

Stone Mall turns conversation history into Business Intelligence

High-end stone distributor and wholesaler uses technology to bring greater security to negotiations and preserve valuable customer relationship information

SAO PAULO, SP, BRAZIL, September 9, 2026 /EINPresswire.com/ -- B2B customer relationships are increasingly spread across multiple channels. According to McKinsey's B2B Pulse 2024, B2B buyers use an average of 10 interaction channels throughout their purchasing journey, twice as many as in 2016. For companies, this creates a new challenge: how do you maintain the context of each conversation when customer interactions take place across so many different touchpoints?

For Stone Mall, a high-end boutique specializing in natural stone and premium surfaces based in Florida, this is particularly relevant. The company serves approximately 1,000 customers each month, including homeowners, designers, architects, fabricators, and contractors, in a purchasing journey that may involve multiple conversations before a final decision is made.

With thousands of slabs and hundreds of colors and materials to choose from,



Stone Mall



Giancarlo Cavallanti, Co-Founder and Director of Operations and Technology

Stone Mall goes beyond offering an extensive inventory. The company carefully curates materials selected for their beauty, quality, and unique character. It combines a personalized showroom experience with remote service for customers in other parts of the United States and the Caribbean, seeking to understand the vision behind each project and connect customers with materials that best express its identity.

In this environment, every conversation can contain valuable information about a project, negotiation, or material selection. This created an important need: having a reliable way to retrieve what had been discussed whenever that information was needed.



Emerson Carrijo, CEO of C&M

When conversations become information Stone Mall adopted C&M Executive's cloud communications solutions to better structure its customer service operations and record calls handled by its team. The change added a new layer of security to customer negotiations. Whenever a question arises about what was discussed, the team can refer to the conversation history to retrieve information and understand the context of the interaction.

According to Giancarlo Cavallanti, Co-Founder and Director of Operations and Technology at Stone Mall, this capability has become increasingly important given the company's volume of interactions.

"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."

Conversation history also helps preserve continuity in customer relationships. Rather than relying exclusively on the memory of the person who participated in a call, the team can access a record of the interaction whenever it needs to pick up the conversation again.

This is particularly important in an operation where customer service plays a central role in purchasing decisions. Stone Mall works with materials that need to be evaluated according to the specific characteristics of each project and maintains a broad selection of natural stone and

surfaces in its showroom for customers and professionals to explore.

More than call recording

The company also uses Artificial Intelligence capabilities to support customer service and conversation analysis. For Emerson Carrijo, CEO of C&M Executive, the value of this type of technology lies precisely in its ability to turn a large volume of interactions into useful business information.

“A business conversation doesn’t end when the call is over. It may contain information that becomes important days or even weeks later. When these interactions are recorded and organized, companies gain a more complete view of the customer relationship and can use that knowledge to support decisions and improve service.”

Stone Mall’s experience reflects a shift that is likely to become increasingly important as companies expand the number of channels through which they interact with customers: communication is no longer simply the means through which a company talks to its customers. It is also becoming a source of business intelligence.

Technology without losing the human touch

Technology does not replace human interaction at Stone Mall. Instead, it works behind the scenes to bring greater structure to customer relationships.

The company continues to view in-person service as an important part of the purchasing experience while using digital resources to serve customers outside its immediate region.

This combination allows Stone Mall to preserve an important characteristic of its business — close customer relationships — while gaining greater control over the information generated throughout the customer journey.

In an operation serving approximately 1,000 customers each month, this capability can make a difference not only when resolving an individual question, but also in building stronger and more consistent business relationships.

Ultimately, what began as a need to record conversations has evolved into a new way to leverage information that was already part of the company’s daily operations: what its own customers are saying.

About Stone Mall

Based in Deerfield Beach, Florida, Stone Mall has operated for approximately a decade as a high-end boutique specializing in natural stone and premium surfaces for residential and commercial projects. Through a carefully curated selection of materials chosen for their beauty, quality, and unique character, the company provides a personalized experience for homeowners, designers, architects, fabricators, and contractors. Its approach begins with understanding the vision behind each project and connecting professionals and customers with materials that can best

express its identity. Serving customers throughout Florida, other U.S. states, and the Caribbean, Stone Mall combines expertise, technical knowledge, and a discerning eye to make the selection process clearer, more inspiring, and more confident.

More information: www.stonemallusa.com

About C&M Executive

Founded in 2002, C&M Executive is a Brazilian company specializing in cloud-based corporate communications and IT support. Recognized for innovation and service quality, it is a leading distributor of unified communications solutions in Brazil and is part of the C&M Group, alongside Vocom, one of the market's most comprehensive cloud telephony platforms. With operations in Brazil, the United States, and Mexico, C&M serves companies of all sizes, including DASA, Dolce & Gabbana, Smart Fit, Unimed, Avenue, and Cultura Inglesa. Under the leadership of Emerson Carrijo, CEO, and Leandro Motta, COO, the company continues to expand its international presence while strengthening its commitment to connecting companies and markets through technology, trust, and excellence.

More information: www.cemexecutive.com

Eliane Tanaka

Tanaka Comunicação Ltda Me

+55 11982333469

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/940650429>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.