

PRESS RELEASE
12 August 2021



PCI Pal® and Puzzel secure telephone payments for GC Business Finance

[PCI Pal](#)® – the global cloud provider of secure payment solutions for business communications – has supported [GC Business Finance](#) 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).

GC Business Finance is an alternative finance provider that specialises in start-up loans for entrepreneurs. Working via PCI Pal’s partner Puzzel, GC Business Finance implemented PCI Pal Agent Assist solution to ensure all debit card payments – more than 700 every month – are completed in a safe and compliant way, while providing a seamless customer interaction.

Prior to implementing PCI Pal Agent Assist, GC Business Finance staff were manually pausing call recording to ensure no financial card data was captured, however this created a risk to the organisation that needed to be rectified and meant much of the organisation’s infrastructure was still in scope of PCI DSS. Now, with PCI Pal Agent Assist, staff simply secure the line, the customer keys in the card information using their telephone keypad, which is anonymous to the call handler and ensures a secure and compliant payment transaction.

Darren Bass, Team Leader – Early Arrears Manager at GC Business Finance said, “Before we embarked on reviewing our payment security, our Compliance Officer identified our original process as a risk to the business. By working with Puzzel and PCI Pal, we have, however, absolutely turned this around. Not only have we made sure we are operating compliantly within the requirements of PCI DSS, but we achieved this during a national lockdown. This is no mean feat.”

Puzzel’s Director of Channel Partnerships, Rob Wiles added, “Faced with the prospect of needing to quickly transition its team to home-working due to the pandemic, GC Business Finance accelerated its plans on updating its payment security infrastructure. We were delighted to recommend the PCI Pal solution, which is swift to implement via the cloud and removes manual interventions, instead providing GC Business Finance with a secure, seamless and compliant process that gives them total peace of mind.”

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](#).

For more information on GC Business Finance, visit <http://businessfinance.growthco.uk/>.

ends

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.

Its 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 its 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 follow the team on LinkedIn: <https://www.linkedin.com/company/pci-pal/>

About Puzzel

Puzzel is the leading European Contact Centre as a Service (CCaaS) provider. Our award-winning Customer Service Platform consists of three fully integrated, cloud-based solutions, including an omnichannel and AI-enabled Contact Centre, advanced email and Ticketing and Workforce Management, which are easy to use, quick to set-up and scalable for contact centres of all sizes. Customers can also customise the platform with dozens of third-party integrations available through our Puzzel Marketplace. Puzzel was recognised as a Challenger in the 2019 Gartner Magic Quadrant report for Contact Centre as a Service in Western Europe and ranked in the top three European CCaaS providers for 2020 by Frost & Sullivan. Based in Norway, and with offices across Scandinavia, Europe, the UK and Asia, we work with more than 1,000 customers across 40 different countries, helping businesses to achieve success beyond voice, connected experiences and empowered employees. For more information, please visit www.puzzel.com.

Editor's Contact:

Peppa Sheridan, Peptalk Communications
+ 44 (0)7725 121189 // peppa@peptalkpr.co.uk