

Accelerating video production by 90%



COMPANY INFO

About Zoom

Zoom is an all-in-one intelligent collaboration platform that makes connecting easier, more immersive, and more dynamic for businesses and individuals.



zoom

KEY DATA

Insights from: Daye Collier, Senior Instructional Designer

Use cases: Sales training

Departments: L&D, Sales

SYNTHESIA'S IMPACT

90%

time savings

200+

micro videos

up to \$1,500

in cost savings per employee



SUCCESS STORY

Create training videos, easily.

We spoke with Daye Collier, Senior Instructional Designer at Zoom, who uses Synthesia to create sales enablement training videos.

What Synthesia has done for me as an Instructional designer? I can't even calculate. When someone sends over a request, I'm like "oh, I can give you that in 10 minutes."



Daye Collier
Senior Instructional Designer





THE CHALLENGE

The lengthy process of video production

Daye and his team are working on training over 1,000 salespeople on effective Zoom product sales techniques.

Daye strongly believes in using interactive training methods, including videos created both by Instructional designers (IDs) and Subject matter experts (SMEs). However, creating training videos was a complex endeavor.

Key pain points



Lack of flexibility

If updates were needed in the training material, the team had to re-record the entire video.



Time consuming

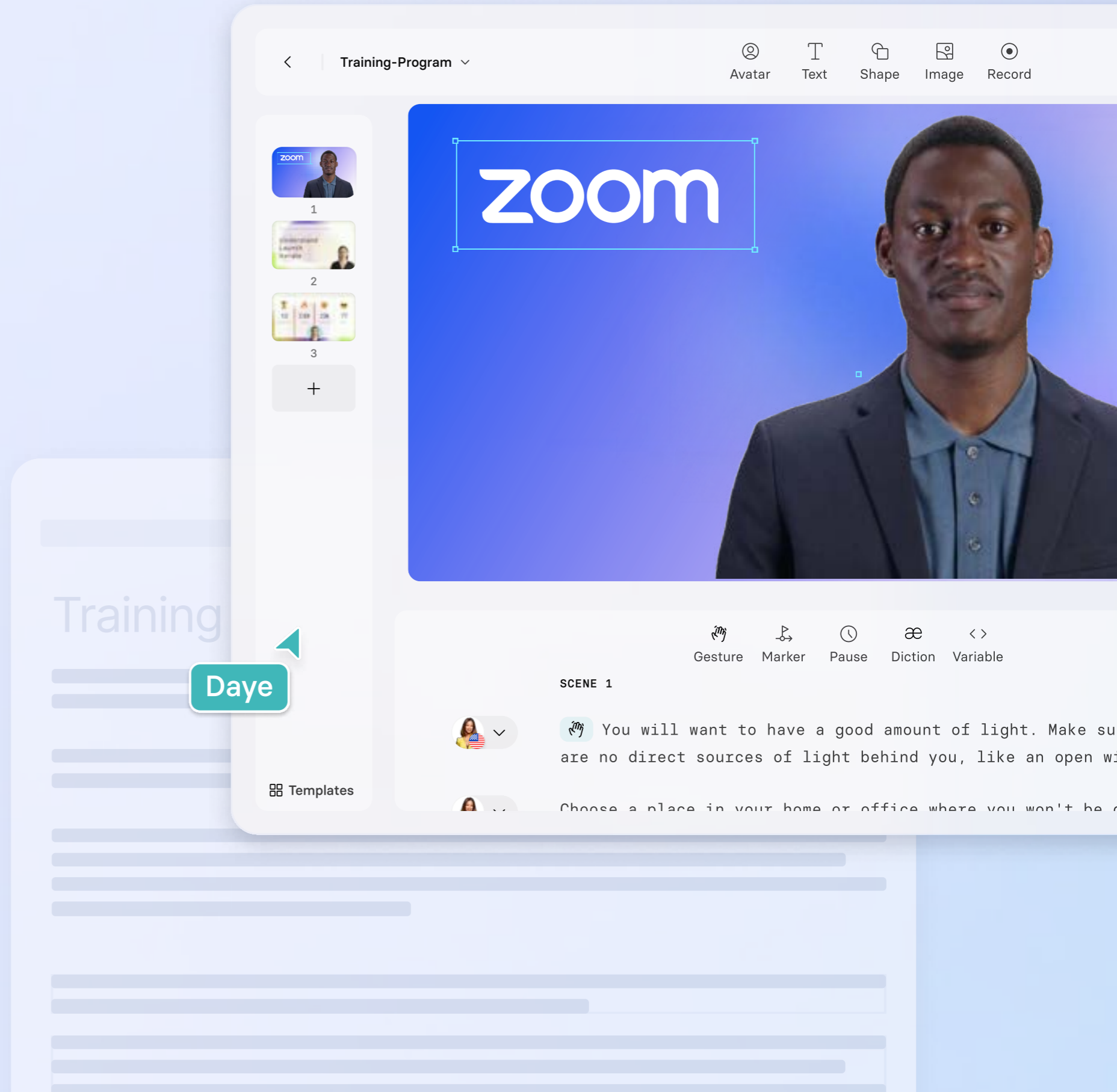
Ds often had to record many takes to be satisfied, which took a lot of time.



THE SOLUTION

Turning text into videos

Using Synthesia, Daye and his team can create highly interactive and engaging training modules at scale. Sales teams can now participate in realistic simulations instead of relying on lengthy PDF files.





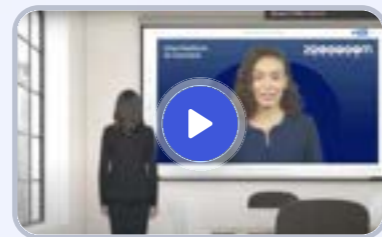
THE SOLUTION

This is how a video is now being produced

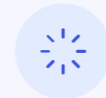
This is how a video is now being produced:

- 01 Daye receives the script from the SMEs, uploads it to Synthesia, selects an avatar, adds scene details, and generates the AI video.
- 02 The resulting footage is then integrated into the authoring tool, Rise 360 or Storyline, along with all other training modules to create an interactive learning experience.

[Click here](#) to watch this short excerpt from Daye's interactive sales course, "Deal Detective."



Daye highlights these benefits of using Synthesia:



Ease of use

Synthesia is quick to learn and easy to use. No need for any advanced video editing skills.



Flexibility

Once created, a video can be easily updated at any time, without having to start from the beginning.



Product updates

Synthesia STUDIO is rapidly evolving, adding new features and video creation capabilities weekly, based on customer feedback.



THE RESULTS

The team has achieved remarkable **results** using Synthesia

synthesia.io



Time savings

Zoom's subject matter experts no longer need to record themselves, freeing up 15-20 hours each month to work on their actual job.



90% faster

Zoom's instructional designers can now create videos 90% faster than before, producing content in less than an hour.



200+ videos

In just about 6 months, Daye alone has created over 200+ micro videos to help make sales training more engaging.



Cost savings

With AI video, IDs and SMEs can work more efficiently. Resulting in monthly cost savings of \$1,000 - \$1,500 per employee



// Synthesia saves time for both SMEs and IDs. SMEs no longer need to record themselves, allowing them to focus on their primary responsibilities. IDs can create high-quality training content in less time. //



Daye Collier

Senior Instructional Designer



Ready to try it for yourself?

Create a free AI video