMEA GROWTH

Rapid Global Growth
over the last year

ABOUT WORKRAMP

WorkRamp is building the world’s most powerful enablement software. We empower go-to-market teams to onboard, train, and certify their employees more effectively. Come learn why the world’s top brands like PayPal, Square, and Intercom all use WorkRamp to help their teams reach peak performance.