



Zoom

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Introduction

Wavenet's portfolio brings together three advanced communications solutions—Zoom Phone, Zoom Customer Experience (ZCX), and Zoom Workplace—designed to reshape how organisations connect internally and with their customers. Each product is built on Zoom's trusted platform, offering scalability, reliability, and adaptability for companies navigating modern work environments. This document presents an overview of their capabilities, outlining practical applications and technical features that empower teams and enhance business operations.

Zoom Phone

Zoom Phone offers an extensive range of features designed to enhance business communications, streamline administration, and support flexible working environments. Key core features include:

- **Cloud-Based PBX:** Eliminate the need for on-site telephony hardware. All call handling, routing, and management is managed via Zoom's secure global cloud infrastructure.
- **Comprehensive Call Management:** Features include call forwarding, call transfer, call park, call hold, call recording, call monitoring (listen, whisper, barge, take over), voicemail and videomail (with transcription), and call history.
- **Advanced Routing Tools:** Utilise Auto Receptionists, Interactive Voice Response (IVR) menus, Call Queues, and Shared Line Groups for efficient call distribution and customer engagement.
- **Business Hours & Holiday Routing:** Customise call handling based on working hours, holidays, and after-hours protocols.
- **SMS/MMS Support:** Send and receive text and multimedia messages, including team SMS from call queues and auto receptionists (with Power Pack add-on).
- **Device Flexibility:** Use Zoom Phone on desktop, mobile, web clients, supported IP phones, and conference room devices.
- **Analytics & Reporting:** Access real-time and historical analytics, user performance dashboards, call recording reports, and more (enhanced with the Power Pack add-on).
- **Integrations:** Seamlessly integrate with Microsoft Teams, Salesforce, Slack, Google Workspace, and leading contact centre platforms.
- **AI Companion:** Leverage AI-powered features such as call summarisation, voicemail task extraction, and thread summarisation for team SMS.
- **Local Survivability (ZPLS):** Ensure business continuity and in-site calling during internet or data centre outages, with optional PSTN failover through on-premises SBCs.

These features empower businesses to manage communications efficiently, whether operating from a single site or across multiple global locations.

Zoom Phone Feature Matrix

Feature	Zoom Phone/Pro	Common Area	Power Pack Add-on
Extension-to-Extension Dialling	✓	✓	✓
Voicemail & Videomail	✓	✓	✓
Outbound PSTN Dialling	✓	✓(if assigned DID)	✓
Call Hold/Transfer/Forwarding	✓	Internal Only	✓
IP Deskphone Registration	✓	✓	✓
Call Queue Membership	✓	-	✓
Shared Line Group Membership	✓	-	✓
Auto Receptionist	✓	-	✓
Call Recording	✓	-	✓
SMS/MMS	✓ (country dependent/ additional licensing maybe required)	-	✓ (Team SMS)
Analytics & Reporting	Basic	Limited	Advanced
Call Monitoring (Listen, Whisper, Barge, Take Over)	✓	-	✓
AI Companion Features	✓	-	✓ (Team SMS Summary, Analytics)

✓ = Included; - = Not included; Some features may depend on country, region, or licensing. For detailed and up-to-date entitlements, consult with your account manager.

Supported Platforms, Devices, and Hardware

- Zoom Workplace desktop and mobile apps (Mac, Windows, iOS, Android)
- Zoom Rooms and supported conference room systems
- Certified IP phones from leading manufacturers (Poly, Yealink, Cisco, Avaya, Grandstream, AudioCodes)
- Supported pagers, intercoms, and analog gateways
- Integration with Microsoft Teams, Salesforce, Slack, Google Workspace, and major contact centre solutions

Security, Privacy, and Compliance

- Data Residency: Content storage location can be specified at account, group, user, and call routing tool level (US, EU, APAC, etc.).
- Data Retention: Configurable retention policies for call logs, voicemails, recordings, and messages (1–4,000 days).
- Certifications: Complies with leading standards and certifications (see Zoom’s Legal Compliance Centre).
- Information Barriers: Policy controls to prevent unauthorised internal communication where required.

Business Continuity: Zoom Phone Local Survivability (ZPLS)

Zoom Phone Local Survivability (ZPLS) is an on-premises module that allows users within a site to maintain internal calling and basic call routing during a WAN or data centre outage. When integrated with an SBC, ZPLS can also provide external PSTN connectivity, ensuring critical communication continuity.

Licensing, Add-Ons, and Packages

- Licensing: Every user or device requires a Zoom Phone license, or Common Area licence.
- Zoom Phone license includes 5000 minutes local and national calls.
- Add-Ons: Direct dial numbers (DID/DDI), toll-free numbers, international calling, Zoom Phone for Microsoft Teams (native dialling in Teams), and the Power Pack for enhanced analytics and team SMS features.
- Bundled Licences: Some licences (e.g., Zoom Workplace Enterprise) bundle multiple services and add-ons for ease of provisioning.

Additional Notes for Customers

- Zoom Phone is a VoIP service requiring internet/data connectivity; it is not a direct mobile/cellular replacement.
- Emergency services may be impacted by loss of power or internet. Consider maintaining alternative lines for critical functions (e.g., lifts, fire alarms).
- Forwarding calls to external PSTN numbers may incur additional charges.

Zoom Customer Experience (ZCX)

The Zoom Customer Experience (ZCX) suite, with Zoom Contact Center at its core, provides a modern, omnichannel contact centre solution designed to transform customer engagement for businesses of all sizes. Built on Zoom’s renowned cloud infrastructure, ZCX offers a seamless, enterprise-grade platform that brings together voice, video, messaging, and email channels within a unified, intuitive interface. This service is further enhanced by a robust set of AI-powered add-ons and advanced management tools, making it an ideal choice for organisations seeking to elevate their customer service, streamline operations, and empower their workforce.

ZCX is tailored for flexibility, supporting native cloud telephony, and integrating effortlessly with popular CRM systems and third-party applications. With a strong focus on data privacy, security, and compliance, Zoom Contact Center is designed to help organisations deliver exceptional customer experiences while meeting rigorous regulatory requirements.

Core Features

- Omnichannel Engagement
- Voice Channel: High-quality, cloud-based voice calls routed via PSTN or internet, with advanced call management and escalation options.
- Video Channel: Embedded video support for face-to-face interactions, including waiting rooms, remote control, and branded experiences.
- Messaging Channel: Real-time communication over SMS, web chat, and social platforms (including WhatsApp and Messenger by Meta), with seamless escalation to voice or video.
- Email Channel: Structured, asynchronous email handling, integrated with Google and Office 365, ideal for complex or non-urgent queries.

AI and Automation

AI Companion: Real-time consumer sentiment analysis, conversation summaries, smart responses, suggested follow-up tasks, and agent talk metrics.

AI Expert Assist: Contextual recommendations, knowledge base retrieval, next best actions, smart notes, real-time language translation, and automatic disposition selection.

Zoom Virtual Agent: Advanced conversational AI chatbot for self-service, intent-based automation, knowledge base integration, and seamless handoff to live agents.

Comprehensive Management Add-ons

Zoom Workforce Management: AI-driven scheduling, real-time adherence dashboards, forecasting, shift management, agent-initiated schedule requests, and reporting.

Zoom Quality Management: Interaction transcripts, automatic scoring, speech analytics, sentiment and topic analysis, scorecards, calibrations, moments, and detailed evaluations for ongoing agent improvement.

Customisable Workflows and Routing

Drag-and-drop Flow editor with widgets for automated input collection, routing, integrations, surveys, and more.

Skills-based and proficiency-based routing, queue prioritisation (including VIP and accumulated priority), and multi-tier dispositions for granular reporting.

Advanced Analytics and Real-Time Reporting

In-depth real-time and historical analytics across all channels, wallboards for live KPIs, and customisable dashboards to monitor agent and queue performance.

Security, Privacy, and Compliance

End-to-end encryption, role-based access, data residency and retention controls, automatic redaction and masking of sensitive information, and compliance with leading standards.

Extensive Integrations

Native CTI integration with leading CRMs (Salesforce, Zendesk, ServiceNow, Microsoft Dynamics 365, Hubspot), payment processing via PCI Pal, and access to APIs and SDKs for custom solutions.

Scalable Licensing Models

Named and concurrent licensing options, bundled and add-on features, making it suitable for businesses from small support teams to large, multi-site contact centres.

ZCX Feature Matrix

Feature / Add-On	Essentials	Premium	Elite	Add-On
Voice, Video, Chat, SMS Channels	✓	✓	✓	—
Flow Editor	✓	✓	✓	—
Interactive Voice Receptionist	✓	✓	✓	—
Real-Time Transcription	✓	✓	✓	—
Agent CTI Integration	✓	✓	✓	—
Surveys	✓	✓	✓	—
PII Redaction	✓	✓	✓	—
Customer Managed Key Encryption	✓	✓	✓	—
Zoom AI Companion	✓	✓	✓	—
Reporting & Analytics	✓	✓	✓	—
Email Channel	—	✓	✓	—
Social Media (Messaging Channel)	—	✓	✓	—
Automated Outbound Dialers	—	✓	✓	—
Cobrowse	—	✓	✓	—
AI Expert Assist	*	*	✓	Available as add-on
Zoom Quality Management	*	*	✓	Available as add-on
Zoom Workforce Management	*	*	✓	Available as add-on
Zoom Virtual Agent	—	—	—	Account-wide add-on

- ✓ = Included

- — = Not included
- * = Available as an add-on unless using Elite licence (where included by default)

For concurrent Elite licensing, additional add-on licences for Zoom Workforce Management and Zoom Quality Management may be required to cover all users. Zoom Virtual Agent is licensed account-wide and does not require individual assignment.

Zoom Workplace

Zoom Workplace is the unified application at the heart of the Zoom platform, designed to streamline collaboration, communication, and customer engagement for modern organizations. It serves as the central hub for agents, supervisors, and administrators to access and manage Zoom's suite of customer experience solutions—including Zoom Contact Center, Zoom Workforce Management, Zoom Quality Management, AI Expert Assist, and Zoom Virtual Agent.

Key Features & Capabilities

- **Unified Experience:** Zoom Workplace brings together voice, video, messaging (SMS, chat, social media), and email channels in a single, intuitive desktop and web application. Users can seamlessly switch between communication modes and manage all customer interactions from one place.
- **Contact Center Integration:** Agents and supervisors use the Zoom Workplace app to start work sessions, manage engagement queues, view team status, access address books, handle voicemails, and review analytics—all within a secure, cloud-based environment.
- **Omnichannel Engagement:** Supports real-time and asynchronous engagements, including live calls, video meetings, chat, and email, with advanced routing and escalation options.
- **AI-Powered Tools:** Integrated AI Companion features provide real-time sentiment analysis, agent talk metrics, conversation summaries, smart responses, and automated follow-up tasks to enhance productivity and customer satisfaction.
- **Workforce Management:** Supervisors and agents can view schedules, request shift swaps or time off, and track real-time adherence directly in the app, simplifying day-to-day operations.
- **Quality Management:** Enables agents to receive feedback, review evaluations, and supervisors to monitor, score, and coach interactions for continuous improvement.
- **Security & Compliance:** All communications are protected by enterprise-grade encryption and privacy controls, with customizable data retention and redaction policies.

Typical Use Cases

- **Customer Support & Service:** Handle inbound and outbound customer interactions across multiple channels, leveraging AI and analytics for faster, more personalized service.
- **Team Collaboration:** Manage agent status, team availability, and internal communications to optimize workforce performance.

- **Operational Oversight:** Supervisors and admins monitor engagement metrics, adherence, and quality scores to drive operational excellence.

Supported Platforms

- **Desktop:** Available for Windows and macOS.
- **Web:** Accessible via Chrome and other supported browsers.
- **VDI & Kiosk:** Specialized versions for virtual desktop infrastructure and kiosk deployments.

Integration & Extensibility

Zoom Workplace integrates with leading CRM platforms (Salesforce, Zendesk, ServiceNow, Microsoft Dynamics, HubSpot), knowledge bases, and third-party bots, enabling organizations to automate workflows and extend functionality as needed.

Zoom Workplace empowers organizations to deliver exceptional customer experiences, optimize workforce management, and maintain high standards of quality and compliance—all from a single, user-friendly application.

Zoom Workplace and Mitel

The integration between Zoom Workplace and Mitel allows organisations to seamlessly connect their telephony systems with advanced collaboration and customer engagement tools. By linking Mitel's robust voice solutions with Zoom Workplace, Mitel users gain access to unified communications features such as click-to-dial from CRM records, real-time presence updates, and integrated call controls directly within the Zoom interface. This streamlined approach enhances productivity, simplifies workflow management, and ensures that Mitel users can leverage both platforms' strengths for a more cohesive and efficient working experience.

Handset Overview

Zoom is compatible with a wide variety of handsets, giving you flexibility to work with your existing devices. However, if you are considering purchasing new handsets, we recommend the Poly Edge E Series IP desk phones and Poly Rove DECT handsets, for their modern design, advanced features, and robust performance. Our recommended Poly options include the following models:

Poly Edge E Series Handset Options

- **Poly Edge E100:** This entry-level model is ideal for basic users and common areas. It features a 2.8" LCD display, supports two lines (with eight paginated lines), and includes NFC for fast Bluetooth® pairing (not supported on iOS). The E100 is equipped with a USB-C port and delivers always-on reliability, making it well-suited for locations where a dedicated, secure, and stable phone is required.
- **Poly Edge E220:** Building on the E100, the E220 supports four lines (16 paginated), includes Bluetooth® 5 for seamless headset and mobile phone pairing, and retains the 2.8" LCD. It is designed for flexible workers and as a back-up phone device, delivering an enhanced user experience with easy Bluetooth® connectivity and a familiar, reliable interface.
- **Poly Edge E350:** Targeted at mainstream users, the E350 offers eight lines (32 paginated), a larger 3.5" LCD display, and integrated Wi-Fi (802.11AC) for flexible connectivity in modern office environments. It also features Bluetooth® 5 for both headset and mobile phone pairing, making it suitable for office communicators, collaborators, and flexible workers who require mobility and advanced features.

- Poly Edge E450: Designed for office managers, admins, and users needing more contacts, the E450 boasts dual displays (3.5" main LCD and a 2.4" secondary LCD) with support for up to 14 lines (32+12 paginated). It includes Bluetooth® 5, Wi-Fi (AC), and support for an Edge E Expansion Module for even greater capacity. Enhanced bass and additional status indicators further improve the user experience, making it the ideal choice for high-volume, connected users.

All Poly Edge E handsets deliver best-in-class audio quality, user-friendly operation, and robust reliability, ensuring an exceptional calling experience within the Zoom environment.

Poly Rove DECT Handset Options

In addition to the Poly Edge E Series, our Zoom solutions also include the Poly Rove 20 and Rove 30 handsets, offering users a versatile selection of DECT cordless devices tailored for different business needs.

Rove 20 Handset

The Rove 20 is a dependable entry-level cordless handset, purpose-built for everyday business environments. It provides robust DECT connectivity, ensuring stable and reliable wireless communication throughout the workplace. With clear audio quality and a suite of essential telephony features, the Rove 20 is well-suited to mobile users who need the flexibility to move freely within their workspace while maintaining consistent communication.

Rove 30 Handset

Building on the strong foundation of the Rove 20, the Rove 30 handset introduces a range of enhanced capabilities. Featuring a larger display for improved user interaction, the Rove 30 also boasts greater durability and an extended wireless range. These enhancements make it an ideal choice for professionals who require increased mobility and resilience, particularly in busy or expansive working areas where seamless connectivity and robust construction are essential.

Both the Rove 20 and Rove 30 handsets integrate seamlessly with Zoom Workplace, enabling dependable communication and straightforward operation to meet a variety of professional requirements.

Design & Implementation

The planning and design process will commence with your initial conversations with Wavenet, who will gather information about your systems and how you would like Zoom to work for your organisation. Early on in these discussions, your Wavenet representative will be introduced to ensure a comprehensive understanding of your business and to determine the best approach for implementing Zoom.

The Zoom Implementation team will deliver a detailed planning and design service, which will include:

- Establishing call routing details: confirming how current calls flow and how you would like them to flow on Zoom, if different
- Obtaining site-by-site details
- Confirming local site contacts
- Creating a complete user list
- Beginning the porting process and highlighting all numbers to be ported
- Completing a planning and design review with the end user

The implementation of Zoom services follows a structured and collaborative approach, supporting a seamless transition from your existing system to the new solution. The engineer will coordinate with your representative to plan and execute the installation, configuration, testing, and activation of Zoom features.

The implementation steps are as follows:

- **Pre-Installation:** The engineer will work with your representative to capture configuration requirements for the solution, enabling a low-level design to be completed in readiness for installation. Any network readiness tests (if included) will also be arranged.
- **Installation:** The engineer will configure system settings and preferences, including creating users, building call flows and groups, and provisioning devices.
- **Handset configuration:** The engineer will ensure that new handsets are correctly configured for the Zoom solution. If handsets are being re-used, it is the customer's responsibility to arrange for them to be unlocked by the current provider at the appropriate time.
- **Testing:** The engineer will perform various tests to confirm the proper functioning and connectivity of Zoom features, as well as troubleshoot any issues that may arise during this phase.
- **User Acceptance Testing:** Your representative will conduct user acceptance testing to validate the functionality and usability of the Zoom features.
- **Porting:** The engineer will collaborate with the provisioning team to transfer your existing phone numbers to the new system.
- **Go-Live Support:** The engineer will provide remote (or on-site, if included) support during the go-live period, assisting with any queries or challenges encountered during the transition.

Training Packages

Wavenet's Zoom Enhanced Training Packages are crafted to ensure organisations realise the full value of their Zoom deployment through a comprehensive approach combining expert-led training, consultation, and bespoke learning plans. These packages cater to a wide range of participants, including users, administrators, managers, and analysts, with delivery options that flexibly accommodate both remote and onsite sessions.

The structure of the training is specifically designed to address the varied requirements of contemporary teams, ranging from essential user onboarding to more advanced topics such as reporting and management functionalities. All sessions are interactive and hands-on, with an emphasis on developing practical competencies in areas such as call handling, voicemail management, system configuration, analytics, and AI-powered features.

Each training programme commences with a thorough consultation and assessment of training needs, followed by collaborative planning to ensure that both the content and delivery method are closely aligned with the organisation's objectives. To further promote user adoption and confidence, participants are provided with additional support resources.

The overarching aim of the Zoom Enhanced Training Packages is to empower staff, optimise communication workflows, and facilitate a smooth and successful transition to the Zoom platform, thereby supporting ongoing operational effectiveness with minimal disruption.

Support

Wavenet delivers a robust support framework for Zoom services, ensuring that users have access to comprehensive assistance through a variety of channels. Standard support is available from Monday to Friday, between 08:00 and 18:00, providing coverage for everyday queries and operational needs. In recognition of the critical nature of communication services, fault handling (for P1's) is available around the clock—24 hours a day, 7 days a week—including public and bank holidays.

Users can report any faults or issues via multiple convenient methods: email, telephone, or the dedicated ServiceDesk portal. To ensure that all reported issues are addressed efficiently, Wavenet operates a prioritised ticketing system. This system assigns clear response times based on the severity of the issue, so users know what to expect at each stage of the resolution process.

For high-priority cases, such as Priority 1 incidents, Wavenet guarantees a response within 30 minutes during standard business hours. The support teams are fully equipped to manage and resolve urgent and critical problems promptly, minimising disruption and supporting business continuity. Throughout the entire ticket lifecycle, users receive regular updates and transparent communication, helping to ensure that issues are resolved efficiently and user satisfaction remains high.

Reponse SLAs

Priority	Definition	Preferred Contact Method	Target Response
P1	Total loss of communications of a site. Requires immediate action to restore services.	Telephone	1 hour
P2	Loss of more than 50% of operational equipment. Requires urgent action to restore services.	Telephone	4 hours
P3	Loss of less than 50% of operational equipment. Service affecting but not an emergency.	Email/Online Portal/Telephone	8 hours
P4	Request not affecting communications. Requests for information or enhancements.	Email/Online Portal/Telephone	24 hours

*All emailed or online portal customer logged incidents are automatically assigned a Priority 3 status by default. For P1 or P2 incidents, it is imperative these are telephoned into the Service Desk on 0330 026 2003 to ensure swift action.

For further details regarding support procedures and escalation processes, please refer to the Zoom Customer Service Plan.