PCIpal®

BMJ

WHO IS THE BRITISH MEDICAL JOURNAL?

BMJ the company started out over 180 years ago as a medical journal. Its flagship title was originally called the British Medical Journal, but officially shortened to BMJ in 1988, and then changed to The BMJ in 2014.

Now, as a values-driven company and global brand, the company shares knowledge and expertise to improve healthcare outcomes. It supports all healthcare providers around the world, from individual clinicians to major institutions.

BMJ's expertise extends from publishing and medical education to clinical decision support and events that enhance doctors, nurses and other health professionals' day to day decision-making and healthcare delivery.

THE CHALLENGE

In 2015, BMJ established its contact center in Cardiff, UK. From there, the team are responsible for managing customer queries; enquiries range from directing medical practitioners to a relevant BMJ Masterclasses and webinars to processing BMJ subscriptions or events.

Whilst most customers pay for services via BACs, many prefer to pay for services using company credit cards, over the phone. The team focus on providing the best service with every interaction but also work hard to safeguard customers' data – ensuring an ongoing trust in the company.

BMJ works with NewVoiceMedia, a Vonage company – to manage its contact center systems and software. Andrew Thompson, Business Services Change Manager at BMJ discovered that a proprietary system (used to handle payment card security) was being withdrawn so a new solution was required to make sure transactions would still be handled in the most secure and compliant way.

THE SOLUTION

PCI DSS is the worldwide Payment Card Industry Data Security Standard that helps businesses process card payments securely and reduces card fraud. It achieves this by enforcing tight controls surrounding the storage, transmission and processing of cardholder data that businesses handle. PCI DSS also protects sensitive cardholder data. PCI Pal's cloud-based Agent Assist solution utilizes DTMF (Dual Tone Multi Frequency) masking technology to provide a secure way of handling payments by phone. It integrates with the call flow and at the point of payment, intercepting any tones as they are entered by the customer on their telephone keypad. In doing so, payment data is prevented from reaching the agent or the company's environment, descoping BMJ from the requirements of PCI Compliance.

"It was clear that PCI Pal's solution would give us everything we need, and as a partner with NewVoiceMedia, it could be integrated - so we didn't need to bring in a new third party to manage our compliance needs. It also meant that they can support us in the transition process and work through the technicalities."

Andrew Thompson
Business Services Change Manager

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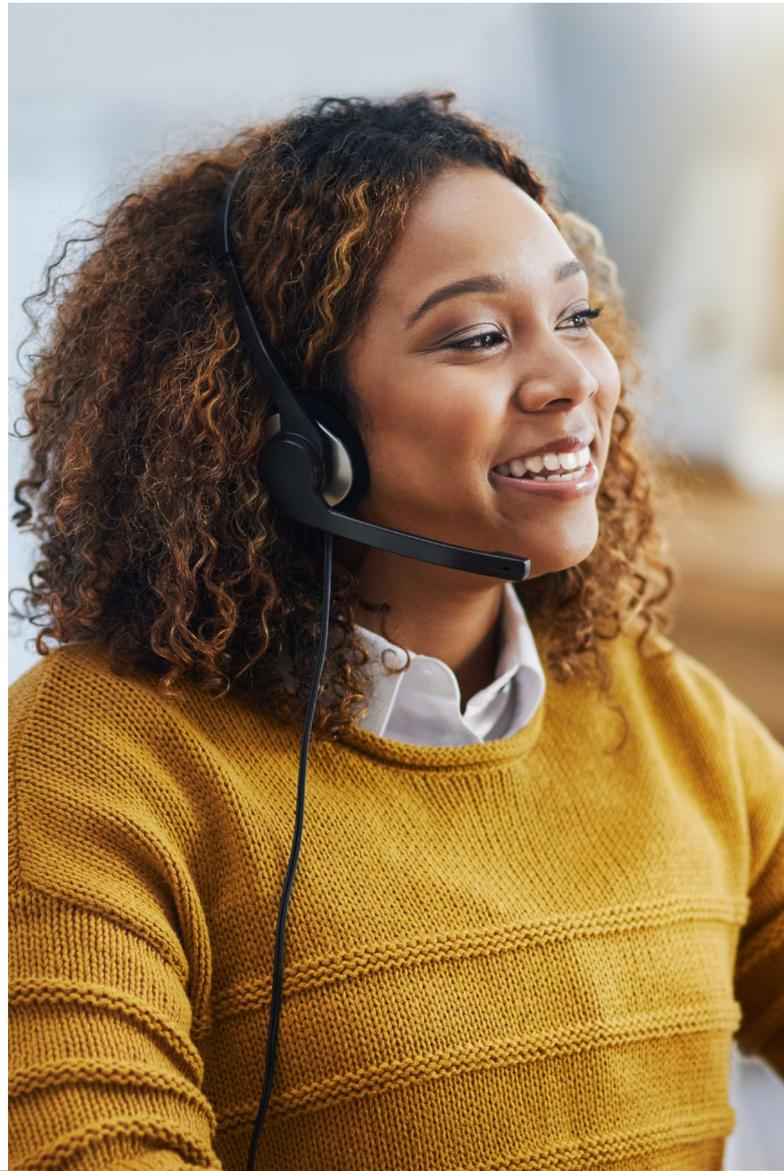
"Safeguarding customer transaction data is an important requirement. When we first started the contact center, we used a secure payment card machine in the office to transact card payments - however it wasn't a seamless process. Our staff would have to physically go to the terminal, type in the payment information and wait for it to connect to WorldPay. It was a very inefficient way of working."

"We moved over to a proprietary system, which removed the need for physical terminals. But in 2018, the system ended so we needed an alternative was needed. That was when NewVoiceMedia introduced us to PCI Pal and it's Agent Assist solution."

Andrew Thompson
Business Services Change Manager

THE RESULTS

After using the Agent Assist solution since May 2019, Andrew reflects on the outcomes:

"Now the system is bedded in, it is much better for our contact center team because our agents are connected throughout the whole process. Our previous systems would transfer customers to a payment line, removing the agent from the call, meaning if there were any problems we wouldn't know until the end, and would have to repeat the process again. Now it is so much quicker. It also integrates with our existing Salesforce platform, so the process hasn't dramatically changed for our team."

"Of course, a major driver was to make sure BMJ remained compliant with the PCI DSS, and this has been achieved. We were already compliant but had to maintain this. The team have been really helpful – Jenny Reveley at PCI Pal hosted weekly meetings with us and personally drove everything forward for us, which was great. Training collateral was provided however it's quite a straight-forward process and I was able to easily support our agents with live demonstrations of Agent Assist and follow up with individual test calls."
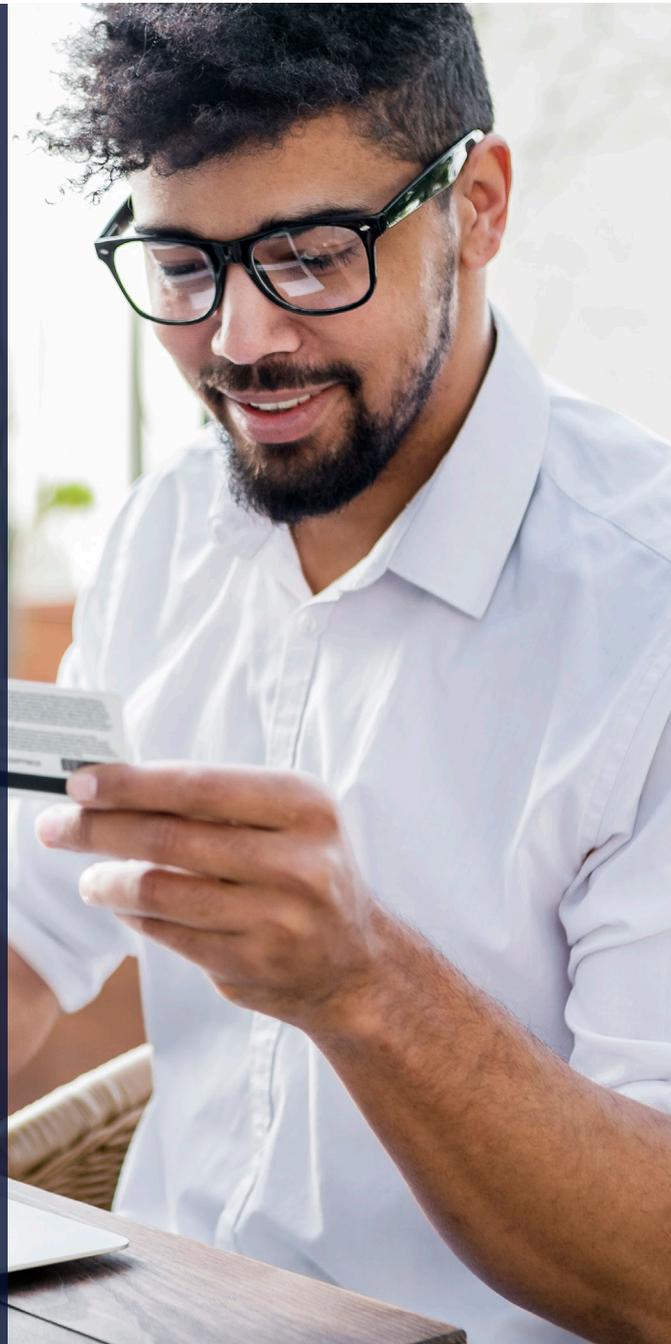
John Woodward
Business Services Change Manager

> The process was so quick - it only took from February to May to transition over to Agent Assist.
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> "We just need to be able to take payments and adhere to the PCI DSS Compliance rules: Agent Assist allows us to do this, plus it gives the added benefit of being able to support customers through the process, meaning the overall experience is far more joined-up. This suits both our customers and our contact center staff."

John Woodward
Business Services Change Manager

OUR ACCREDITATIONS

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