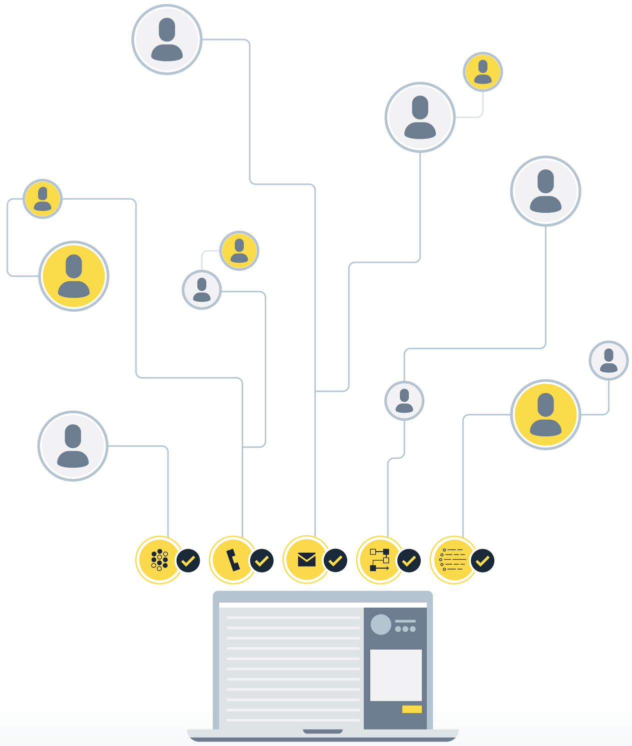

Sales Tech Compliance Checklist

You won't get a return on your sales tech investments, or amplify the value of CRM, from user features alone. The architectures supporting the platforms you adopt have to meet a high bar of compliance requirements.

From data governance and security to platform availability, there are a number of must-have architectural components that, in the current landscape, you simply can't afford to operate without.

Data and Security Compliance

- ☐ **Encryption of data** in transit and at rest (i.e. with logical access controls, least privileged access principles, two-factor authentication, security audits, vulnerability scans)
- ☐ **Anonymize data** for predictive use (i.e. protection of sensitive customer information)
- ☐ **Preservation of customer data sovereignty** by global region
- ☐ **Access and admin control** over data storage and data access in the vendor supply chain
- ☐ **Access and admin control** over telephony data (e.g. no call recordings stored out of network)
- ☐ **Access and admin control** over email and email tracking data (e.g. no email data stored out of network)
- ☐ **Access and admin control** over calendaring data (e.g. no confidential data stored out of network)
- ☐ **4th parties (subcontractor) agreements** limited to compliance with enterprise-standard security protocols (e.g. MS Azure, AWS)
- ☐ **Permission group configuration** (i.e. granularly control which features are available to individuals and teams)
- ☐ **SOC2 certification** with policies baselined against industry security protocols (ISO, NIST, CoBIT)
- ☐ **Supports GDPR requirements**

Call Compliance

- ☐ **Configuration** with regional call recording and monitoring restrictions*
- ☐ **Local call restrictions configuration** (i.e. designate when calls can be made by area code according to local regulations)*
- ☐ **Call recording access restrictions** (i.e. designate who can access certain call recordings)*
- ☐ **Single call limits** (i.e. disconnect the agent leg between calls)
- ☐ **Custom call logging** (i.e. track only what matters to your business)
- ☐ **Live call monitoring***
- ☐ **Dynamic call record pausing** (i.e. event-based, as when someone provides credit card info)*
- ☐ **Do not call restrictions configuration** (i.e. block outbound calls based on do-not-call designation on lead and contact fields in CRM)*
- ☐ **Over-dial prevention** (i.e. alert agents of previous attempts to prevent over-dialing)
- ☐ **Call recording storage limits** (i.e. automatically delete calls after a pre-designated elapsed time)
- ☐ **Overcall reporting** (i.e. review excessive call activity on a single sequence step)
- ☐ **One-to-one dialing** (i.e. controls against auto-dialing or spam dialing)
- ☐ **Call recording API's** (i.e. configure for mass call downloads, integrate into primary call recording services)

Email Compliance

- ☐ **Email opt-out configuration** (i.e. block emails sent to records marked in CRM as do-not-email)*
- ☐ **Email sync blacklisting** (i.e. configure rules for when certain emails should not sync)
- ☐ **Do not track configuration by domain name** (i.e. disable tracking from or to sensitive domains)*
- ☐ **Embedded email opt-out enabled** (i.e. configure opt-out links per team or per email type)*
- ☐ **Email send limits** (i.e. prevent spamming and ensure emails are delivered)
- ☐ **Invalid email address detection** (i.e. proactively alert agents of invalid emails)
- ☐ **Locked email templates** (i.e. configure locked templates to prevent sensitive details from being altered)
- ☐ **Placeholder merge fields** (i.e. customizable fields with limits set by admins)

Workflow Compliance

- ☐ **Workflow priority enforcement** (i.e. enforce adherence to an established priority order for records to be worked)
- ☐ **Workflow skip reporting** (i.e. assess when reps skip steps in a workflow)
- ☐ **Workflow adherence reporting** (i.e. assess level of activity completed on steps within workflows)
- ☐ **Custom sorts** (i.e. tasks prioritizations to enforce team-level compliance)

CRM Compliance

- ☐ **CRM merge field limits**
- ☐ **User data access controls** (i.e. configure which fields are available and shared)
- ☐ **CRM sync logging** and customizable sync controls (i.e. detailed activity logs, with CRM sync configuration)
- ☐ **API limit toggles** (i.e. configure the max number of API calls within a 24-hour period)

*supports GDPR requirements