



Halfords places customer service and experience in pole position

Halfords deploys 8x8 SecurePay powered by PCI Pal'

[PCI Pal](#), the global provider of cloud-based secure payment solutions, is delighted to have supported UK-based retailer Halfords in ensuring that all customer payments processed in its contact centre are handled securely and adhere to the requirements of the Payment Card Industry Data Security Standards (PCI DSS).

Working via PCI Pal's partner 8x8 as part of a major project to replace legacy communications systems, Halfords has implemented the cloud-based 8x8 SecurePay solution, powered by PCI Pal to ensure all payments handled by the retailers' circa. 600 telephone-based agents are completed in a safe and compliant way, while providing a seamless customer interaction.

With the aim of enhancing its business communications and customer experience, 8x8 has supported Halfords in expanding its deployment of the 8x8 integrated cloud contact centre product across more than 700 locations, to support its 4,700 employees and contact centre agents.

Halfords has reported that staff productivity and customer engagement have improved with simplified internal call routing between business divisions. CRM integration with 8x8 Contact Centre allows Halford's agents to have more informed conversations with customers, and security has been further strengthened as agents can seamlessly process secure credit card payments using PCI-compliant 8x8 SecurePay, powered by PCI Pal.

Darren Gill, Chief Revenue Officer for PCI Pal said, "Halfords has rapidly expanded its global customer engagement efforts to provide the best possible customer experience, having seen demands increase during the pandemic. 8x8 has successfully deployed an integrated cloud contact centre and communications, and we are delighted that our secure payment solution has been selected to deliver the seamless payment experience that Halfords was wishing to achieve."

Gareth Brophy, Head of Customer Support, Halfords, "Calls are resolved faster and customers are getting a better experience, boosting our Customer Satisfaction (CSAT) and Net Promoter Scores.

With 8x8, we're now starting to allow customers to interact with us when they want, how they want, on the platform they want. For retail, that's the future."

For more information on PCI Pal visit www.pcipal.com, call +44 207 030 3770 to arrange a demonstration or follow PCI Pal on [Twitter](#).

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Notes to Editors:

About PCI Pal

PCI Pal is a leading provider of SaaS solutions that empower companies to take payments securely, adhere to strict industry governance, and remove their business from the significant risks posed by non-compliance and data loss. PCI Pal's mission is to safeguard reputation and trust by providing customers with secure payment solutions for any business communications environment including voice, chat, social, email, and contact centre.

PCI Pal is integrated to, and resold by, some of the worlds' leading business communications vendors, as well as major payment service providers.

The entirety of the product-base is available from PCI Pal's global cloud platform hosted in Amazon Web Services ("AWS"), with regional instances across EMEA, North America, and ANZ. PCI Pal products can be used by any size organisation globally, and it is proud to work with some of the largest and most respected brands in the world.

For more information visit www.pcipal.com or LinkedIn: <https://www.linkedin.com/company/pci-pal/>.

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