

PRESS RELEASE
5 September 2023



PCI Pal® supports world's leading members-only online travel deals company, Secret Escapes, in enhancing Payment Card Security and Compliance

[PCI Pal](#)® (LON: PCIP), the global provider of secure payment solutions, is partnering with global travel company, Secret Escapes, to enhance its contact centre payment security, compliance and experience. The collaboration underscores Secret Escapes' commitment to providing a secure, trusted and personalised experience to its customers.

Secret Escapes specialises in offering its members exceptional value travel deals in over 150 countries worldwide. With a predominant focus on phone-based customer interactions, Secret Escapes recognised the importance of payment security and adhering to industry standards. The team therefore sought a payments partner that could seamlessly integrate with the existing contact centre technology, which led to Secret Escapes' CCaaS provider, Vonage, recommending PCI Pal.

Ashmita Bhimji, Global Director of Customer Services and Travel Administration at Secret Escapes, said: "Our technology team was satisfied by the simplicity of the Agent Assist integration; they liked how it would work seamlessly with our existing contact centre technology, such was the benefit of working with Vonage, as an approved, long-standing partner of PCI Pal. The solution was exactly what we wanted as it included customisation options and is now fully integrated with our online booking system."

PCI Pal's Agent Assist, which uses Dual Tone Multi-Frequency (DTMF) masking technology, provides a secure means of processing payments by phone without bringing contact centre environments under the scope of Payment Card Industry Data Security Standard (PCI DSS). This integration ensures that sensitive payment card information remains secure throughout customer interactions.

Agent Assist has delivered numerous benefits for Secret Escapes. It has eliminated the need for agents to manually input customer information, ensuring a smooth and efficient customer experience. Customers also enjoy an uninterrupted call flow during payment processing, maintaining trust throughout the transaction.

Furthermore, PCI Pal Agent Assist has effectively addressed the unique challenges posed by remote work environments. Secret Escapes, which follows a hybrid working model, can securely process payments from anywhere, ensuring a heightened level of security and PCI compliance.

Ashmita concludes: “Since go live , failure rates have decreased, requiring only monthly monitoring instead of weekly checks. As we have a hybrid working model, by using PCI Pal technology we can safely process payments from anywhere, whether an agent is working in the office or from home.”

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/>.