

# The Rise of Zoom

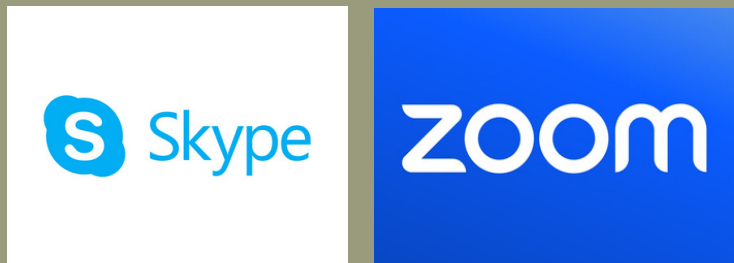
## How Skype Missed Out on the Perfect Opportunity

When the COVID-19 pandemic arose, life as we knew it came to a stop. Companies had to change the way they operated to accommodate a new emerging virtual landscape. People had to find alternative ways to stay connected to their loved ones. That is why many turned to video calling and to one video chat site in particular that was ready to take on the task - Zoom? In the span of what seemed like overnight, I went from having never heard of Zoom, to it practically becoming part of my daily life. I began to call family on Zoom, as well as having my school classes through the site. One thing I've always thought to myself ever since is, "what happened to Skype?" What seemed to be the perfect opportunity for Skype, an already known household name, was taken over by what appeared to be a new site in a matter of weeks. Let's take a look at what really happened and how Skype could have capitalized on this opportunity.

Marketing Manager, Huy Tran, explained how one very important quality for brands to keep in mind is consistency. It is important to maintain consistency in your content so you are able to build trust and loyalty with your customers. This was Skype's first problem. In the years prior to the pandemic, Skype went through numerous changes. It was bought by Microsoft, which then proceeded to make changes to the site and how it operated. Instead of focusing solely on what customers knew and already loved, Microsoft decided to try and create a new social messaging site, something that could compete with WhatsApp.



consistency  
is key



Customers did not respond to these changes well. Skype was changing their content and messing with the consistency customers had grown to know from all the years prior.

In this time Skype began receiving negative feedback, other sites began to grow their audience, focusing just on what Skype left behind, solely video chatting. That is why when the Pandemic came about, Zoom capitalized on what they knew people needed - to be able to see their family, friends or coworkers in an easy and effective way. Many businesses say they changed to Zoom because it was easy to use for what they needed - basically what Skype used to be. In the article entitled, "How to Clean Up Your Content Mess", by Meghan Casey, she explains that "lots of content isn't better content." Skype tried to add new content to their site that was already redundant in the digital messaging landscape. People didn't need another WhatsApp, they needed easily accessible video calling. By reducing the redundancy and maintaining their consistency, who knows the potential Skype could have grown to throughout the pandemic.

What used to be 'Skyping' has now become 'Zooming', all because Zoom understood the importance of consistency and climbing onto trends. Huy Tran explained time is of the essence, especially when dealing with the pandemic. Zoom knew not to let this opportunity go by and it has paid off immensely in their favour.