National Express boosts customer service with 8x8's PCI Pal and Salesforce integrations

National Express, LTD is the UK's largest scheduled coach operator, serving hundreds of towns and cities across the country, as well as major airports, festivals, sporting events, and tourist destinations. In 2019, the National Express served over 21 million passengers. The company is part of the wider National Express Group, which operates bus and rail services in the UK, Europe, North Africa, North America, and the Middle East.

National Express switched to 8x8 and integrated PCI-compliant payment processing and Salesforce CRM into 8x8 Contact Center. Now, its remote agent team can continuously improve customer relationships with greater flexibility and security.

The Challenge: Maintaining PCI compliance in a hybrid environment

Prior to adopting 8x8, National Express had already moved its contact center to the cloud with another contact center vendor. However, the service did not directly support the company's data privacy requirements and adherence to PCI DSS regulations. National Express needed a solution that would enable contact center agents to accept payment over the phone while maintaining strict privacy standards. This was made more urgent by the pandemic, when staff began working from home rather than a secure office environment.

Industry
Transportation

Headquarters
Birmingham, UK

Website
nationalexpress.com

8x8 Products
8x8 Contact Center with Secure Pay and 8x8 Work

Channel Partner
CDW UK

Primary reason for selecting 8x8
- Secure Pay integration
- Salesforce integration
- Flexibility for remote workforce

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21 million
Passengers per year

80%
Remote workforce

2-month
Rollout

"We started re-evaluating our previous system a couple of years ago," says Lawrie Neal, Salesforce System Administrator at National Express, LTD. "I'd heard about 8x8, so I met with an 8x8 sales rep at a trade show who gave me a demonstration. I was impressed with 8x8's secure payment capabilities." The 8x8 platform offered many attractive features, but it was 8x8's integration with Secure Pay, powered by PCI Pal, that sealed the deal.

The Solution: Enhancing voice calls with secure payment and CRM services

In early 2021, National Express adopted 8x8 Contact Center for its 100-strong customer service team, and 8x8 Work for its administrative staff. It rolled out the solution, including staff training via 8x8 University, over a two-month period. The company added 8x8 Secure Pay, to its contact center implementation, which offered customers a secure way to provide bank or credit card information to an agent over the phone.

8x8 Secure Pay enables an agent and customer to stay in contact on a call while ensuring that the sensitive card data stays secure. A customer can input payment card details using their phone keypad, and 8x8 masks the DTMF tones and routes the information to PCI Pal who processes the payment. The agent can then see the payment processed in their in-house booking system without ever accessing the card number during the process.

"8x8's integration with PCI Pal has been a game-changer for us," says Neal. "It allows us to provide an easy and secure experience for our customers while maintaining compliance with PCI DSS regulations."

After participating in a beta program, National Express was an early adopter of Agent Workspace, 8x8's new, agent-friendly design-led interface for Contact Center that's designed to streamline customer interactions, and automate workflows while helping agents stay engaged, efficient, and productive. Neal says: "The new UI is extremely clean and easy to read. Our agents have really appreciated the new streamlined design."

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>
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National Express also took advantage of 8x8's Salesforce integration to help them connect the best of both platforms. The company customized its implementation to track all incoming communications in Salesforce, helping them build better customer relationships.

The Benefits: More payment options, more productive agents

Thanks to 8x8's partnership with PCI Pal, National Express has been able to provide a convenient, worry-free payment option to customers who call into the contact center. As the vast majority of employees now work from home full time, this provides an important layer of security and compliance when accepting payments in a remote environment. "Agents just need a laptop and headset, and they can securely connect to 8x8 from anywhere," says Neal.

The 8x8 Agent Workspace has given agents a simplified, intuitive interface that helps them work faster and improve their level of service. "By reducing the time it takes to handle calls," says Neal, "we increase both customer satisfaction and our capacity to handle long call queues." Syncing call data with Salesforce enables the company to leverage that platform's CRM capabilities to build a rich history of customer interactions to further improve customer satisfaction.

Before the pandemic, 95% of employees worked in the office. Two years later, it's nearly the opposite. Now, 80% of employees are full-time, remote workers. 8x8's flexible, secure communications platform enables National Express to operate seamlessly from anywhere.

Contact 8x8 sales or your 8x8 partner for additional information.
1 866 879 8647 or **+44(0)333 043 8888** or visit **8x8.com**.