

## CASE STUDY

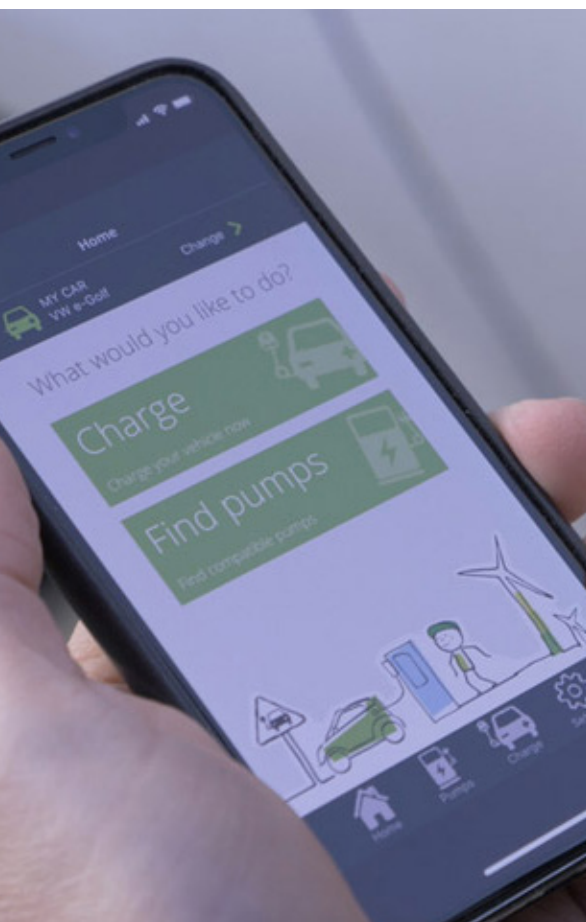
# ecotricity

## WHO IS ECOTRICITY?

Ecotricity is one of the UK's leading green energy providers and an independent electricity supplier to homes and businesses.

The company launched in 1996 as the first business in the world to champion the green energy revolution, with its mission to significantly reduce the amount of carbon emissions generated by fossil fuels.

It's now a leader in renewable energies – selling wind, solar, hydro and biomass power to homes and businesses in Britain and also installing charging stations for electric vehicles in service stations and other public places.



## THE COMPLIANCE CHALLENGE

Ecotricity has a multi-site contact centre based in Stroud, UK, with 450 contact centre agents working across the business. Around 75 of those operatives deal with customer payments, both over the phone and processing online form-based payments.

Around 26,000 transactions are processed by the company every year. Three quarters of these payments are made through the customer-facing app, 5% through a secure web-based form, with details then processed by Ecotricity's staff and 10% using the company's automated payment line.

Ecotricity was eager to improve and maintain its PCI DSS Compliance, as well as the overall customer experience when payments were being taken over the phone and to replace its existing phone-based payments system to make it more robust from a security point of view. A key driver was also native integration with Salesforce to ensure the organisation could view any customer activity in real time, while agents are on a call.

The business conducted an audit into its existing infrastructure and identified that enhanced PCI Compliance and data security were headline goals.

It set about identifying a partner that could implement a PCI-Compliant solution with minimal disruption to the company's existing processes.



## HOW PCI PAL SOLVED ECOTRICITY'S PCI DSS ISSUE

After a request for proposal process, NewVoiceMedia – a Vonage Company, was chosen as Ecotricity's implementation partner. After a five-month consultation, it became clear the company could handle both the PCI Compliance and Salesforce integration demands and so was appointed as the company's implementation partner.

From selection to platform roll-out, it took just a month for Ecotricity's new phone payments system, integrating PCI Pal's Agent Assist, to be up and running, so customers are now able to make payments for their supply over the phone, knowing their details will remain safe and secure.

PCI Pal's Agent Assist solution is fully integrated with NewVoiceMedia, a Vonage Company, and allows secure payments to be taken using dual-tone multi-frequency (DTMF) masking technology. Customers can input their card details using their phone keypad, while maintaining a conversation with Ecotricity's contact centre agents as their payment is processed. The keypad tones are intercepted as they're entered, so the sensitive information is concealed throughout.

At no point does the agent have access to the customer's payment details, nor is the information stored anywhere, resulting in descoping Ecotricity's contact centre environment from the requirements of PCI DSS.



## THE RESULTS

Ecotricity is seeing vast customer experience improvements, with shorter call times and relevant information being provided to customers faster.

Personal interaction is vital for Ecotricity and it prides itself on avoiding the impersonal nature of multi-scaled IVRs. With PCI Pal's solution, Agents can continue to talk to customers over the phone, while the payment process is completed and therefore guaranteeing the safe processing of sensitive cardholder data, while the customer is reassured their query is being handled effectively.

Additionally, because the system seamlessly integrates with Salesforce, contact centre staff don't have to trawl through personal data records to find the information that corresponds with the caller - the information they need at that time is presented on-screen, so calls can be handled as efficiently as possible.

Confirms John Woodward, Head of Service Support at Ecotricity:

**"We've fundamentally changed the way we're handling our customer interactions."**

**"We have a new way of taking calls which is integrated with our Salesforce system and connects payments, billed interactions and customer contact in one place. It's much more user-friendly with less clicks for our team and is formatted in a logical way that suits the way our customers want to provide the information to us; it's a far better experience for our customers."**



"From a reporting point of view the new systems increase our insight on payment information and customer behaviour, helping to improve our self-service options.

Of course, the other major advantage is that we're fully PCI Compliant having utilised PCI Pal's technology; I am confident that compliance is achieved, and all payments are securely handled without any data entering our network.

We have no worries here and know that transactions are taking place safely, calls are shorter and more efficient all round, and as a business, we haven't lost the personal touch with our customers."

**John Woodward**  
*Head of Service Support at Ecotricity*

### OUR ACCREDITATIONS



### GET IN TOUCH



+44 207 030 3770



info@pcipal.com