

Compliance has become a top priority in direct sales, especially given the scrutiny by the FTC. Widespread mobile usage should be leveraged to dramatically improve compliance in media usage, social sharing, enrollment process, and more.

The Issue: Compliance and the Field

Despite good intentions, many independent sales reps **break their company's stated compliance rules**. With renewed FTC crackdown and focus on direct sales, it is more important than ever for corporate to educate the field about compliance. There are several compliance issues with which firms often get into trouble:



The field may be poorly educated about proper and inappropriate product and compensation claims.



The field may lack corporate approved, easily accessible media to share with potential customers and recruits. Often direct sellers create their own material that may be in violation of compliance rules, and is shared on social media and other public outlets.



Companies often lack sufficient record keeping to show to regulators how many people (and specifically which field members) have watched official compliance videos.

According to a recent study discussed in [Compliance and Ethics Hot Topics for 2016](#), two of the key concerns for companies today are how to **build consistency in compliance programs** and **create and maintain an ethical culture**.

The Solution: FragDS 3.0 Platform

Fragmob provides many standard mobile app features and corporate analytics that **improve regulatory compliance within the field**. Widespread and growing global mobile usage by direct sellers can be harnessed by corporate firms to improve compliance in the field.



