

PRESS RELEASE
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Freshworks and PCI Pal partner to futureproof omnichannel payment security for Bensons for Beds.

Following a review and upgrade of its UK contact centre infrastructure, British bed manufacturer and retailer Bensons For Beds has moved to [Freshdesk](#) from [Freshworks](#), and added to its existing PCI Pal® deployment by integrating [PCI Pal Digital](#) to enable a true omnichannel secure payment solution. This includes the ability to take customer payments across multiple digital engagement channels, including telephone, live chat, email and social media.

In a major upgrade project, the retailer selected Freshdesk as its contact centre platform, and integrated PCI Pal Digital. In doing so, it provides Bensons For Beds with a cloud-based customer support platform that enables its 100 contact centre agents to interact with customers via their preferred communication method.

Laurence Hendy, Head of Applications and Service Delivery at Bensons for Beds said: “Our aim is to provide a strong omnichannel customer service, as such we undertook a review of our customer support software to ensure the contact centre is future-proofed. It is important for us to not only support telephone enquiries but also live chat, email and social media, so we can respond to customers via their preferred channel. We therefore took the decision to upgrade our contact centre platform to Freshdesk from Freshworks.”

As an organisation, Bensons For Beds has been using the PCI Pal Agent Assist solution for several years, where it sat as the foundation of its payment compliance process. Having decided to change CX technology vendor, the retailer wanted to remain with PCI Pal for its payment security.

Laurence Hendy adds: “The key success of this project was the seamless way we were able to switch from one infrastructure provider to the other without interruption to our PCI Pal services. No reduction in security or compliance, and without too much change for our team.

“The project has been a success; our agents continue to handle several hundred payments over the phone each week, and no matter whether they are at home or in our HQ, we have complete assurance that the transaction is safe, secure and is in compliance with the PCI DSS.”

Bensons for Beds is a British bed retailer, selling a diverse range of beds, mattresses and bedroom furniture across its 170+ stores, online and via a telesales team.

For more information regarding PCI Pal, visit www.pcipal.com, call +44 207 030 3770 to arrange a demonstration or follow PCI Pal on LinkedIn: <https://www.linkedin.com/company/pci-pal/>.

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Notes to Editors:

About PCI Pal

PCI Pal[®] (LON: PCIP) 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. Using patented technology, 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. 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/>.

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