

Case Study – Regulatory & Corporate Governance Requirements



The Customer

A global agricultural enterprise

Challenge:

Corporate buyers were conducting business calls with suppliers from 10 different countries. All calls needed to be recorded in order to prevent all misunderstandings. The company did not have a call recording solution.

Solution:

Mobile2CRM added an auto-call-recording virtual mobile number + Whatsapp + business SMS on all purchasing department staff (buyers) cellphones, empowering buyers with the ability to hear supplier call recordings using their cellphones.

This enabled implementing analysis and performance improvement tools – reports, call recording data, etc. and integrating corporate systems with analytics vendor systems to extract business critical information from recorded calls.

Outcome and benefits:

Data analytics capabilities were introduced facilitating operational efficiency and quick dispute resolution. Needless to say, regulatory & corporate governance compliance requirements were met.

“With corporate purchasing activity spanning 10 different time zones, efficient businesses must enable employees to conduct calls 24/7. This requires the use of personal cellphones.

Mobile2CRM helped us implement this with cellular call recording and call analytics”

The firm’s Head of Purchasing