What achieving PCI Compliance with Amazon Connect looks like

A Case Study from the Travel and Hospitality Industry

SequenceShift

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Discover how Collinson engaged SequenceShift to solve their travel loyalty contact center PCI compliance issues in 2 hours.

CUSTOMER PROFILE:

COLLINSON

The completely family-owned Collinson, was formed in 1985 and employs around 3000 people globally.

Lead solutions architect, omnichannel communications expert, and cloud contact center aficionado Chris Barrow states, "At our heart, we are a travel loyalty and travel benefits organization, operating across many financial markets to build loyalty initiatives, customer benefits, and reward programs for many of the world's leading financial services, airlines, hotels, and retail brands.

400M+ consumers

1500+ clients

35+ years experience

CHALLENGES:

"To ensure smooth and safe interactions of the highest possible quality, it was imperative for Collinson to integrate the highest standards of PCI compliance when they shifted their legacy call centers to the completely cloud-based Amazon Connect."
Chris Barrow, Solution Architect

- The global team of agents are now working from home

- Handling sensitive customer data

- Potentially operating from insecure environments

- Amazon Connect solved the cloud contact center problem **but**

- Still a high level of compliance to remain PCI DSS compliant

SOLUTION:

A Suite of Phone Payment Service PCI Solutions Exclusively for Amazon Connect

RESULTS:

ZERO COST SET UP

PAY-AS-YOU-GO PRICING MODEL

MINIMAL TRAINING REQUIRED FOR AGENTS

PLATFORM AUTOMATICALLY SCALES WITH GROWTH

GLOBAL CALL CENTER CONNECTED TO PAYLINE WITHIN A FEW HOURS

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COLLINSON'S CHALLENGE?

As a business model, Collinson contact centers are predominantly B2B to Consumer; when their agents speak to customers on the phone, they are speaking to their client's customers, collecting sensitive personal and credit card data.

For Barrow, this means there is an even higher obligation to ensure the customers are looked after and that Collinson remains PCI DSS compliant.

Before migration from a legacy call center environment to Amazon Connect, Collinson agents were not able to offer anything beyond a basic customer service and were required to be in a physical office space, costing the business money and leaving opportunities for exceptional delivery on the table. In addition, when Collinson's travel industry clients hit their summer peaks, agents struggled to collect the necessary credit card information when experiencing capacity outages, battling finite-related reporting systems and manual intervention between supervisors and team leaders.

Then the cloud based contact center platform was rolled out and Collinson was immediately presented with a number of PCI compliance issues. The global team of agents were now working from home, handling sensitive customer data while operating from insecure environments.

PARTNER SOLUTION

Right at the very beginning of the digital transformation process, Collinson chose to work with SequenceShift as the recommended provider, sitting alongside Amazon Connect and ensuring PCI-DSS standards were maintained.

Since adopting many of the digital transformation products available on the AWS Marketplace, Collinson have yet to run into capacity issues or experience delays when collecting credit card information, reporting a noticeable increase in customer satisfaction and retention.
SequenceShift services, on average, reduce the total cost of ownership for PCI compliance in the contact center down to 25% when compared to the implementation and on-going management of a build-your-own solution.

"We have an obligation to all our clients (including the world's best-known credit card brands); they are financial service organizations, therefore, we have a contractual obligation to protect their card data and so cannot take PCI-DSS too lightly."

"Sequenceshift helps us stay compliant with the letter of the law but also, with our client contracts."

CHRIS BARROW
SOLUTION ARCHITECT AT COLLINSON

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"Many Collinson clients have seasonal businesses: travel insurance peaks in summer in the UK and with Amazon Connect and SequenceShift services, they don't have to worry about managing the peak capacity or server availability, because the cloud application will auto scale - one less thing for our technical team to worry about!

"From early 2022 to today, we have had zero outages or zero problems with the platform. We love belonging to the community of Amazon Connect users and their partners, and we speak a lot about Payline from SequenceShift to those users."

Previously unaware of the SequenceShift's Payline solution, Collinson have fast become one of their biggest advocates, selecting the product and Amazon Connect itself on the basis that it is cloud native, allows agents to work from home and also takes the Collinson's customer experience initiative to the next level.

RESULTS AND BENEFITS

The Collinson finance team were particularly happy because of the zero cost setup and predictable pay-as-you-go per-transaction charging model offered by Payline.

"Operationally, the integration was very, very easy, agents took to it right away which pleased the learning and development team and the technical teams in the back office, responsible for keeping the system up and running 24/7/365, now have nothing to worry about as all scaling and sizing of the platform happens automatically.

"As the architect for this digital transformation, when I first began to understand the scope of the Amazon Connect call center solution and was told about Payline by SequenceShift for the PCI component, I experienced one of those moments from a movie; it was as though there was a glowing aura around the screen, the answer to all our problems was right there and setting it up is a piece of cake! You go into the AWS Marketplace, agree to terms and conditions, complete a bit of admin and in no more than a few hours we have connected our global call center to Payline." - Barrow

"There was one more solution under consideration and SequenceShift seemed like it would be easier to implement and was more cost-effective than the other solution. SequenceShift was also recommended by AWS and was sold in the AWS Marketplace."

CHRIS BARROW

PAY-AS-YOU-GO

SAME DAY ZERO COST SET UP

aws Available in AWS Marketplace

A TICK FOR COMPLIANCE WITH THE QSA ASSESSOR IS AUTOMATIC WITH PAYLINE

When it comes to making sure the company stays PCI-DSS Compliant, Collinson tell their QSA assessor that they use Payline from SequenceShift; the assessor knows that this solution carries its own certification and if you can show a certificate from third party organization, then you get the big tick for compliance and all the hard work is taken out.

"PCI-DSS is a very complex and not very sexy area to talk about, having all the pain of it taken away under a PAYG pricing model has been very valuable to us. Working with SequenceShift has removed so much complexity from our business, their Payline product really is an amazing solution and the customization offered is second to none.

For us at Collinson, SequenceShift has stopped being a supplier and started being a partner that we would not hesitate to recommend to anyone using Amazon Connect."

**HEAR FROM THE CUSTOMER FIRST HAND
SCAN THE QR CODE OR CLICK THIS LINK**

"I worked with a customer to implement secure payments via IVR and integrating with SequenceShift was a breeze. The availability of test servers, excellent document and communication with the team meant we really did have something running in days."

**JOSH PASSENGER
SPECIALIST SOLUTION ARCHITECT
AMAZON CONNECT AT
AMAZON WEB SERVICES**

SequenceShift

SequenceShift is a rebel in the PCI compliance space, delivering a suite of phone payment service solutions exclusively for Amazon Connect that tick all the regulatory boxes for credit card payments processed over the phone. Responsible for the new era of PCI Compliance for Amazon Connect customers, SequenceShift provides a secure, pay as you go, cloud based service solution that allows businesses to outsource their phone payment compliance without the cost, commitment and complexity of previous generation systems.

In a market traditionally weighed down by long term contracts, huge set up & ongoing costs and complex physical hardware, SequenceShift provides a young, fresh and innovative suite of online tools that support Amazon Connect users undergoing digital transformation.

SequenceShift is a proud technology partner of   **aws** **Available in AWS Marketplace**

aws Qualified Software   **aws** PARTNER Amazon Connect Ready   **aws** PARTNER Travel & Hospitality Software