CASE STUDY

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. The company is headquartered in Lancashire and it also has a dedicated manufacturing site in Cambridgeshire, where more than a third of its products are made, along with three distribution centres located in Ayr, Huncoat and Tewkesbury.

As an omnichannel retailer, Bensons for Beds is passionate and devoted to delivering service excellence, at all parts of the journey; from identifying the right products, manufacturing a quality product, made to order, to the purchase, payment, and delivery right to a customer's home.

THE COMPLIANCE CHALLENGE

Laurence Hendy, Head of Applications and Service Delivery at Bensons for Beds explains: "As an organisation, Bensons For Beds has been working with PCI Pal, using the PCI Pal Agent Assist solution for several years where it sat as the foundation of our payment compliance process.

"Used across our telesales, customer services and fail prevention teams, PCI Pal Agent Assist has been used to safeguard the security of our customers' payment card credentials."

PCI Pal Agent Assist protects customers' payment card details by applying dual tone multi-frequency (DTMF) and speech masking technology to prevent agents from seeing or hearing customers' payment card details. Customers enter their payment information using their telephone keypad, or speak them at the point of payment.

It integrates with the call flow and intercepts keypad tones - or speech if speech recognition is used – from the customer at the point of payment. Agents see a series of asterisks appearing on screen or hear a sequence of bleeps as the payment card details are provided, so are able to monitor the process. It allows agents and customers to remain in conversation, meaning Bensons For Beds' team of 100 agents is able to provide assistance at any stage of the process, so a seamless transaction takes place.

Continues Laurence Hendy: "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."

This upgrade would provide Bensons For Beds with a cloud-based customer support platform to enable the team to interact with customers via their preferred communication method.

THE SOLUTION

Laurence Hendy: "Having decided to change our CX technology vendor, we wanted to remain with PCI Pal for our payment security; we have a great relationship with the team and with its wide network of partnerships and integrations, we knew we wouldn't have to worry about compliance when selecting our new contact centre infrastructure partner. Having selected Freshworks, I contacted PCI Pal to get the ball rolling on our integration project, to bring the two together."

PCI Pal worked with Bensons for Beds' payment gateway CyberSource via Worldpay and Freshworks to ensure the payment security solution was seamlessly integrated into the customer journey.

"The integration had the potential to be complex, bringing together the various aspects of our contact centre and payment operations, however PCI Pal's team made it come together quickly. Our project manager Oliver was on the ball and kept me updated throughout the process."

THE RESULTS

"Deploying Freshdesk by Freshworks, with PCI Pal Agent Assist fully integrated, means we are operating a true omnichannel contact centre, with everything in one place. We can see all previous customer history and it gives our agents a big picture view of each and every customer interaction, providing a far richer experience. What has been very helpful is PCI Pal designed the contact centre payment tool to look like our previous GUI meaning the user experience for our agents is very familiar and intuitive."

Following completion of the roll-out, training was undertaken with the Benson for Beds' team as part of their complete platform training.

Concludes Laurence Hendy: "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. We needed this to happen quite quickly, and it all went well. While we are not currently taking payments via Chat, we are future-proofed and know this is possible with the technology set-up we now have.

"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.

"Being integrated with Freshwork's Freshdesk platform gives us the latest platform on which to manage these customer interactions, enabling us to deliver the premium service our business strives for, every time."

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