



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)
- Anonymization of data** in 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)

Call Compliance

- Configurability** against 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)