

## Big Bang ERP Improves Customer Relations Using Zoom as it Expands Globally

**Challenge:** Needed a high-quality communications service that could handle the company's growing international team

**Solution:** Quickly deployed 100 Zoom licenses and six Zoom Rooms to overhaul the company's global communications

**Result:** Improved customer satisfaction, customer relations, and overall workflow. Created opportunities for product development within communications



Big Bang ERP is a boutique consulting firm that provides business solutions by implementing cloud ERP (Enterprise Resource Planning) and CRM (Customer Relationship Management) systems. Their team of consultants provides multiple solutions such as NetSuite + Oracle, Salesforce, and Rootstock, and has customers all over the world, ranging from the West Coast of the United States to as far as New Zealand.

### Challenge

Being a global company, headquartered in Montreal with offices located in the United States, Mauritius, and Paris (opening soon), Big Bang ERP has always set their communications with clients and customers to the highest standards. As a cloud-based company itself, Big Bang ERP wanted a single, full cloud solution to take care of all their communications needs. Before Zoom, Big Bang ERP relied on a combination of multiple services, which was often unreliable and logistically difficult to set up, for both the company and its clients. Big Bang ERP needed a service that would help them stay in touch with their customers on an ongoing basis, and provide the highest quality face-to-face video chat to connect with their clients on a personal and emotional level. The company decided to switch their communications over to Zoom due to its ease of use and high audio/video quality. "When I did my first meeting using other services, I got disconnected. I couldn't get back in afterwards. With Zoom, I just press a button on the iPad and I'm connected," says Mark Rhyman, Co-CEO of Big Bang ERP.

### Solution

In less than one week from signing the contract, Zoom was able to fully deploy its services for Big Bang ERP, train its users, and set up six Zoom Rooms (software-based conference rooms) on their

facilities. Currently at 85 employees and expecting to grow more everyday, Big Bang ERP now has 100 Zoom licenses and plans to build an additional six Zoom Rooms.

## Results

Big Bang ERP and its clients love Zoom! Their clients thought Zoom was much easier and more intuitive than Big Bang's previous communications solutions. Installing Zoom was not a problem, and although customers were at first surprised by the video always being turned on (Big Bang's choice, they felt this would lead to a better relationships with their clients), Big Bang has only received positive feedback in the end. Other features Big Bang ERP employees and customers found particularly useful included:

- Screen sharing, especially wireless screen sharing in Zoom Rooms
- Co Hosting feature
- Whiteboarding
- Local and cloud MP4 and M4A recording

"Before Zoom, my meetings would constantly crash whenever I wanted to convert video and audio files. Zoom automatically saves recordings locally and within the cloud," says Jeremie Pettigrew a consultant at Big Bang ERP.

Since making the switch to Zoom, Big Bang ERP has incorporated video communications into all aspects of their company, such as internal and external meetings, connecting their team with remote vendors, customers, and partners. For their next step, Big Bang ERP plans to use Zoom to host webinars for marketing, customer education, and thought leaderships on all modules they sell.



## About Zoom

Zoom is the leader in modern enterprise video communications, with an easy, reliable cloud platform for video and audio conferencing, chat, and webinars across mobile, desktop, and room systems. Zoom Rooms is the original software-based conference room solution used around the world in board, conference, huddle, and training rooms, as well as executive offices and classrooms. Founded in 2011, Zoom helps businesses and organizations bring their teams together in a frictionless environment to get more done.

Zoom is publicly traded on Nasdaq (ticker: ZM) and headquartered in San Jose, California.