

## InsideTrack and Zoom Help Students Stay on Track



*Caleb Wibbenmeyer  
Sr. Manager,  
Business Operations  
and Finance*

### Challenge

Bring together remote teams for seamless collaboration and workflow

### Solution

Use Zoom for team meetings, all hands, and sales pitches

### Result

A truly connected workforce – and the best investment they've made in 9 years

InsideTrack ([www.insidetrack.com](http://www.insidetrack.com)) provides tech-enabled coaching solutions for colleges and universities to increase student enrollment, graduation, and career readiness. Since 2001, they have coached more than 1.2 million students and supported over 1,300 academic programs in reaching their goals.

Through their uCoach® platform, professional coaches help students gain the skills and confidence needed to succeed in college and beyond. They also produce valuable insights on the student experience that drive more informed decision making across the institution.

We spoke with Caleb Wibbenmeyer, Sr. Manager Business Operations and Finance at InsideTrack, about his company and their use of Zoom. InsideTrack uses Zoom for everything. We're not exaggerating here. "We use Zoom for everything. We went to a distributed workforce two years ago. Zoom is the primary method of meeting. It's our conference room. I just leave it open all day so people can jump in and out," explained Wibbenmeyer. He isn't the only one – InsideTrack has Zoom Rooms set up across their offices in San Francisco, Portland, Nashville, Denver, and Egypt. "Anyone can connect anytime over Zoom," said Wibbenmeyer.

Zoom isn't just for team meetings at InsideTrack. "We run our company all hands on Zoom, and our sales team makes heavy use of Zoom – particularly for demoing our mobile app with Zoom's iOS screen sharing," said Wibbenmeyer. They have even integrated Zoom into their programs.

The logo for InsideTrack, featuring the word "insidetrack" in a blue, lowercase, sans-serif font.

For example, InsideTrack coaches use Zoom to video conference with the students they're supporting.

InsideTrack also makes frequent use of Zoom's Slack integration. They conduct most of their asynchronous communication and project management over Slack, and enter /zoom when they want to escalate a Slack group into a Zoom meeting. Wibbenmeyer explained, "When someone asks a complex question, it's quicker to just start a Zoom meeting than sit here typing out my response. Zoom plus Slack makes distributed workforces work."

InsideTrack went through a thorough vetting process before choosing Zoom. Wibbenmeyer describes: "We tested a variety of solutions. We found other cloud solutions to be clunkier; they bogged down the computer. Zoom has a lighter footprint and a simpler user experience while still including all the features we need – desktop and mobile screen sharing, annotation, and cloud recording. And the price point is much fairer."

The reviews are in and Zoom is a hit at InsideTrack. "We couldn't live without it," explains Wibbenmeyer. His colleague, Ann Snuttjer, Senior Manager of Technology Experience, echoes him: "My strongest opinion right now is that Zoom is one of the best investments we've made in the 9+ years I've been at InsideTrack."



#### **About Holistic**

Communications is the leading reseller of Zoom and Logitech equipment throughout Asia Pacific. Holistic Communications was founded on the desire to provide our clients with a quality solution to meet all their collaboration needs. We provide local support and billing for Zoom and Logitech.

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#### **About Zoom**

Zoom unifies cloud video conferencing, simple online meetings, group messaging, and a software-defined conference room solution into one easy-to-use platform.

Our solution offers the best video, audio, and wireless screen-sharing experience across Windows, Mac, Linux, iOS, Android, BlackBerry, Zoom Rooms, and H.323/SIP room systems. Founded in 2011, Zoom's mission is to make video communications frictionless.

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