Given the sudden surge in reports, I would take the following steps:

1. Send an initial response to each user confirming receipt of their report. Assure them that the issue is being looked into(very important).
2. Analyze each reported case individually to identify commonalities and potential root causes.
3. Verify the status of Zoom's servers if possible and service to ensure there are no widespread outages or disruptions
4. Check if any recent updates or changes my have triggered this issue.
5. If no immediate solutions is apparent, escalate the issue to the development team for in-depth technical investigation.
6. While the issue is being resolved, offer alternative methods for accessing meetings(using the zoom application directly).
7. Maintain transparent communication with affected users, providing progress updates on the resolution process
8. Once the issue is identified, work on a fix and conduct thorough testing to ensure it doesn't cause any unintended side effects or any problems.
9. Deploy the fix to the production environment.
10. Confirm with affected users that the issue has been resolved.
11. Lastly, differs on the company, document the issue, steps taken, and the solution for future references. Share insights with the team to improve overall support capabilities.

Although it's sudden report, the communication is the initial very important step and crucial to maintain their trust and confidence in Zoom's services.