

Customer Success Story

STONE MALL + C&M

1,000 customers a month.

Thousands of conversations.

Important information shouldn't depend on memory.

How Stone Mall turned customer conversations into business intelligence with C&M Executive.

The challenge

When every conversation can influence a sale

Stone Mall is a high-end boutique specializing in natural stone and premium surfaces, based in Florida and serving customers across the United States and the Caribbean.

Its customer base includes homeowners, architects, designers, fabricators, and contractors — and a single sales opportunity may involve several conversations before a purchasing decision is made.

The challenge was easy to understand, but difficult to manage at scale:

How can you retrieve exactly what was discussed with a customer when that information is needed days or weeks later?

With approximately 1,000 customers served every month, relying solely on the memory of the person who handled each interaction created a risk for the continuity of negotiations.

The solution

The conversation ended. The information remained.

With C&M Executive's cloud communications solutions, Stone Mall began recording calls and building a history of customer interactions.

Now, whenever a question arises about a negotiation, material selection, or information previously discussed, the team can go back to the conversation and recover its context.

Artificial Intelligence capabilities also support conversation analysis, helping turn a large volume of interactions into useful business information

Communication became more than a customer service channel. It became part of the company's operational memory.

What changed

- **Greater confidence in negotiations**
The team can retrieve what was actually discussed with a customer.
- **Better service continuity**
Important information no longer depends exclusively on one person's memory.
- **Accessible conversation history**
Customer interactions can be resumed with greater context, even days or weeks later.

- **More customer intelligence**
Interactions generate information that can support service and business decisions.
- **Technology without losing the human touch**
Stone Mall preserves the personalized experience at the heart of its business while technology works behind the scenes.

The impact

From calls that ended when the phone hung up to conversations that continue to create value.

- ≈ 1,000 customers/month
- Recorded call history
- Greater confidence in negotiations
- Information continuity
- AI-supported conversation analysis
- More context for service and decision-making

IN THE CUSTOMER'S WORDS

“When you serve around a thousand customers a month, it's important to have a way to retrieve what was discussed. Call recording gives us that security and helps whenever we need to revisit a negotiation or clarify information.”

Giancarlo Cavallanti
Co-Founder and Director of Operations and Technology | Stone Mall

In the Media

This case was also featured in specialized media outlets and channels.
Check out the articles about the partnership between Stone Mall and C&M Executive:



WHAT COULD THIS MEAN FOR YOUR BUSINESS?

How much valuable customer information currently exists only in the memory of the person who answered the call?

- A negotiation may include an important commercial condition.
- A customer may explain a specific requirement.
- A conversation may contain information that matters to the next interaction.

The call may end. The value of the information doesn't have to.
With C&M Executive, communications, conversation history, and Artificial Intelligence can work together to turn customer interactions into business knowledge.

Your company can turn communications into intelligence, too.

C&M Executive
Cloud business communications, AI, and integrated solutions for companies.

