



secret escapes

ENHANCING PAYMENT SECURITY AND COMPLIANCE WITH
PCI PAL AGENT ASSIST

AT A GLANCE

CHALLENGES

- Needed to record calls without sensitive payment information being captured
- Achieve PCI compliance and payment security for remote workers
- Balancing security and CX

BENEFITS

- PCI compliant regardless of agent location
- Increased payment conversion rates
- Enhanced CX
- Customer peace of mind

"After meeting with PCI Pal, it was clear that using their Dual Tone Multi Frequency masking technology would create a seamless and safe experience for our customers, plus enable our team to continue to resolve requests without interruption."

ASHMITA BHIMJI
Secret Escapes

CHALLENGE

Secret Escapes works with thousands of luxury hotel partners and suppliers to bring its 60 million global members great travel deals. The company prides itself on providing a personalised experience to ensure complete customer satisfaction.

As an established company processing phone payments via its dedicated frontline customer support team, Secret Escapes recognises the need to comply with payment card industry standards and regulations. As achieving compliance was crucial for maintaining customer trust and protecting payment card information, the team sought a partner that could seamlessly integrate payment handling and compliance with the existing contact centre technology. This led Secret Escapes' communications provider, Vonage, to recommend PCI Pal.

According to Ashmita Bhimji, Global Director of Customer Services and Travel Administration at Secret Escapes, "Before PCI Pal, we never recorded telephone calls as we didn't want to inadvertently capture our customers' payment information, despite there being significant advantages in being able to access recordings for training or monitoring needs.

"After meeting with PCI Pal, it was clear that using their Dual Tone Multi-Frequency (DTMF) masking technology would create a seamless and safe experience for our customers, plus enable our team to continue to resolve requests without interruption."

SOLUTION

PCI Pal Agent Assist uses DTMF masking technology to provide companies with a secure way of handling payments by phone without bringing their environments in the scope of the Payment Card Industry Data Security Standard (PCI DSS).

Ashmita continues, "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 as the benefit of working with Vonage, an integrated partner of PCI Pal. The solution was exactly what we wanted as it included customisation options and is fully integrated with our online booking system."



RESULTS

By seamlessly integrating with Secret Escapes' existing systems, Agent Assist has eliminated the need for agents to manually input certain customer information as the system automatically displays relevant details on the agent's screen, ensuring a smooth and efficient customer experience.

Customers do not experience any disruption of the call flow when it's time to make their payment, as the DTMF masking solution facilitates secure and integrated payment processing via Secret Escapes' payment provider during the conversation. Ashmita explains, **"The sense of trust remains intact as the same agent can continue the conversation with the customer throughout the whole process."**

From a business perspective, Agent Assist has addressed the unique challenges posed by agents working remotely. In a work-from-home environment, controlling physical security measures, such as locking down phones and ensuring the absence of paper and pens, is challenging. However, Secret Escapes has now achieved a heightened level of security, protecting customer data and ensuring PCI compliance.

Ashmita emphasises, **"As we have a hybrid working model, by using PCI Pal we can safely process payments from anywhere, whether an agent is working in the office or from home. This provides us and our members with a level of security and as a company that takes care of its customers - we felt this was hugely important."**

Since implementing Agent Assist, failure rates have decreased, requiring only monthly monitoring instead of weekly checks. Ashmita commends the PCI Pal team: "Working with PCI Pal has kept our product team engaged! The communication is fully transparent and the team always delivers within the specified timeframes."

The implementation of Agent Assist via Vonage has provided Secret Escapes with enhanced security in compliance with industry standards, improved efficiency, elevated the protection of sensitive payment data and increased customer trust – ultimately delivering peace of mind to all parties.

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BENEFITS

- ✓ PCI DSS Level 1 Certified
- ✓ Customer peace of mind
- ✓ Cloud-based and scalable
- ✓ Increased payment conversion rates
- ✓ Reduce pressure on agents
- ✓ Enhanced customer experience
- ✓ Remote agents can process payments securely