



CASE STUDY

Leading Mobile Telephone Operator

A leading mobile telephone operator eliminates cardholder data from UK call centre and achieves full PCI-DSS compliance with Aeriandi.

SITUATION.

PCI-DSS CONUNDRUM AT ITS UK CALL CENTRE

This leading mobile communication provider manages a large UK call centre, assisting customers with everything from bill enquiries to mobile phone top-ups.

At peak times, the call centre can handle as many as 4,200 concurrent calls and process up to 60 transactions a second. In addition to its telephone agents, the centre also uses an Interactive Voice Response (IVR) system for customers that do not require live agent assistance.

They were also using pause/resume technology at the call centre to meet Payment Card Industry Data Security Standard (PCI-DSS) requirements. The goal of pause/ resume technology is to prevent account data being recorded by temporarily halting call recording when customer account data is spoken, and then resuming the recording when payment is complete. This relies on the agent to pause and restart the recording at exactly the right time and there are several challenges with this approach. If the agent forgets to pause the recording at the right time it can result in the unintended capture of sensitive data.

If the agent forgets to restart the recording after the transaction, this can result in the unintended loss of valuable data. Constant monitoring and verification is needed to ensure the process is being followed for every transaction and the degree of oversight and supervision required is significant.

In recent months Qualified Security Assessors (QSA) have started to question the effectiveness of pause/ resume technology in complying with PCI-DSS. Aeriandi's customer knew this method was likely inadequate over the long-term and as such, a more robust approach to PCI-DSS was required. However, with customer service being so important, they wanted to ensure any new PCI-DSS solution did not negatively impact on the customer journey or affect call centre agents' ability to solve customer queries quickly, in a single call.

They decided that tackling PCI-DSS compliance in-house was not the preferred approach. As a tier-one merchant processing more than 6 million card transactions a year, the ongoing infrastructure and personnel requirements of a fully robust internal solution would not only be too time intensive, but also cost prohibitive. As such, it focussed on identifying a suitable third party PCI-DSS expert to partner with in order to achieve its compliance goals.

SOLUTION. WORKING WITH AERIANDI TO ACHIEVE A COMPLIANCE SOLUTION

Following vast research and a competitive pitch process, Aeriandi was chosen as it's PCI-DSS partner of choice.

After initial consultations, Aeriandi provided detailed high-level and low-level design plans, working closely with key groups inside the business to identify any perceived implementation issues and deliver the ideal solution for the company's needs.

The final implementation phase was then quickly completed, with agent

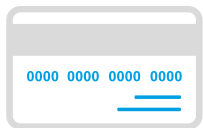
training conducted by Aeriandi's solution experts. Aeriandi's 100% software based solutions require no on-site hardware installation, meaning no down time was required at the call centre. Furthermore, future upgrades to the system can be conducted wirelessly, ensuring full ongoing compliance with minimal disruption to ongoing operations



BENEFITS.

FULL DATA SECURITY AND PEACE OF MIND

With Aeriandi's **Agent Pay** and **IVR Assist** solutions in place, this leading mobile telephone provider has completely removed the CDE from its call centre. With all cardholder data now captured and relayed to the **Payment Service Provider (PSP)** via Aeriandi's secure private cloud, they no longer need to worry about any sensitive data within its own environment and can focus on providing the best customer experience possible.



Agent Pay

With Agent Pay in place, customers' credit card information is securely passed to the PSP via Aeriandi's fully hosted secure platform at the point of payment, meaning call centre agents are not exposed to sensitive cardholder data at any point. Agent Pay's intuitive interface ensures the agent can see the transaction taking place, and stays connected to customers throughout the process, but sensitive data never enters the call centre environment. Instead, the credit card data is sent through Aeriandi's secure PCI DSS compliant platform and available only to the PSP.



IVR Assist

Aeriandi's IVR Assist performs the same function on their automated payment channel, working seamlessly with existing technology to deliver a first-class customer service whilst de-scoping the entire system from PCI-DSS requirements. Furthermore, IVR Assist allows them to remain fully in control of its IVR workflow, meaning the company can modify or amend it at any time without affecting the secure payment process.



Automatic Speech Recognition (ASR)

Aeriandi's unique Automatic Speech Recognition (ASR) technology adds further functionality by allowing customers to complete transactions using their voice to enter payment details rather than the telephone keypad, something no other provider offers. This is particularly beneficial in situations where customers are either unwilling or unable to use their telephone keypad to complete payment.



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The way we communicate continues to change at pace. Tomorrow has never looked so different from today. IPI is here to keep your business in touch with its customers.

With innovation in our DNA, we deploy pioneering solutions to help create the smartest, most efficient Contact Centres in the world. Optimised hubs that offer a more satisfying, more cost-effective customer experience.

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Headquartered in Reading, and with offices in Manchester and Edinburgh, IP Integration is a leading independent contact centre systems integrator. We partner with many leading vendors, including Avaya, Verint, Microsoft and VMware. We also develop in-house bespoke applications that support end-to-end contact centre deployments, from network service provision, through systems design and deployment, to application development and post-implementation service and support.

Our team of experts understands the technical, commercial and organisational challenges contact centres face and offers a wide range of solutions that help organisations overcome them to increase effectiveness, efficiency and customer satisfaction.

Our customers range in size from 30 to 10,000 seats, such is the flexibility and scalability of our solutions, and are split across many vertical markets including finance, insurance, retail and distribution, public sector, transport and travel, and entertainment and leisure. In addition, IP Integration meets BSI standards in Quality Management, Environmental Management and Information Security Management.

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