

# Insights from Social Media: Competitive Positioning of Conferencing Tools



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# Executive Summary



## Context

- Video conferencing & team collaboration solutions are experiencing a huge surge in adoption within new customers during pandemic.
- The global team collaboration software market size expected to increase from \$9.5 billion in 2019 to \$24.2 billion by 2027.



## Business Objective

- To understand how Microsoft Teams is perceived against its competitors like Zoom, Google Meet and Slack on different social platforms.
- To identify Microsoft Teams' strengths and opportunities for improvement

## Recommendations

1

### Leverage Teams' Privacy and Security capabilities

Zoom continues to take a dent in consumer perception for data privacy issues. Teams should aggressively promote its security and privacy capabilities such as **Encryption, Multi-Factor Authentication and Advance Threat Protection.**

2

### Addition of most requested features

Features like Together Mode and Gallery View were received well, but users continue to request for additional features like **Breakout rooms** currently present in Zoom & Google Meet

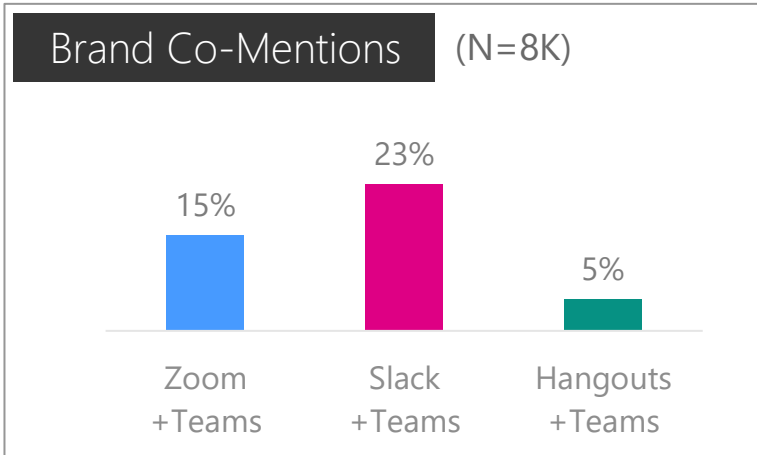
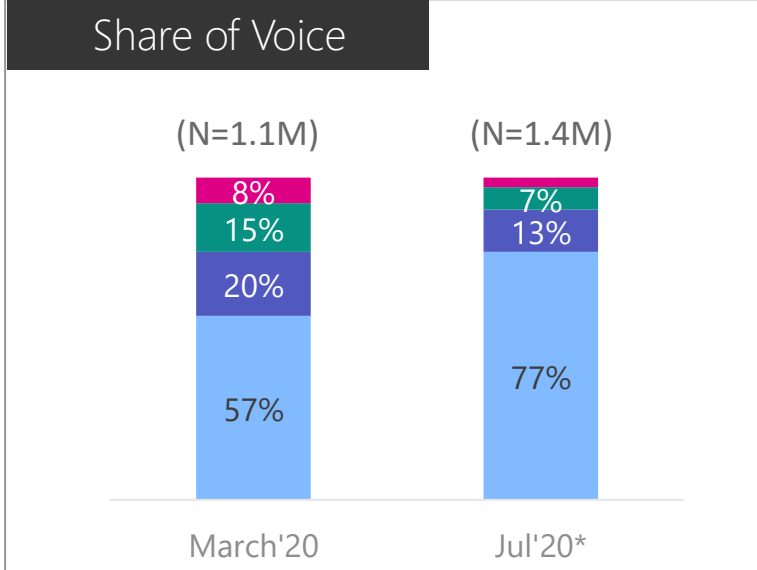
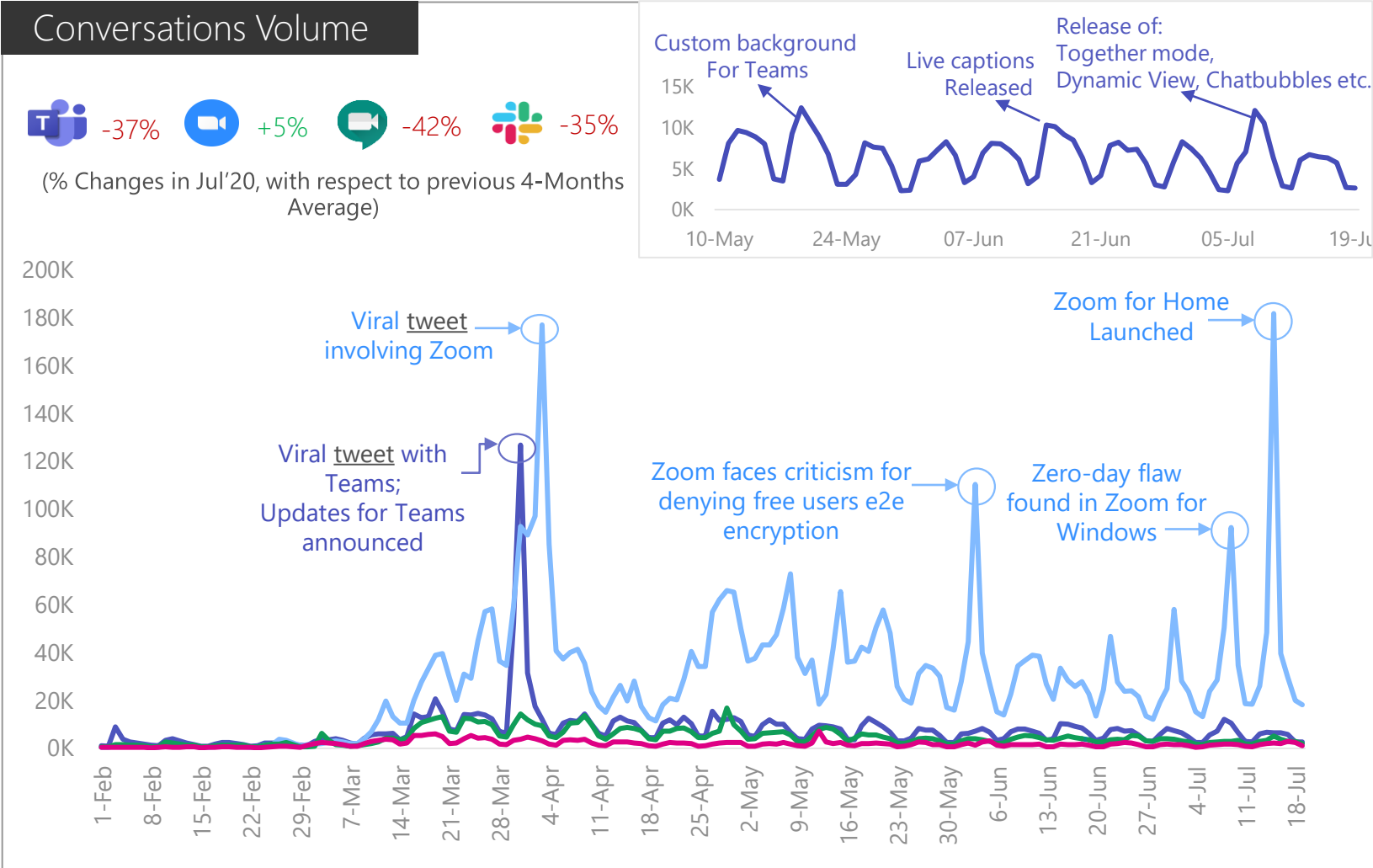
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### Resolve video issues and server outages

Customers have consistently reported issues with **screen freezes, video lags, and outages** since March. Teams should prioritize fixing these performance issues, which account for 72% of the negative conversations.

# Zoom leads social media mentions with 1M (77%) conversations followed by Teams with 177K (13%)

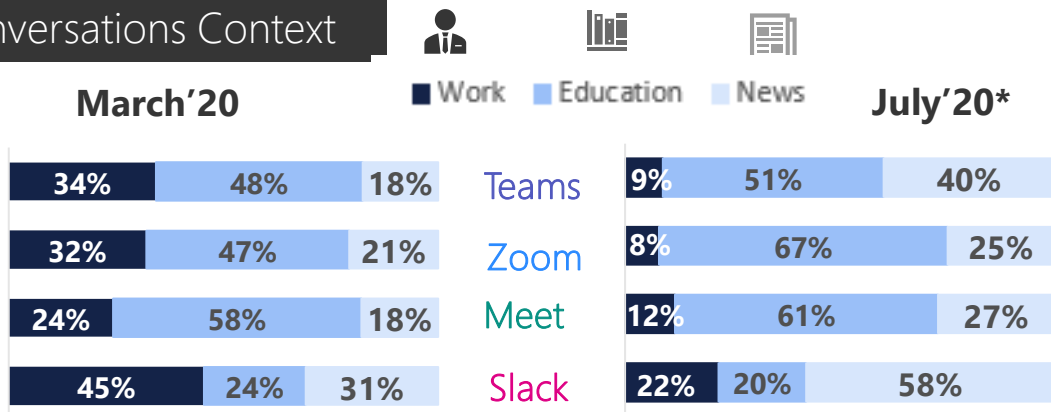
Social media conversations on teleconferencing tools have stabilized since the initial spike in March. Mentions in popular tweets are the key source of volume amplification for brands, thus justifying the increase of Zoom conversations since March. Despite its reducing imprint in social media discussions, Slack is still commonly discussed in conjunction with Teams, in the context of search capabilities



Source: Sprinklr | Time Period: Mar-July 2020 | \*Jul'20 refers to time period of Jun 19<sup>th</sup> – Jul 20<sup>th</sup> 2020

# Education-related discussions found greater resonance in July & new feature updates continue to drive positive conversations for Teams

## Conversations Context



- For **Teams**, the share of Education-related conversations were mostly positive driven by high volume mentions of 'Together mode' being helpful - with co-mentions of 'Skype Classroom'.
- The overall mentions related to **News** have increased mostly containing about how teleconferencing apps have been playing a major role in cutting off the distance.
- User-driven conversations on **Slack** observed decreases, with this share overtaken by News articles mentions mostly about Twitter Hack

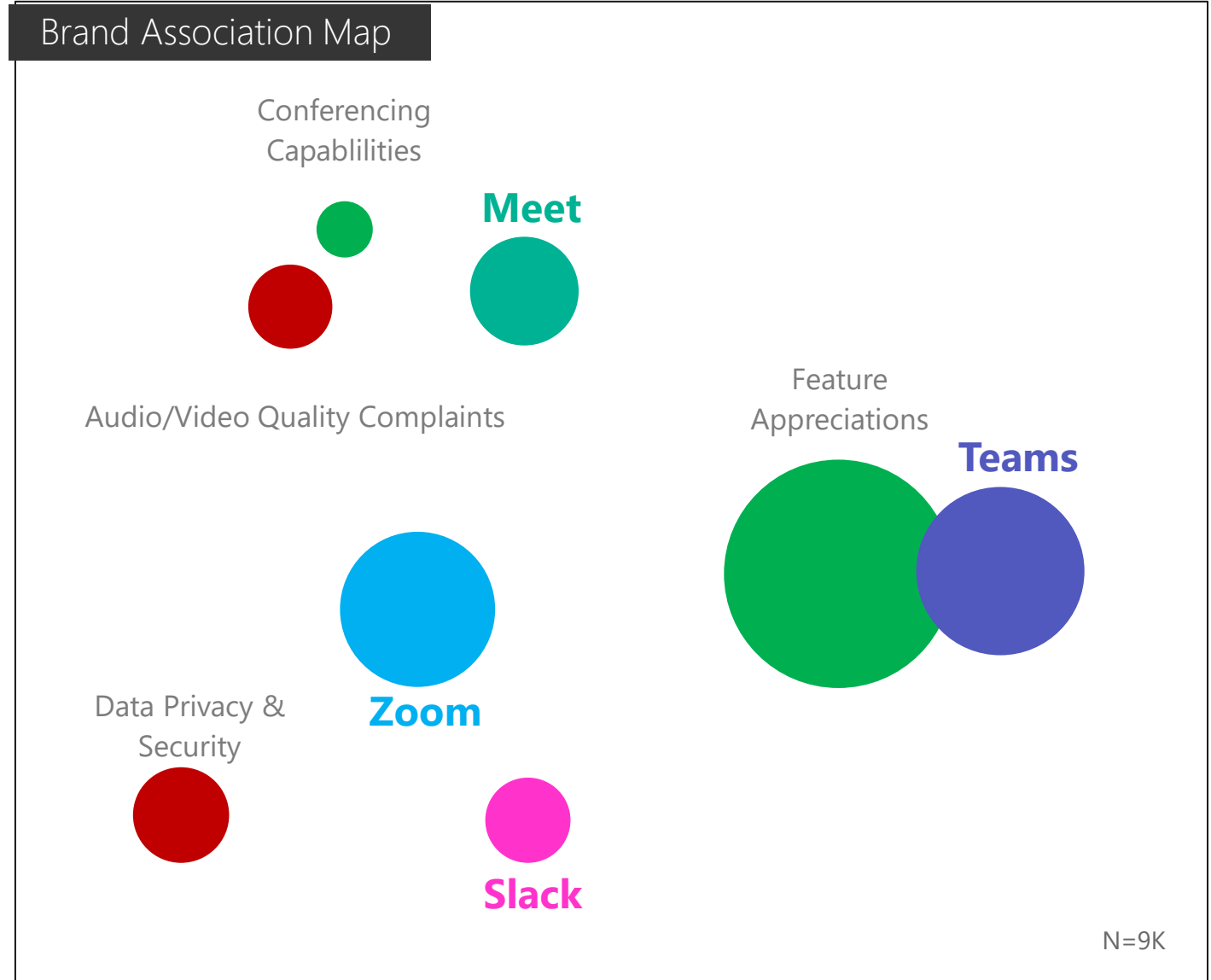
## Sentiment Drivers

Driver	March '20 (N= 225K, 644K)	July '20* (N= 177K, 1M)
New Feature Releases	(12%) <span style="color: green;">+</span>	(7%) (8.7K)
Teams Outage	(2%) <span style="color: red;">-</span>	Bugs (2%) (2K)
Custom Background	(11%) <span style="color: green;">+</span>	Conference Capabilities (2%) (2.9K)
Data Privacy & Security	(10%) <span style="color: red;">-</span>	Data Privacy (4%) (5.5K)

- **Teams'** positive conversations were driven by release of recent features like *Together mode* and increased participants in *gallery view*
- Social Media users voiced out criticism towards **Zoom** for *denying e2e encryption* for free users and discussed the Zoom flaw that would allow hackers to take control of users' computers

# Microsoft Teams is highest rated for its collaboration capabilities; Zoom & Slack struggle with privacy & security concerns

- Lots of positive feature mentions associated with **Teams** driven by 'Together mode', 'Dynamic View' and 'Mobile Preview'
- Showcasing **Teams** capabilities & features in audio & video conferencing can give it an edge over competitors
- While conferencing capabilities were associated with **Meet**, users were also concerned about call quality
- **Zoom** continues to have **data privacy & security concerns** and even came under attack for denying free speech when it cut off activists' accounts
- **Slack** accounts were breached by hackers in the recent twitter **cryptocurrency scam**



# Feature Requests for Breakout Rooms have increased by 200% since March



## Strength

Appreciated for collaboration, and host of recently new **feature updates** like Together Mode & Gallery View



## Weakness

**Performance issues** like freezes and recording issues are key pain points faced by users



## Opportunity

The need for **Breakout Room** feature in Teams has increased by 200% compared to March

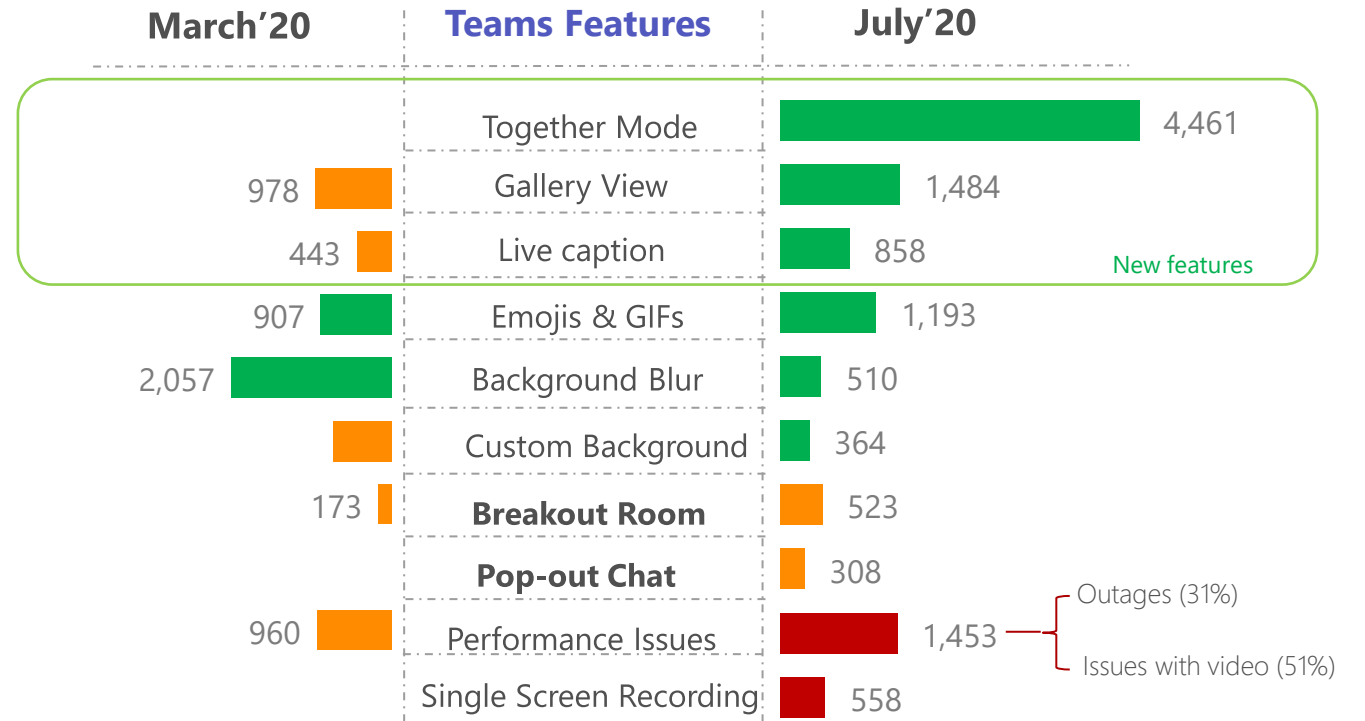


## Threat

**Zoom** has been very popular for its ease of use and features like breakout room.

**Slack** improves search capabilities to include enterprise wide, searchable directory.

**Google** Suite offers a wide range of services for a price comparatively cheaper than O365 subscription



- **High Amplification:** Together mode and gallery view are among the most-talked about features in the social media space
- **Feature Requests:** Breakout rooms and chat pop-out for team conversations are the most requested features, both of which see an increased demand
- **Performance Issues and Bugs:** Screen freezing up when sharing screen and recording with single participant are the major pain points



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Thank you



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