

AMEREX IMPROVES CUSTOMER ENGAGEMENT AND TRADER REACH WITH THE TELEMESSENGER WHATSAPP ARCHIVER

WhatsApp compliance solutions for regulated financial markets:

Capture & archive WhatsApp Chats and Calls



AMEREX



TeleMessage



TeleMessage

Case Study

AMEREX SINGAPORE

Company Overview

Amerex Singapore provides liquidity and round-the-clock OTC energy broker services to the global energy trading industry.

The Amerex Singapore office was established in late 1990 as part of the Amerex Group - one of the oldest and largest international energy brokerages originally founded in 1978 in New Jersey USA.

Amerex Singapore has been providing professional broking services to the global energy trading industry ever since. It remains independently owned by its management team and the original shareholders of the Amerex Group - despite the acquisition of the North American and European businesses by other entities.

The Challenge

To provide energy liquidity round-the-clock, the Amarex team must remain available and reachable from the Asian open to the US close of business.

Secure mobile instant messaging is the best way to enable reach and availability around the clock, even while brokers are working from home.

Amerex was aiming to use WhatsApp from the mobile phone, web and desktop - as part of its compliant communication channels.

Amerex Singapore is regulated by the Monetary Authority of Singapore (MAS) and the National Futures Association (NFA).

Amerex Singapore is required to record all WhatsApp chats and calls to comply with MAS and NFA regulations, its internal Cybersecurity policies, and to utilize its robust Anti-Money Laundering and which is regularly reviewed and updated.

The Covid-19 outbreak, intensified the need for a WhatsApp compliance benefits / solutions for channel, as all brokers were required to work from home. Making WhatsApp the first go-to-communication tool for brokers.

THE SOLUTION

TeleMessage WhatsApp Archiver

The TeleMessage WhatsApp Phone Archiver is wrapped WhatsApp version installed on the phone, it is identical to the regular WhatsApp application, but captures all the WhatsApp chats & calls, including: text, images, audio clips, files, deleted messages and WhatsApp voice calls.

It maintains all WhatsApp features and functionalities, as well as the WhatsApp end-to-end encrypted communication and user interface.

Benefits for Amerex Singapore

IMPROVED CUSTOMER EXPERIENCE AND REACH:

- Providing outstanding customer service and being reachable over mobile and WhatsApp in a secure manner, the Amerex team can share their deep understanding with local and international customers wherever they are.
- Satisfy customer requirements for speed and efficiency at challenging times.

DEPLOYMENT BENEFITS:

- Seamless deployment for brokers with iOS and Android phones.
- Installation and activation can be done remotely, and does not require any MDM/EMM solutions.
- Using the same native WhatsApp application experience requires no training for employees and customers.
- Improving employee and broker satisfaction, by offering them to reach everyone on WhatsApp with its full functionalities and user experience.

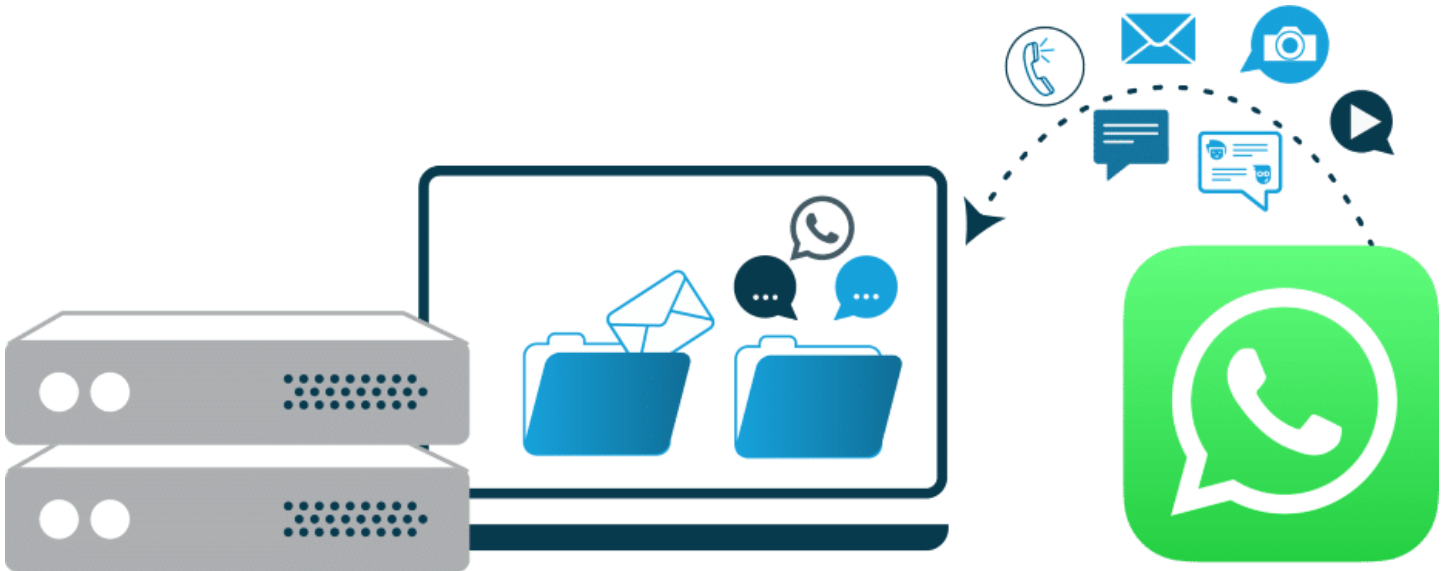
IMPROVED EFFICIENCY:

- Enabling instant chat with multimedia sharing, group chat and broadcast with full delivery and read receipts.
- Using the regular WhatsApp Web, Desktop and mobile interfaces anywhere you work.
- Seamless automated capture, archive of all WhatsApp chats and calls, for compliance with NFA and MAS regulations.

CUSTOMER'S RESPONSE

"The TeleMessage WhatsApp Archiver, enables our brokers compliant communication and reach from their mobile or desktop. We improved our reach, customer service and remain compliant with NFA and MAS regulations",

Phil Jump, Director and Chairman of Amerex Singapore.



ABOUT TELEMESAGE

TeleMessage has been providing robust enterprise messaging solutions since 1999. Our innovative mobile communication archiving, mass messaging and secure messaging products are successfully deployed and used by thousands of enterprises; we power billions of messages through customers' networks.

For more information, please visit www.telemessage.com