



CASE STUDY

LARGE ARTS AND CRAFTS RETAIL CHAIN

With over 100 stores across the United Kingdom, this popular arts and crafts superstore retail chain has built a strong reputation for offering everything you need relating to creativity, including art and crafts, knitting and stitching, papercraft, wedding, party, baking and more.

We spoke to the retailer's IT Director, who is accountable for all of the technology across the business, from the tills in-store and the software that runs the distribution centre, to the platforms that serve the organisation's website and the contact centre.

During a project to re-platform the business onto Salesforce, the merchant's payment process was reviewed to ensure compliance.

THE COMPLIANCE CHALLENGE

"As IT Director, I initiated a strategic project to migrate our contact centre to the Salesforce platform, to centralise our customer service process. While a majority of our sales take place in-store or online, we continue to offer customers the option to call our customer services team for support."

"With representatives handling a large number of telephone-based payment transactions, it is important for us to manage enquiries and take payments as efficiently, securely and compliantly as possible."

Having previously selected, deployed and used PCI Pal Agent Assist, the IT Director was familiar with the technology and was confident in its functionality, and so the search started there as part of a market review.

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IT Director | Large Arts and Crafts Retail Chain



THE SOLUTION

As part of the re-platforming project, the IT Director worked with a team of development and QA partners, as well as technology providers to bring the project to fruition. "When it came to the telephony payment security solution, there was a lot of discussion on what level of sophistication was required, however for me, I wanted to reduce as much risk as possible. We looked at a range of solutions, however I felt that PCI Pal Agent Assist removed the onus from us from a compliance perspective.

"This is very important for me as I wanted a 'belt and braces' solution that would remove risk from our telephone agents, eliminate the need for customers to read out any sensitive payment information, or for our staff to write down or rekey any of these details. Having previously used PCI Pal Agent Assist, I was happy that this would completely meet these standards."

PCI Pal Agent Assist integrates with the merchant's call flow on its Freshworks QuickConnect system and at the point of payment, intercepts any keypad tones from the customer using DTMF (Dual Tone Multi Frequency) masking technology. This way the agent doesn't hear or see the payment card data, but instead sees asterisks on the screen. The data is then processed via the merchant's web-payment system.

By sending the transaction information directly to the payment services provider, no cardholder data enters the merchant's environment, meaning from a PCI DSS compliance perspective, its area of scope is vastly reduced.

THE RESULTS

Following the conclusion of the project, the IT Director reflects on the results the organisation has received: "As a responsible retailer, it is so important that we are available across all channels so customers can reach us whichever way suits them best. We halted transactions while the implementation took place, but have seen sales volumes return, validating the need to continue to support telephone ordering. If it's how our customers like to shop, we will always provide that option."

From an agent perspective, continuity has been key and training has been provided to make the transition to Salesforce and Agent Assist as seamless as possible. "I am amongst the team and the feedback since launching has been good. PCI Pal Agent Assist is easy to use and it just does the job we need it to do with no issues."

"I also like to commend the support I received from PCI Pal; the team was very responsive, knowledgeable and quick to act to any question I had. They are true problem solvers and no matter what question I asked, they were able to help – this is exactly what you want in any migration project."

"While we haven't surveyed customers, anecdotally I've received some great feedback from them, remarking on how easy the payment was to make or how quick it was. For me, that's music to my ears."

Agent Assist is a robust solution; I have peace of mind that we are handling customer's payment information in a highly secure and compliant way. Having looked at how we can manage our risk profile, PCI Pal Agent Assist gives us the benefit of a simpler audit process. We run a relatively lean team internally, but with PCI Pal's solution it doesn't require any maintenance or heavy administration – it works in the background keeping us and our customers' personal payment data safe."



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