



mobile CRM™

Making Mobile Calls Count

Employees are using mobile phones for work.

Valuable information is generated and exchanged during those interactions.

We believe that cellular communications should be fully and seamlessly integrated with business systems and processes

Enterprises have efficient systems to record employee on-premise calls and use this information to analyze and improve performance of sales, services, support and more. However, more employees and contractors work remotely or on the road – especially these days. While marketing, service, support and sales teams are shifting more customer interactions to their mobile devices, enterprise recording systems are missing valuable information such as SMS or cellular calls.

This has proven challenging for existing solutions that are now required to automatically record, document and integrate SMS records, and other mobile communications. How can enterprise CRMs collect, track and maintain this business-critical information without infringing on the privacy of employees' personal mobile devices?

Mobile2CRM™: Get your 60% competitive edge – gain the business value from mobile calls without compromising on privacy

With an estimate of 60% of all business calls conducted via mobile devices, current mobile recording solutions may infringe on customers' and reps' privacy or are ineffective in differentiating between business and personal communications.

Ensure that what's personal on mobile devices stays on mobile devices!

mobile CRM

Mobile2CRM brings the business information from mobile communications to your CRM — empowering enterprise mobile and remote workforces to increase their reach, performance and revenues.

www.Mobile2CRM.com

Business profiles for each employee

Mobile2CRM creates a non-intrusive business profile for each employee's mobile device. The solution stores business-only interactions conducted on each mobile phone. Personal conversations remain private — complying with strict employee privacy laws.

Excellent voice quality and reliable global service

Unlike VoIP technology that may cause uneven voice quality and service, Mobile2CRM technology is based on the cellular network that provides high quality and high availability service almost everywhere. This secure and reliable cloud-based solution provides limitless scalability and functionality across continents and is available through almost any operator, offering high QoS in real-time. Mobile2CRM solution has been deployed globally, supporting all mobiles phones (iPhones, Androids).



Automatically complete 360 degrees view of the business

Mobile to CRM	Mobile Recording	Mobile to Microsoft Teams
• Ensure compliance, reduce disputes • Improve customers' satisfaction • Add transcripts and analytics	• Enable 'out-of-office' on mobile calls - never miss a call • Prevent the need for additional handsets	Make Microsoft Teams a true cloud-based collaboration platform – auto-transcribe and log Teams calls into CRMs
• Improve performance of customer facing employees – sales, delivery, support • Enable virtual office / remote / home call centers / PBX replacement • Worldwide personal business number (including for Microsoft Teams) • Allow true BYOD • Supports most CRM & recording systems (Salesforce, NICE, AudioCodes, Verint, etc.)		



Frequently Asked Questions

Q: My company already has a recording system – why do I need Mobile2CRM?

A: Current recording systems do not cover cellular voice communications due to privacy and compliance issues.

Q: We already record cell phone communications through Microsoft Teams - what's the added benefit?

A: **Mobile2Teams** packs it all together by integrating cellular communications (voice & text) into the organization's CRM, recording system, etc., enabling Microsoft Teams to effectively replace the PBX.

Q: How is this different from recording applications available on App Stores?

A: Due to privacy and regulatory issues, some of these applications are being removed from the App Stores. These recordings do not integrate into the organization's CRM or recording system and are not indexable or searchable.