

Mobile2CRM Platform

General:

Mobile2CRM platform offers comprehensive communication solutions designed to efficiently manage, record, and document business communication transactions between organizations and their customers. With a global reach across 80 countries, the platform leverages a robust cloud infrastructure, incorporating various local and international services. It seamlessly integrates with multiple networks, CRM systems, analytics tools, AI engines, and storage platforms to provide a holistic communication management experience.

Key Benefits for the organization:

1. **Regulatory Compliance:** Especially crucial for sectors like financial services, medical services, and insurance agencies, Mobile2CRM helps organizations adhere to regulations and legal requirements.
2. **Customer Relationship Management:** By tracking customer calls history and contacts, organizations can maintain a detailed record of interactions, enabling better relationship management.
3. **Business Insights and Analytics:** Mobile2CRM facilitates the tracking of conversations, applying Business Intelligence (BI) and AI applications for a deeper understanding of market needs, sales situations, business strategies, and customer engagement levels.
4. **Dispute Mitigation:** The platform aids in mitigating disputes by providing a comprehensive record of communications, minimizing misunderstandings and conflicts.
5. **Service Quality Improvement:** By leveraging recorded data and insights, organizations can identify areas for improvement, ultimately enhancing the overall service quality.

Recording Services:

The Mobile2CRM platform offers a robust voice recording solution, allowing the recording and management of both calls and text messages. Users can access and manage recordings through the organizational management portal or the mobile app. Recordings are securely stored in the platform's cloud or can be transferred to on-premises recording storage or private client clouds.

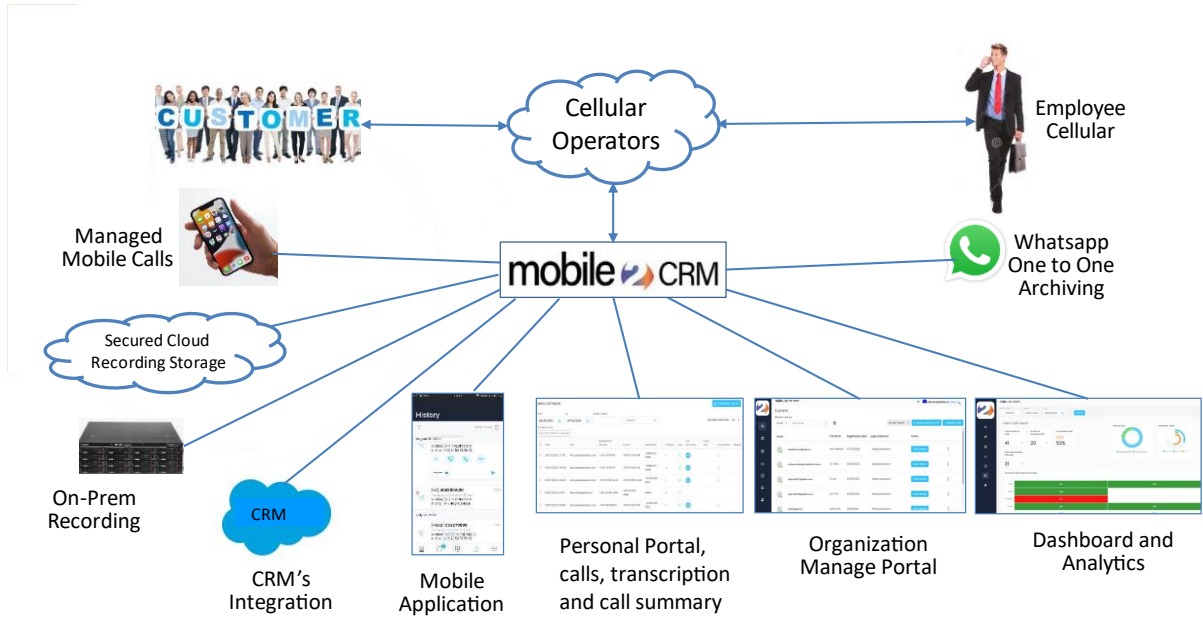
Transcription, Call Summary and AI:

Mobile2CRM features a Transcription module connected to the recording platform. This module enables organizations to receive full transcripts of calls and utilize AI engines to generate call summaries and other valuable business insights.

CRM Integration:

As an innovative cloud-based platform, Mobile2CRM seamlessly integrates mobile and landline calls into various CRM systems. This integration allows for comprehensive monitoring of all stages related to business deals, customer service, and provides a complete overview of the customer journey. Call details, text messages, transcripts, and call summaries are automatically stored within the customer folder in CRM systems. The platform already integrates with leading CRM systems such as Salesforce, Microsoft Dynamics, Hubspot, Monday, Novidea, Fireberry (Powerlink), Pipedrive, and more.

Mobile2CRM



A significant majority—**more than 60%**—of the communications between organizations and their customers occur through cellular calls. Unfortunately, these calls often go unmanaged, unrecorded, and undocumented due to privacy constraints.

The Mobile2CRM solution revolutionizes cellular communication by introducing a comprehensive multi-line solution on mobile phones. It utilizes virtual business numbers that are distinct from employees' private numbers, safeguarding their privacy. Our dedicated cellular app creates a business profile for each employee, specifically tailored for work-related interactions. Only calls and text messages made using the business profile are recorded, documented, and seamlessly integrated into the organizational CRM system. Private communications made through personal numbers remain confidential and are not subject to recording, ensuring the preservation of employee privacy.

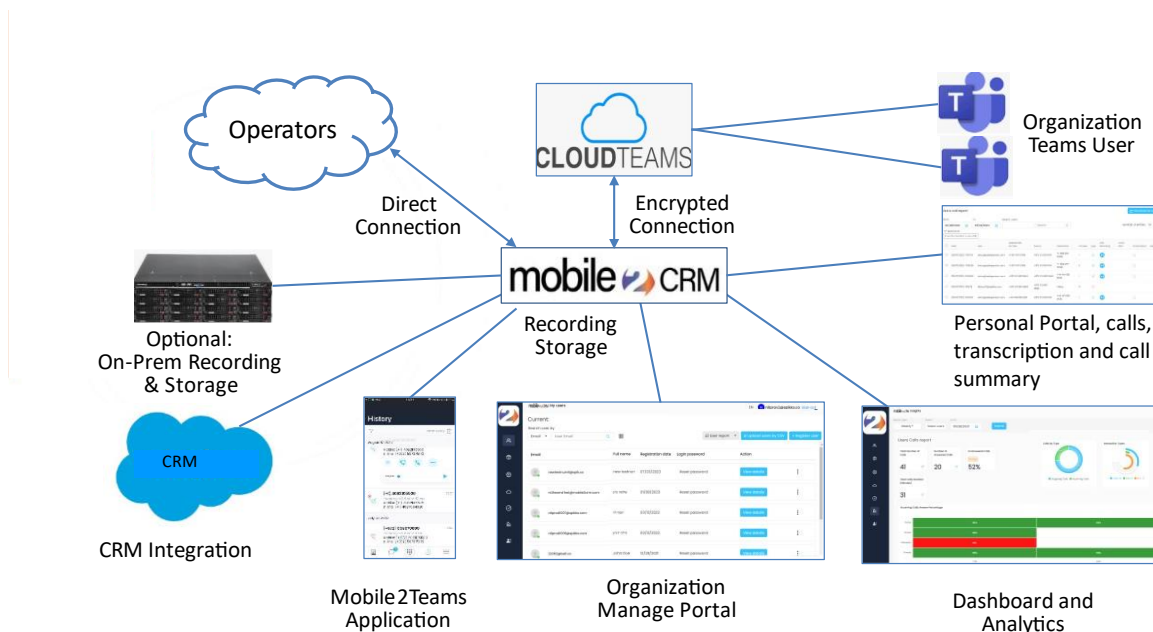
This innovative solution is globally accessible and compatible with any mobile network, supporting both iPhone and Android operating systems.

Unlike VOIP solutions, Mobile2CRM relies on pure cellular calls, ensuring impeccable voice quality and reliability. This stands in contrast to the voice quality issues, reliability challenges, and availability concerns often associated with VOIP solutions due to unstable internet infrastructures.

Moreover, our solution seamlessly integrates with most CRM systems and common corporate management applications. It can also be connected to the transcription and AI module of our platform, enhancing the overall functionality.

To further enhance communication capabilities, the Mobile2CRM solution allows for the addition of the WhatsApp Business application to mobile phones. This integration utilizes the business profile and number, enabling the archival and storage of all messages in our secure cloud storage. These archived messages can then be effortlessly integrated into CRM systems, providing a consolidated view of communication history.

Teams2CRM



The Microsoft Teams Telephony system stands out as a fully managed cloud telephony solution experiencing rapid worldwide growth, surpassing 100 million telephony subscribers in 2023 and gradually replacing outdated organizational PBX systems.

This modern telephony solution offers a seamless and consistent experience, equipped with advanced collaboration tools for global organizational users. It caters to the needs of virtual and remote offices, as well as employees working from the office, home, or during business travels, extending its capabilities to include remote call-centres. Notably, the current system lacks call recording, documentation, and integration with CRM systems.

The Teams2CRM platform fills this gap by connecting Microsoft Teams to both local and international telecom networks. It provides extension numbers for both local and international use, empowering users to leverage Microsoft Teams for desktop and mobile-based local and international calling. Importantly, Teams2CRM records these calls and seamlessly integrates them into the CRM system. The recorded calls can be securely stored in our cloud or transferred to the customer's recording storage or private cloud.

Teams2CRM offers a host of additional benefits, such as transcription and call summaries for Microsoft Teams voice calls. It introduces Click-to-Call functionality, enabling direct generation of business calls from the CRM, and provides a cellular mobile calling option through the Mobile2CRM app, utilizing the same Teams numbers.

Efficient management is a cornerstone of Teams2CRM, allowing numbers and users to be dynamically handled using the provisioning portal, sophisticated dashboard, and personal management portal.

Moreover, the platform delivers advanced telephony features, including sequential ringing, call queues, smart routing, IVR capabilities, recording announcements, and a voicemail application, elevating the overall telephony experience for organizations utilizing Microsoft Teams.

