

Auto Trader Implements PCI Pal® for Secure and Compliant Payments

The company is leveraging PCI Pal's Agent Assist solution for PCI DSS compliant payments

Charlotte, N.C., September X, 2020 -- PCI Pal®, the global provider of secure payment solutions, has announced that TRADER, the leading digital player in Canadian automotive, boasting recognizable brands such as Auto Trader, has successfully implemented its Agent Assist payment solution to ensure Cardholder Not Present (CNP) payments are handled securely and in compliance with the PCI Data Security Standard.

TRADER accepts customer payments in a number of ways, from automatic card transactions to over the phone via its team of contact center agents. The company was in search of a solution that would ensure the security of its customers' payment card information, with no degradation to its customer service quality and seamless integration with existing internal workflows and technologies, such as payment gateways, cloud platforms and phone and CRM systems.

Following a phased implementation process, TRADER's credit and collections teams now use PCI Pal's Agent Assist to secure all Cardholder Not Present (CNP) payments. Agent Assist utilizes Dual-Tone Multi Frequency (DTMF) masking technology to 'mask' sensitive payment data shared by the customer, enabling contact center agents to continue the conversation without ever accessing sensitive data, even as customers input their payment information.

Sandy McMurry, a TRADER Helpdesk Technician responsible for overseeing the implementation process said: "PCI Pal was very accommodating from the start. They paid special attention to making sure we understood how the solution and implementation process would work and worked closely with our VoIP partner to ensure the transition went smoothly. Now that the solution is in place, our customers and agents love it."

Soula Katrivanos, Controller, TRADER said: "We want our customers to feel confident in how we are handling their sensitive personal data. Agent Assist allows us to achieve the highest levels of compliance while giving our customers peace of mind that their payment details are in good hands. Not only that, but the integration process with PCI Pal was simple, integrating seamlessly into our existing ways of working and communication."

"As a leading digital player in the Canadian automotive industry, it's so important for TRADER to ensure the security of its customer service channels. We're very proud that TRADER has put its trust in us to protect its customers' sensitive information," said Darren Gill, CRO, PCI Pal. "TRADER's confidence in our technology and team is a direct reflection of PCI Pal's continued investments in its technology and people."

About PCI Pal

PCI Pal® is the global provider of secure payment solutions for contact centres and businesses. PCI Pal's globally accessible cloud platform empowers organisations to take Cardholder Not

Present payments securely without bringing their environments into scope of PCI DSS and other card payment data security rules and regulations.

With products in the cloud and served from PCI Pal's cloud environment, integrations with existing telephony, payment, and desktop environments are flexible and proven, ensuring no degradation of service while achieving security and compliance.

PCI Pal provides a true omnichannel solution so payments can be managed securely via telephone, IVR or across any digital channel, including Webchat, Whatsapp, Social Media, Email and SMS. Their new Speech Recognition capability for both Agent Assist and IVR Payment solutions allow users the option of allowing callers to securely speak their sensitive card details while PCI Pal processes the data and prevents it from entering the company's environment.

PCI Pal has offices in London, Ipswich (UK) and Charlotte NC (USA). For more information visit www.pcipal.com or follow the team on Twitter: <https://twitter.com/PCIPAL>

Editor's Contact:

Willa Pearl Hahn

pcipal@sourcecodecomms.com