



Case Study

‘That Live Collaboration is Really Valuable’: How ElectrifiAi Uses Zoom to Increase Brand Awareness & Showcase the Power of AI



ElectrifiAi is helping businesses around the world leverage the power and potential of machine learning with its array of practical and intuitive AI products. Based in Jersey City, New Jersey, ElectrifiAi offers a range of accessible AI and machine learning solutions to help businesses reduce risk, improve productivity, and increase revenue through data analysis and management.

With products like ProcurementAi, FraudAi, and ContractAi, ElectrifiAi gives businesses the ability to transform their data into important insights and make better-informed decisions.

Challenge

As a newly branded company in a highly competitive space, ElectrifiAi sought to increase its brand awareness among its customer base. Spreading the word about its products and proactively demonstrating their value became a key focus.

“I think one of our biggest challenges, after we rebranded, was reaching our clients in an efficient and timely manner to let them know of the change and our new products,” said Maria Ortiz, ElectrifiAi’s head of marketing. “We needed to quickly build awareness of our new brand and at the same time show our clients our new suite of products.”

ElectrifiAi is also facing a newfound challenge amid the COVID-19 outbreak. The organization supports a strong in-office culture that relies heavily on face-to-face meetings and communication, and the global pandemic has made it difficult for the teams at ElectrifiAi to maintain that vibrant, close-knit culture.

Solution

ElectrifiAi implemented Zoom to extend the reach of its marketing efforts and demonstrate the value of its products in a virtual space.



ElectrifiAi

Founded: 1890

Location: Jersey City, New Jersey

Industry: Technology

Challenges: Lack of brand awareness, demonstrating product value, connecting with teams working from home

Solutions: Zoom Meetings, Zoom Video Webinars

Business benefits: Increase brand awareness, improved sales process, increased communication among teams working from home

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Maria Ortiz

Head of Marketing

ElectrifiAi

Using Zoom, the organization began hosting free webinars to demonstrate its expertise across business use cases while educating audiences on its products and their applications.

“Using Zoom, we are able to cover a lot of thought leadership topics and quickly identify the pain points that executives are facing right now,” Ortiz said. “We then touch on how we can help them and introduce our products. We show them how simple our products are, the different features they have, and the insights they’ll get from them. We can also share customer success stories and how they are using the product, which is great.”

The teams at ElectrifiAi also use Zoom to connect and collaborate with their clients around the world, which helps improve the delivery of its services and increase revenue.

“Having that open line of communication with our customers and having a means of showing them what we’re doing, through a meeting or through a demo, allows us to actually engage with the customer,” Ortiz said. “When we watch them on the screen, we can see what they’re thinking, we can have that live feedback that helps us improve our product or make any changes. That live collaboration is really valuable and wouldn’t happen if we just sent them a recorded demo.”

Although COVID-19 has forced ElectrifiAi’s teams to work from home, they have been using Zoom to maintain the culture that forms strong teams.

“Zoom has been a great tool for us just to stay connected globally. We’ve been doing daily stand-up calls at 10 a.m. every day to stay in touch,” Ortiz said. “We’ve also been holding them on weekends, just to keep that office culture alive. We’ll just have to keep changing it up and setting up initiatives like virtual happy hours to stay in touch.”

Results

By using Zoom, ElectrifiAi has increased its brand awareness in new and repeatable ways and used video communications to reliably connect internal teams and customers during a challenging time. As ElectrifiAi continues to grow and expand its services, Zoom will play an important role in helping the organization build its relationship with customers.

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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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