eatNgage Uses Zoom's API To Create Virtual Business Lunch Meetings

Customer: eatNgage, a virtual meeting platform that combines the convenience of virtual meetings with the intimacy of business lunches

Challenge: Needed a flexible and intuitive API solution that would power their platform with video, audio, and content sharing

Solution: eatNgage deployed Zoom's API solution into their lunch meeting platform

Result: Through Zoom, eatNgage has helped users connect personally with their clients and tripled the average user's meeting attendance rate

eatNgage is a virtual meeting platform that combines face-to-face video communications with lunch meeting services. "A business lunch meeting was something everybody used to share, but it's now being replaced by virtual meetings. While virtual meetings are more convenient, it's difficult to build personal relationships. eatNgage connects the personal aspect of business lunches with the convenience of virtual meetings. We partner with many restaurants and users can order food through our platform. We also replaced the pricing with a 'budget bar' that the host can set. People joining meetings can order food without worrying about costs, creating a more carefree, friendly meeting environment," says Rachel Yelin, VP of product development at eatNgage.

Compared to traditional virtual meetings and events (such as sales calls and marketing webinars), where prospects may sign up without seeing it as a big obligation (especially true for large-scale events like webinars), providing a meal with the meeting and allocating lunch hours get people more committed to attending sessions. The average customer has tripled their attendance rate by using eatNgage. eatNgage also helps clients retain attendees until the very end of sessions. eatNgage offers multiple ways to host meetings, from one-on-one meetings to large-scale events involving many attendees and organizations.

Challenge

eatNgage needed a full stack video, audio, and content sharing API solution that would give their platform a reliable and easy-to-operate way to connect clients and their prospects. Some of the

features eatNgage needed included the ability to easily create users, customizable meetings, and upgradable plans for clients of different sizes. Lastly, they wanted a pay-per-minute model instead of a pay-per-user model. After looking into several potential solutions, eatNgage chose Zoom for its flexibility and powerful video API solution.

Solution

eatNgage deployed a native API integration with Zoom. Through this, all eatNgage users could easily schedule their meetings with Zoom's scheduling system and meeting IDs. **"Zoom gives amazing flexibility to our users. There's different plans available for different size meetings, so it automatically caters to clients of all sizes without us having to deal with multiple integration plans. It's pay-per-minute not pay-per-user, so clients don't have to worry about changing their meeting sizes last minute. Zoom's API also had all the features we needed,"** says Yelin.

Result

Using Zoom's API, eatNgage was able to conveniently integrate many tools into the platform. Through Zoom, their platform now offers a scheduler, marketing automation integrations, and invitation links that can be embedded into emails and synced with MS Outlook or Google Calendar. Hosts can manually add emails, allow guests to add guests, adjust lunch budgets, manage email templates, and create email automations. Hosts also have the option to create open or closed invitations, allowing them to closely regulate their meetings if need be.

"Zoom is a very close partner for us. It has all of our technical needs in one platform. For hosts, it's great to have the flexibility in room size and the ability to manually define settings for clients through the control panel. For clients, they love the features such as screen sharing, recording, and compatibility with mobile devices," says Yelin.

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 a private company headquartered in San Jose, CA.