



CASE STUDY ALLSAINTS

WHO ARE ALLSAINTS?

AllSaints is a global fashion brand based in East London, which operates in twenty-seven countries, with over two hundred stores globally.



ALLSAINTS' COMPLIANCE CHALLENGE

The AllSaints customer experience team were facing a number of problems in creating a seamless customer journey. Time-consuming for both agent and customer, AllSaints needed to join up their various systems and provide a payment solution that would be smooth and painless for both parties.

AllSaints' customers are typically quite tech savvy, with an "on the go" lifestyle, so they needed a convenient secure payment solution that would make customers feel comfortable and confident when placing phone orders.



HOW PCI PAL SOLVED ALLSAINTS' PCI PROBLEM

PCI Pal's secure cloud payment solutions are certified to the highest level of security by leading card companies, enabling us to find the best possible solution for your business.

PCI Pal offers multi-award winning secure payments solutions. Our pioneering Level 1 PCI DSS certified solutions are built around your contact centre and processes, so your customer service operation will remain exactly as you want it to be. Customisable, scalable and reliable, with 24/7 global support and 99.999% uptime.

THE HANDBAG
 WOMEN'S COLLECTION
 MEN'S COLLECTION
 New Season Arrivals
 Essential Styles
 Tops & Tees
 T-Shirts & Vests
 Skirts
 Sweaters
 Hoodies
 Knitwear
 Bombers
 Jackets
 Coats
 Jeans
 Tights
 Boots & Shoes
 Tailoring
 Ties & Scarves
 Tailor-made
 Bags
 Accessories



THE RESULT

Since implementing a PCI Pal solution, AllSaints have seen a two-thirds reduction in how long it takes to process a phone sale, which means they can handle more calls and take better care of their customers. The new secure payment solution was certainly put to the test over their peak Black Friday and Christmas periods!

Customers can now shop with confidence, safe in the knowledge that their cardholder data and personal details are secure. An improved telephone order system also means customers can call the AllSaints team at any time if they're having difficulty placing an online order, or if they'd simply like agent support with a transaction.



“The PCI Pal team are very proactive and easy to get hold of. They’ve always gone out of their way to adapt their solutions as our business needs have evolved. We would certainly recommend PCI Pal, not only are they digital, safe and secure, but they’re also very forward-thinking, so great for any retail e-commerce business.”

Heather Gibson,
Brand Experience Director, AllSaints

OUR ACCREDITATIONS



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