

Case Study – Working from Home During a Pandemic Crisis



The Customer

Major financing firm

Challenge:

All support center staff were required to work from home, with call recording functionality mandated, while strictly adhering to employee privacy regulations.

Solution:

Mobile2CRM protected reps' privacy by introducing a virtual business profile that included a virtual number, WhatsApp, and SMS on all reps' cellphones.

This also empowered reps with the ability to access customer call recordings using their cellphone. In addition, this functionality provided analysis and performance improvement tools – reports, call recording data, etc. – to optimize performance and increase effectiveness.

Outcome and benefits:

Work-from-home functionality was accomplished, with no additional infrastructure required at reps' homes. More importantly, regulatory compliance requirements were met and employee privacy is protected.

"Working from home sounds like a reasonable idea until you have to implement it in crisis mode. Deploying Mobile2CRM's solution helped us achieve readiness and efficiency much faster than we hoped, at a very reasonable cost, while answering to privacy constraints and restrictions. We're very satisfied with the system."

The firm's CRO