

Global Touring - Amazon Connect and the Secure Contact Centre



A Case Study from the Travel and Hospitality Industry

Global Touring with brands including Topdeck Travel, Back-Roads Touring and Blue-Roads Touring (USA) are part of the Flight Centre family.

CUSTOMER PROFILE:



Topdeck Travel is a tour operator providing trips for people aged 18 to 39 throughout Europe, North America, Africa, Egypt and the Middle East, Australia, New Zealand, and Asia. Topdeck offers 330 different tours in 65 countries. Adventures supercharged by Trip Leaders who lead, who inspire and 100% have your back.

Back-Roads Touring is a unique small group touring concept offering leisurely regional and tailor-made tours throughout the UK and Europe. Back-Roads focuses on off-the-beaten track tours taking regional roads to allow travellers to experience small villages, country lanes and local restaurants as well as must-see iconic attractions and cities at their destination.

CHALLENGES:






Global Touring required a cloud contact centre to handle interactions from its three brands while at the same time be able to securely take credit card payments over the phone. They needed a solution that was not tied to on-premise hardware and trunks. Agents needed to be able to work from anywhere.

- 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 Virtual Engagement Centre that integrates seamlessly to PCI-DSS secure credit card payment solutions.

RESULTS:

-  **ENHANCED CUSTOMER EXPERIENCE WITH REDUCED AVERAGE SPEED OF ANSWER BY 30%**
-  **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**

PARTNER SOLUTION

Global Touring were looking for a new cloud solution that was intuitive for agents and enabled PCI-DSS compliance. Agents also needed the ability to choose the Merchant ID and the payment currency in a single interface. Amazon Connect's contact control panel (CCP) is fully customisable. VoiceFoundry were able to integrate SequenceShift's Payline into the CCP as well as provide the agent with controls to select the Merchant ID and currency.

The solution integrated with Global Touring's bank payment gateway which meant customers received receipt details immediately. The result is Global Touring customers can now input their credit card details on their handheld device without being displayed or heard by the contact centre staff. It has the added benefits of descopeing the contact centre for PCI-DSS compliance audits while providing excellent customer support.

THE VIRTUAL ENGAGEMENT CENTRE

Global Touring partnered with VoiceFoundry as well as cloud software vendors Amazon Web Services (AWS) and SequenceShift to implement state-of-the-art contact centre technology, Amazon Connect, integrated to Sequen's PCI-DSS secure credit card payment solution.

Amazon Connect is 100% cloud based with no hardware required. Connect also comes with carriage meaning there is no requirement for trunks or gateways on site. It allows agents to work from anywhere; the office, home or remotely. All an agent needs is a computer and an internet connection. This was critical for Global Touring who had to move office locations two weeks after they migrated to Amazon Connect. The relocation was seamless with agents simply logging in the next morning at the new location and immediately able to interact with customers.

"The AWS Cognitive CX suite allows us to integrate to applications like SequenceShift in a matter of days. It means smaller contact centres can get the benefit of the Amazon Connect features and be PCI-DSS compliant; in the past this was only achievable for large scale centres with sizeable budgets."

LUKE MCNAMARA
COUNTRY MANAGER ANZ,
VOICEFOUNDRY

"The flexibility, scalability and ability to have agents work from anywhere is what made Amazon Connect shine in comparison to its competitors"

PRIYA DAVE
GLOBAL IT & PROJECT
LEADER, GLOBAL TOURING

RESULTS AND BENEFITS

Global Touring benefitted by implementing a genuine cloud, scalable, flexible and PCI-DSS compliant contact centre. They were also able to enhance their customers' experience by reducing the Average Speed of Answer by 30% with the introduction of Amazon Connect.

AWS's Cognitive CX suite provides a range of services such as contact centre, machine learning and text and speech analytics capabilities. It's an API powered platform with easy integration to other applications and customer data, which enables smart customer experience. As Global Touring expand the capabilities to the UK, they're looking to embrace technology to enhance the experience of their customers.

“As we move to a global telephony platform, we'll be working with VoiceFoundry to innovate our approach and ensure we're giving our customers the best possible experience 24/7”

DINELLE HINTE
IMPLEMENTATION CO-ORDINATOR
AT GLOBAL TOURING



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  Available in AWS Marketplace

