



Case Study

# ContentSquare Leverages Zoom for Global Communication and Seamless Transition to Remote Work During COVID-19

ContentSquare's powerful platform is changing how organizations create digital experiences for their customers. By analyzing billions of anonymous web, mobile, and application interactions, ContentSquare provides organizations AI-powered recommendations that are designed to improve customer engagement, drive growth, and increase revenue.

With more than 700 enterprise customers such as American Express, Dell, Salesforce, and Toyota, ContentSquare is dedicated to empowering its customers in every industry to create exceptional digital experiences and drive their own success.

## Challenge

ContentSquare is a rapidly growing organization within a rapidly growing industry, and as the organization expanded its operations to other countries it needed a solution that could support seamless communication between its global teams. While the organization had leveraged video conferencing in the past, ContentSquare wasn't really a video-first organization.

"There was a time where we didn't have a lot of video meetings because most of the employees were based in the Paris office and we could easily speak to each other in the office," said Alexandre Menguy, Chief Information Security Officer at ContentSquare. "But then we acquired a company in Israel and brought on some employees from the U.S. and the UK, so we needed to have a strong and unified video conferencing solution. Our users found our legacy solution difficult to use and we couldn't schedule meetings in GSuite. It also required a lot of support since the software and the appliances didn't always work."

## Solution

Based on employees' previous experiences with Zoom and the solution's ease of use and reliability, ContentSquare implemented Zoom across the



## ContentSquare

**Founded:** 2008

**Location:** New York City

**Industry:** Technology

**Challenges:** Inconsistent audio and video quality, lack of integrations with legacy solution, significant support requirements, overly complex user interface, unreliable global communication

**Solutions:** Zoom Meetings, Zoom Video Webinars

**Business benefits:** Reliable, intuitive video communications, integrations with GSuite, improved user experience, reliable and seamless global communication

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- Alexandre Menguy  
Chief Information Security  
Officer at ContentSquare

organization.

“We had lots of employees who had used Zoom in previous roles and were really happy with it as a solution, including myself,” Menguy said. “Part of the reason we went with Zoom was because of the high quality of the video and audio, and Zoom readily integrates with GSuite, which was a big part of our decision because it’s much easier to schedule meetings and create recurring meetings. It’s also easy to use for all of our employees, and we liked the hardware that integrates specifically with Zoom. We saw the DTENs Zoom has in its offices, and when we brought those on our employees were amazed at the DTENs and how it integrates with Zoom.”

ContentSquare’s teams leverage Zoom Meetings and Zoom Video Webinars for internal collaboration and communication, however, the organization is also able to leverage these solutions for external communication with customers, using Zoom Meetings to provide dynamic customer service and Zoom Video Webinars to provide useful product webinars to help their customers get the most of their platform.

“Our employees use Zoom Meetings for all of their daily meetings and to provide support to some of our customers,” Menguy said. “We also leverage Zoom Webinars for our all-hands meetings and for training, while we also use it to provide informational webinars for our customers.”

When the arrival of COVID-19 necessitated that ContentSquare’s employees start working from home, the organization had already fully implemented Zoom, making the transition to a remote work environment mostly seamless.

“When all of our employees started working from home, everything was ready for them to succeed,” Menguy said. “We had all of our SaaS applications in place, including Zoom for communication, so it was really easy

for our employees to connect with each other at home and work just as they had in the office.”

## Results

By implementing Zoom, ContentSquare gained a critical asset for seamlessly coordinating and communicating with its global stakeholders and serving its customers. As ContentSquare continues to grow, the organization is evaluating how it can increase its use of Zoom to create a stronger, more unified communications infrastructure.

“Right now we’re searching for a new phone solution, so we’re considering Zoom Phone,” Menguy said. “From the IT perspective, we’d love to have something unified and one software for everything, so it’s something we’re looking at.”

Zoom helps businesses and organizations bring their teams together in a frictionless cloud environment to get more done. Our easy, reliable, video- first unified communications platform for video, voice, content sharing, and chat runs across mobile devices, desktops, telephones, and room systems. Founded in 2011, Zoom is a publicly traded company on Nasdaq (ticker: ZM) and headquartered in San Jose, California.

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