



CASE STUDY



WHO IS iFLY?

iFLY is the leisure company that created modern indoor skydiving. The company started trading in 2005, having created a stable wall-to-wall cushion of air in a flight chamber, which offers a realistic and safe indoor skydiving experience. Today, iFLY has helped over 50,428 people experience the thrill of skydiving from one its 69 locations around the world. This includes three sites in the UK – Basingstoke, Milton Keynes and Manchester – in addition to centres in the US, Canada, Europe and Asia, with more sites to follow as demand continues to grow.



THE COMPLIANCE CHALLENGE

iFLY takes its customer services seriously, in order to provide a consistent quality of service to every customer. The team of eight customer services agents handle upward of 30,000 inbound calls every year, and this number is increasing.

With every call being recorded for training and monitoring purposes, the management was aware that it needed to change the way payment card transactions were being manually handled over the phone to comply with the Payment Card Industry Data Security Standard (PCI DSS).

Explains Alyson Williams, Finance Manager – Group for iFLY: “One of our challenges was to ensure we became PCI DSS compliant. At the time, we were manually capturing and inputting card details to our system, without pausing the call recording, and we knew this had to change.”

“Regulation got us focused: failure to comply would create financial penalties across the entire business, which would be significant.”

“We needed to identify a solution that would enable us to maintain our call recording process yet provide a safe and anonymous way for customers to provide their payment information – and importantly, without impacting the overall customer experience.”



HOW PCI PAL SOLVED IFLY'S PCI ISSUE

iFLY took the decision to identify a partner to manage its call centre payment card security and was recommended to contact the team at PCI Pal for help.

Matthew Lippert, Assistant Manager of iFLY said: "We needed to find a way of continuing to record our calls without the fear that we'd captured sensitive card data. I would complete online certificates to show compliance for our online business, and began to realise that we were no longer compliant because of the call centre. Help was needed and we were recommended by a consultant to contact PCI Pal."

The PCI Pal Agent Assist solution enables call centre agents to securely capture payment card data using DTMF (Dual Tone Multi Frequency), while the agent maintains full conversation with the customer.

Agent Assist integrates with the call flow and, at the point of payment, intercepts the telephone keypad tones as they are entered by the customer. This means the call handler doesn't hear or see the card data, yet the customer and agent can still have a conversation throughout the process but the sensitive card data is prevented from reaching the agent or iFLY's environment.

Continues Alyson: "For us, PCI Pal's Agent Assist was a sensible solution. Not only would it mean we were compliant, but it also integrates with our existing call centre systems and payment providers meaning we didn't have to make dramatic changes to our existing working processes."

"There was no re-engineering of our call handling or system upgrades. Instead, we've been able to integrate Agent Assist and deliver a seamless call flow for both our customers and our call handlers."

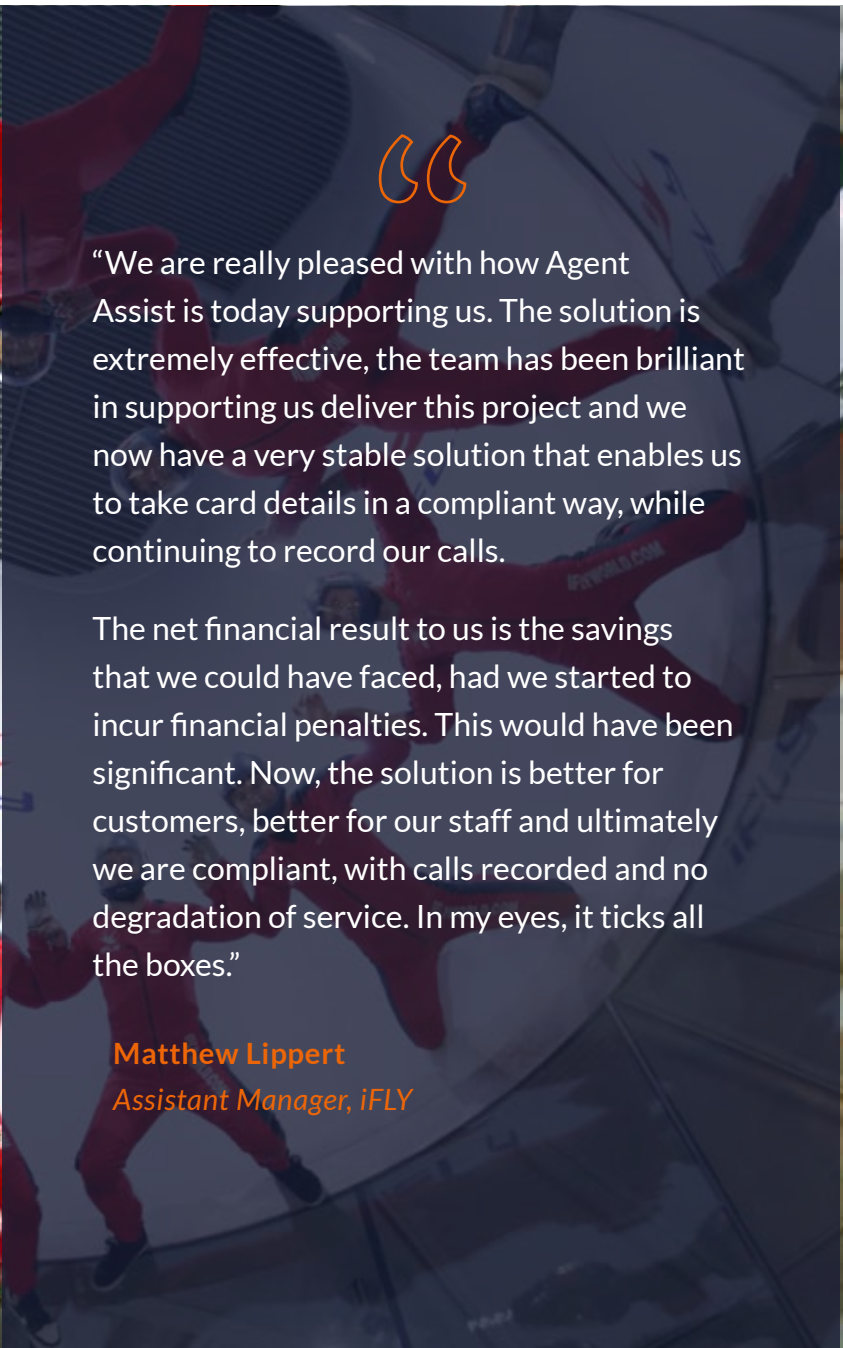
THE RESULTS

When asked to consider the results achieved by implementing PCI Pal's Agent Assist, Alyson is quick to respond: "When completing the annual PCI Self-Assessment Questionnaire, we've gone from being Certificate D, to the highest Certificate A for our PCI compliance. This gives us peace of mind that we are compliant and not living in fear of financial fine implications."

She continues "The Agent Assist platform is easy to implement, easy to use and creates less work for the team. Taking payment card details over the phone has become more efficient and we haven't had to make changes to the way our team operates or make any major adaptations to any of our systems."

Feedback from customers has also been positive, as Matthew adds: "Anecdotally, customers are commenting on inputting their card details on their keypad as a positive step. It's something people are becoming used to doing and with financial security being a priority for consumers, they are happy that we can demonstrate just how secure our systems are."





“We are really pleased with how Agent Assist is today supporting us. The solution is extremely effective, the team has been brilliant in supporting us deliver this project and we now have a very stable solution that enables us to take card details in a compliant way, while continuing to record our calls.

The net financial result to us is the savings that we could have faced, had we started to incur financial penalties. This would have been significant. Now, the solution is better for customers, better for our staff and ultimately we are compliant, with calls recorded and no degradation of service. In my eyes, it ticks all the boxes.”

Matthew Lippert
Assistant Manager, iFLY

OUR ACCREDITATIONS



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