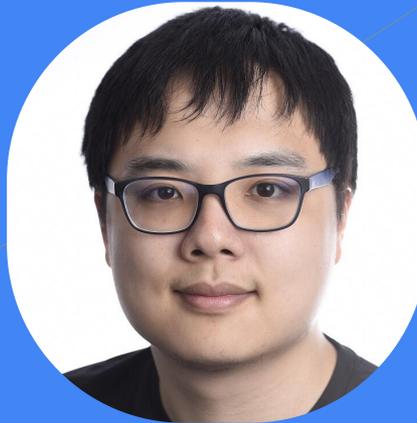


Zoom AI Companion Strategy

02/12/2024

Speaker



Chenguang Zhu

AI Science Lead

Zoom

Zoom Video Communication



Founded in 2011

Aim at removing the barrier of physical distance in live communication

More than 300 million daily active users as of 2024

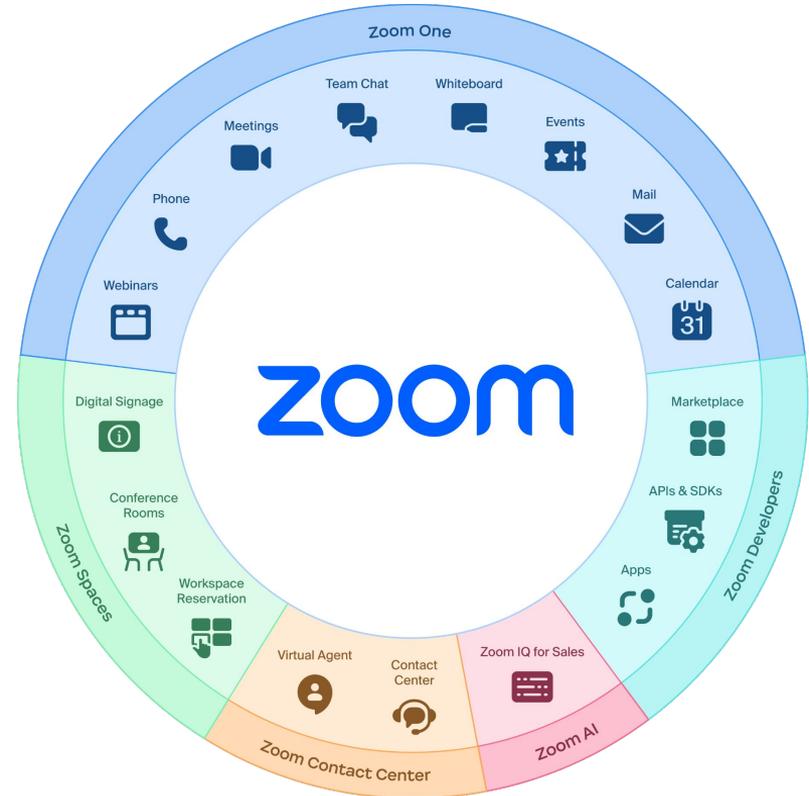


Zoom Products



A suite of efficient tools for

- video meetings
- chat
- mail
- document processing
- contact centers
- sales
- and more



Why are we working on AI in Zoom?



Meetings, chats, documents are in the center of decision making, idea exchange and other high-level human intelligence activities.

By engineering, we can provide digital tools for these processes.

By AI, we can provide core assistance to facilitate users' tasks of information aggregation, reasoning and decision making

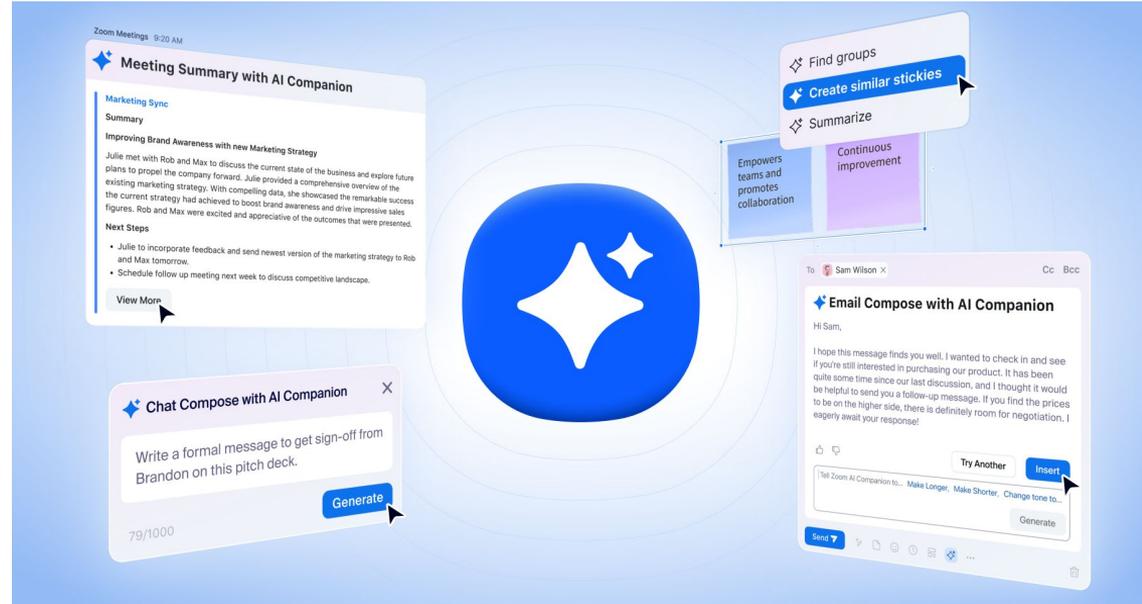
Zoom AI Companion



Available in Sept. 2023

First such AI product in communication software

Available now at **no additional cost** with paid Zoom user accounts



AI Companion Questions



The screenshot displays a Zoom meeting interface. On the left, there are video thumbnails for participants: Jada Grimes (top right) and Macy Halloway (bottom right). The bottom toolbar includes icons for Participants (2), Chat, Share Screen, Summary, AI Companion, Record, Show Captions, More, and a red Leave button.

On the right, a chat window is open, showing a message from 'You' at 9:25 AM: "Catch me up". Below it, a message from 'AI Companion' at 9:25 AM is displayed in a white bubble with a blue star icon. The AI message contains the following text:

The group brainstormed marketing strategies, including social media ads, email campaigns, influencer partnerships, and in-store promotions. They also discussed creating a viral marketing campaign and a referral program.

The team identified the target audience and agreed to tailor their messaging to different demographic segments.

Below the AI message is a "Catch me up" button and a three-dot menu. At the bottom of the chat window, a lock icon and text state: "No other participants can see this conversation". A text input field at the bottom of the chat window contains the placeholder text: "Ask anything about this meeting...".

AI Companion Meeting Summary



The screenshot displays a Zoom Team Chat interface. On the left is a dark sidebar with a 'Team Chat' header and a list of users and channels. The 'Creative' channel is selected. The main chat area shows a message from 'Creative' stating 'Our next sync is tomorrow morning.' followed by a 'You' message at 9:15 AM saying 'Thanks for the update.' Below this is a 'Zoom Meetings' message at 9:20 AM titled 'Meeting Summary with AI Companion created'. The summary content is as follows:

Meeting Summary with AI Companion

Marketing Sync

Summary

Improving Brand Awareness with new Marketing Strategy

Julie met with Rob and Max to discuss the current state of the business and explore future plans to propel the company forward. Julie provided a comprehensive overview of the existing marketing strategy. With compelling data, she showcased the remarkable success the current strategy had achieved to boost brand awareness and drive impressive sales figures. Rob and Max were excited and appreciative of the outcomes that were presented.

Future State of the Business

Rob asked about the current state of the business. Julie is confident that the innovative marketing strategies, commitment to data-driven decision-making, and a firm grasp on the competitive landscape, will put the company in a strong position for continued success.

Next Steps

- Julie to incorporate feedback and send newest version of the marketing strategy to Rob and Max tomorrow.
- Schedule follow up meeting next week to discuss competitive landscape.

This summary is auto generated and may be inaccurate or misleading. Always check for accuracy. [Have feedback?](#)

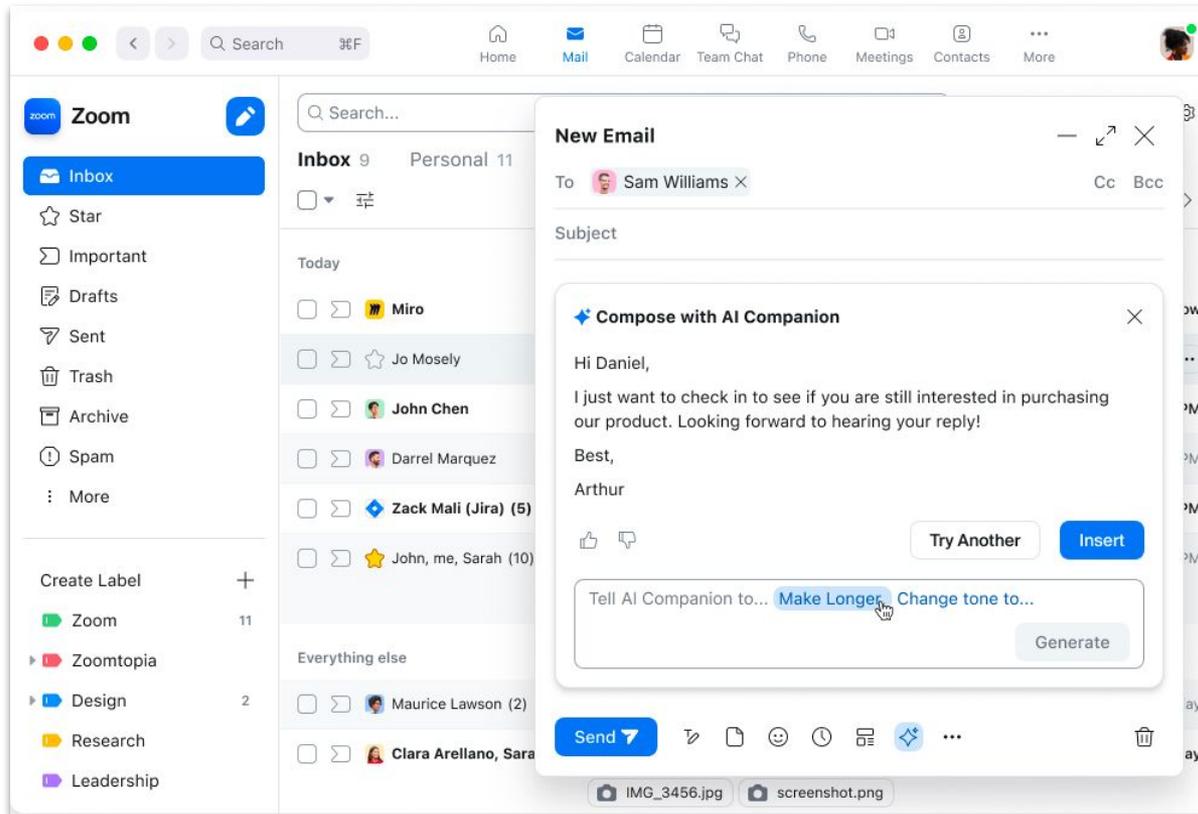
At the bottom of the summary card is a 'View More' button. The chat input area at the bottom shows 'Message Creative' and various communication icons.

Team Chat Thread Summary



The screenshot shows a Zoom team chat interface. On the left is a dark sidebar with navigation options: Reminders, More, Starred, Innovations (highlighted), Pop Culture, Ruff House, Budget Review, Priority Projects, Dream Team, Stand-up notes, Manuel González, Maria Santos, Sophia Mosley, Channels, and Apps. The main chat area shows a thread starting with a system message: "Maria Santos (she/her/hers) added Vinh Nguyen". Sophia Mosley posts "Morning everyone!" at 9:20 AM, followed by "Does anyone have the Q3 Launch Plan?". A response from "You" at 9:20 AM says "yup! attaching now". At 9:21 AM, "You" posts "@Vinh Nguyen Here's the Q3 Launch Plan" with a file attachment titled "Q3 Launch Plan" (PDF, Modified 07/06/2023 10:29 AM). A "97 Replies" indicator is visible below the attachment. A summary overlay titled "Summarize with Zoom AI Companion" is positioned over the right side of the chat, containing a detailed summary of the discussion about a new task management system feature. The summary text reads: "The discussion revolves around a proposed new feature for their product, which is a task management system. Nabil Rashad introduces the idea, highlighting the goal of improving user experience based on market research and user feedback. Karen Anderson and Ada Nguyen express interest and inquire about the functionality and integration of the system. Nabil Rashad explains that the system aims to provide a seamless and intuitive task management experience. They also emphasize the importance of integrating the system smoothly into the existing product and enabling cross-platform access and synchronization." The overlay includes a "View original messages" link, a "Copy" button, and thumbs up/down icons.

AI Companion Email Compose



Our Core Technology behind AI Companion: Federated AI



Traditionally, the model candidate with best *average performance* on validation data is selected

What if we can choose *the best model for each input instance*, at least approximately?

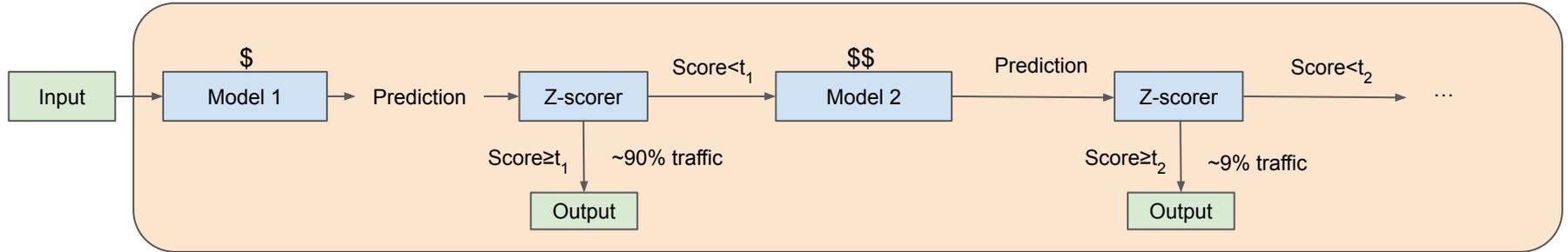
Need to lower the cost and maximize the performance



Our Core Technology: Federated AI



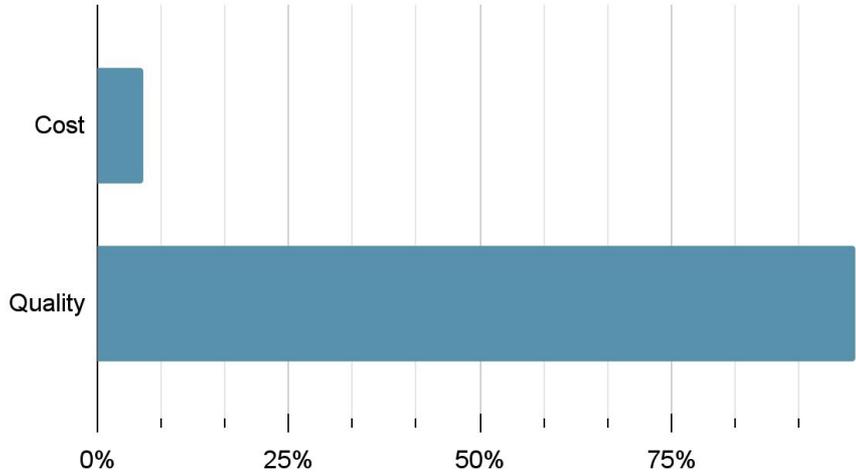
Model chain: A sequence of models with increasing performance and cost
Z-scoring: trained quality evaluator, to decide when to show the current result to users



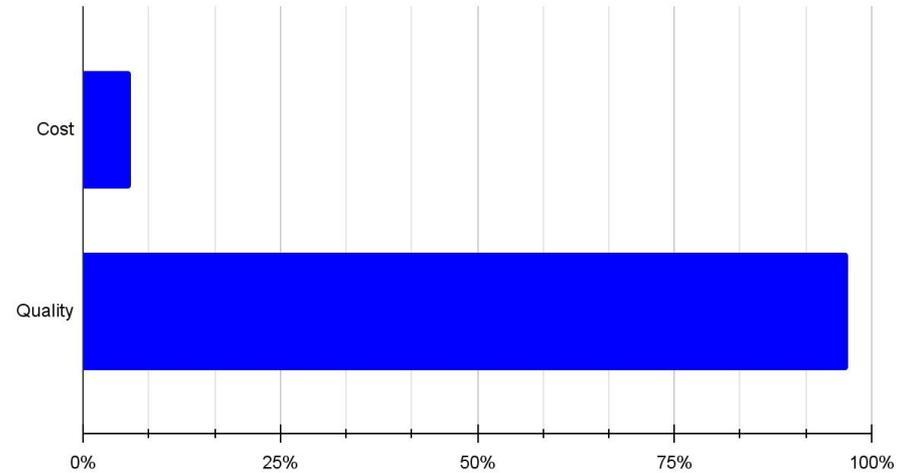
Results



Federated AI vs GPT-4 in relative % for Zoom's English meeting queries



Federated AI vs GPT-4 in relative % for Zoom's multilingual meeting minutes



At only ~6% of the cost, our Federated AI solution achieves 99% and 97% of the performance of GPT-4 (Copilot), judged by GPT-4.

<https://www.zoom.com/en/blog/zoom-federated-ai-maximizes-performance-quality-affordability/>