National Express improves security and flexibility with 8x8 and PCI Pal

8X8 XCaaS deployment includes SecurePay, powered by PCI Pal, for card payment security and compliance

National Express, the largest scheduled coach operator in the UK, has chosen the 8x8 XCaaS™ (eXperience Communications as a Service™) integrated cloud communications and contact centre solution to help employees stay engaged, productive, and efficient, regardless of work location, to deliver an enhanced and secure customer experience.

The implementation includes 8x8 Secure Pay, an essential XCaaS component powered by PCI Pal, which provides an important layer of security and compliance for credit card payments over the phone. Instead of call centre agents requesting card details, customers key-in payment details directly onto their phone's keypad – maintaining the highest level of privacy for customers.

National Express services 21 million passengers per year in the UK and needed an integrated cloud communications and customer engagement solution capable of meeting their security and data privacy requirements, which weren't met by their previous vendor.

Additionally, their contact centre agents, of which 80 percent work remotely, required a solution that was tightly integrated with their CRM system and able to accept secure payments over the phone without compromising privacy, regardless of where the employee or the customer was located.

Lawrie Neal, Salesforce System Administrator at National Express, LTD, said: "For us, it's about having a better customer experience with tools that are intuitive and easy for our staff, regardless of whether they're in the office or working remotely. 8x8's integration with PCI Pal has been a game-changer for us. It allows us to provide an easy and secure experience for our customers while maintaining compliance with PCI data security standards. .

"By choosing 8x8, we've been able to improve productivity and efficiency, reduce the time to resolve customer requests, improve payment security, and create an overall more seamless and enjoyable experience for our customers."

8x8 XCaaS integrates cloud contact centre, voice, team chat, video meetings, and CPaaS embeddable APIs capabilities in a single-vendor solution. This provides National Express' employees, contact centre agents, and administrative staff with a cutting-edge suite of cloud communications tools. These capabilities help to strengthen the employee experience and deliver optimal customer service, anywhere and on any device.

Furthermore, with the new 8x8 Agent Workspace, National Express' contact centre agents benefit from a simplified interface to help them work faster and improve customer service levels. Seamless data synchronisation with Salesforce provides agents with context and a rich history of customer interactions to further improve customer satisfaction.

Darren Gill, Chief Revenue Officer of PCI Pal said, "We are delighted to work with our partner 8x8 to support National Express in maintaining PCI DSS compliance and securing payments. The company needed a solution that would not only enable its agents to accept payments over the phone when working in a hybrid environment, but would meet the company's ongoing data privacy requirements. Since achieving these goals, the feedback we have received from National Express has been extremely positive."

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/.

ends

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/.

About 8x8 Inc.
8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software as a Service provider of 8x8 XCaaS™ (eXperience Communications as a Service™), an integrated contact center, voice communications, video, chat, and API solution built on one global cloud communications platform. 8x8 uniquely eliminates the silos between Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS) to power the communications requirements of all employees globally as they work together to deliver differentiated customer experiences. For additional information, visit www.8x8.com, or follow 8x8 on LinkedIn, Twitter and Facebook.

8x8®, 8x8 XCaaS™, eXperience Communications as a Service™, eXperience Communications Platform™ are trademarks of 8x8, Inc.

Editor's Contact:
Peppa Sheridan, Peptalk Communications
+ 44 (0)7725 121189 // peppa@peptalkpr.co.uk