

Global100 Pharma Leader Automates WhatsApp Compliance with SafeGuard Cyber



SUMMARY

When a Global100 pharmaceutical leader wanted to enable its Latin America field force across 15 countries to use WhatsApp to communicate with HCPs, it turned to SafeGuard Cyber. Our automated policy supervision and archiving gave the company a key business advantage to meet customers on their own terms.

BEFORE SAFEGUARD CYBER

To effectively reach potential customers in emerging markets, the company field force reps needed to leverage WhatsApp, the region's most popular messaging platform. However, the enterprise had no way to enable the use of WhatsApp, while ensuring that the messaging app was protected from both security threats and compliance violations.

“WhatsApp is critical to high quality HCP engagement in our overseas markets. SafeGuard Cyber’s compliance solution enables field force agility, product delivery, and has helped accelerate our digital transformation.”

— Product Manager

HOW DID SAFEGUARD CYBER HELP?

SafeGuard Cyber provided 100% coverage, meaning the company is now able to monitor all of their WhatsApp communications — over 118,000 messages per month in 15 countries. With SafeGuard Cyber, the company’s Latin American-focused field force can now leverage WhatsApp, delivering a better customer experience. As a result, sales interactions are now far more frequent, and of much higher quality.

ENVIRONMENT

Latin America
15 countries

CHALLENGES

Scale of deployment for WhatsApp across personal devices

Multilingual compliance supervision for regional Spanish varieties and Portuguese

KEY BENEFITS

- Scalable supervision for 100,000+ messages per month
- Field force enablement with region’s most popular communication app



SafeGuard Cyber protects the human connections organizations need to thrive in a digital world. The cloud-based SafeGuard platform empowers the secure and compliant adoption of social, mobile, and cloud-based communication channels at the scale of global business. Built on innovative agentless architecture and award-winning risk analytics, the SafeGuard platform secures business critical communications, detects and stops cyber threats, and ensures compliance in real-time without disruption to natural workflows. Current customers include Global100 enterprises, small businesses, municipalities, and national governments.