Vax transforms telephone payment transaction process with PCI Pal®

Vax, a global market leader in carpet washers and vacuum cleaners, has streamlined the way it handles telephone-based payment transactions and significantly reduced failure rates, thanks to the integration of PCI Pal's Agent Assist payment security solution into its contact centre.

As a fully integrated partner of Vonage, PCI Pal's Agent Assist solution was recommended to Vax to help, reduce failed card payment rates, speed-up transaction timescales while remaining fully PCI DSS compliant and improve overall customer satisfaction.

The Agent Assist solution enables Vax to securely process credit card information using DTMF-masking technology, which means agents remain in contact with customers throughout the transaction, while the customer inputs their card details using their telephone's keypad.

By integrating PCI Pal's Agent Assist solution with its existing Salesforce and Magento e-commerce solutions, Vax has witnessed a 15% reduction in the time it takes its contact centre agents to process telephone-based payments. In addition, approximately 25% of card payments were previously failing as some customers struggled to use the former Interactive Voice Response (IVR) payment line; this has now dropped to less than 5%, since using PCI Pal's solution.

The implementation was a collaborative process between Vax, Vonage and PCI Pal, and was delivered in just four weeks.

Andy Kinney, System Manager at Vax said: "PCI Pal's Agent Assist has turned our Cardholder-not-Present payments around; transaction times have reduced, our agents are happy as they see all calls through from start to completion and PCI Compliance is assured. What makes this a complete success however is that the payment failure rate has dropped from around 25% to less than 5%, which has completely exceeded our expectations.

"We place a great emphasis on providing an efficient and friendly service to all customers. Our contact centre systems – from telephony to CRM software – are managed by our communications

partner Vonage and we are delighted with the integration of PCI Pal's Agent Assist solution and the results it has helped us to achieve."

Concludes Nicki Harris, Head of Customer Success at Vax: "Agent Assist provides great assurances to customers that their data is being handled sensitively and securely – plus the protection is there for our agents too. It takes a lot of pressure away from our team who don't have to worry about misplacing or mistyping details. It completely removes this risk from our business. The frustrations have gone and we are confident that customers are receiving a far better, more personable experience as a result."

Vax operates its contact centre from its central hub in Droitwitch, UK. With at least 45 agents handling inbound calls at any one time, the company processes anywhere between 170 to 200 telephone-based payment transactions each day, with volumes increasing when specific television or direct advertising campaigns are live.

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 the global provider of secure payment solutions. PCI Pal's cloud platform empowers organisations to take payments securely without bringing their environments into scope of PCI DSS and other card payment data security rules and regulations.

With the entire product portfolio served from PCI Pal's cloud environment, integrations with existing telephony, payment, and desktop environments are simple and light-touch, ensuring no degradation of service while achieving security and compliance.

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

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