Sonos Achieves Seamless PCI Compliance with SequenceShift

SequenceShift

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A Case Study from the Retail Industry

Discover how Sonos achieved PCI compliance for phone payments by leveraging SequenceShift's fast, self-service, and cost-free Proof of Concept (PoC). The swift integration enabled Sonos to process payments over the phone under tight timelines, enhancing both operational efficiency and customer trust.

CUSTOMER PROFILE:

SONOS

Sonos is a global leader in smart speaker technology, headquartered in Goleta, California. With around 1900 employees, Sonos is committed to delivering high-quality sound systems and exceptional customer service. Operating from multiple locations worldwide, Sonos has established itself as a benchmark in the audio industry, winning numerous awards for innovation and excellence.

CHALLENGES:

Sonos faced significant challenges in processing payments over the phone due to rigorous PCI standards. This limitation impacted their ability to generate sales over the phone and deliver a high-quality customer experience in their global contact centers.

Overview of Challenges Faced by Sonos:

- Tight timeline for implementation before the holiday period

- Need for seamless integration with Service Cloud Voice (SCV) and Amazon Connect

- Inability to process sales over the phone due to rigorous PCI standards.

- Missed opportunities to upsell during calls due to restrictions on phone purchases

SOLUTION:

Faced with a tight timeline, Sonos needed a quickly deployable solution. SequenceShift, promising implementation in less than a month, was the ideal choice. SequenceShift's Payline seamlessly integrated with Service Cloud Voice and Amazon Connect for secure, PCI-compliant phone payment processing.

The ability to quickly build a cost-free PoC simplified the selection process and instilled confidence in the solution's capabilities.

RESULTS:

- **PROOF OF CONCEPT SET UP WITHIN DAYS**

- **TEST, SELECT AND IMPLEMENT WITHIN A MONTH**

- **SELF-SERVICE IMPLEMENTATION**

- **COMPLIANT PHONE PAYMENT HANDLING, GLOBALLY**

- **IMPROVED CUSTOMER EXPERIENCE**

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THE SONOS CHALLENGE

Sonos, known for its innovative approach and exceptional customer service, faced significant challenges in processing phone payments due to rigorous PCI standards. This limitation resulted in missed opportunities to upsell during calls, restricting phone purchases and negatively affecting customer experience.

To capitalize on the growing trend of customers interested in purchasing over the phone and maximize its potential, Sonos needed a solution that could seamlessly integrate with their existing systems, specifically Service Cloud Voice and Amazon Connect.

Finding a solution that could be deployed quickly was paramount. It was crucial for any solution to integrate directly without requiring additional partners for implementation. Operating under a tight timeline, Sonos aimed to complete the implementation before the holiday period.

PARTNER SOLUTION

SequenceShift's Agent Assisted Payline solution emerged as the ideal choice for Sonos due to its swift implementation and seamless integration with Salesforce. The ability to quickly set up a cost-free Proof of Concept (POC) allowed Sonos to address their challenges promptly, simplifying the selection process, and building confidence in the solution's capabilities.

In less than a month, Sonos deployed SequenceShift's PCI-compliant phone payment solution, integrating it smoothly into their systems. Operating entirely within the Amazon Connect & SCV instance, there are no transfers or dial-outs to external networks, eliminating the need for voice trunks or capacity engineering. This design enhances reliability, reduces potential points of failure, ensures superior voice quality, and maintains full control without the risks associated with third-party transfers.

SequenceShift's team provided exceptional support throughout the implementation, ensuring timely assistance within tight deployment timelines. The self-service implementation enabled Sonos to set up the POC within days, test the solution, select it, and implement within a month. Ultimately, the Payline solution empowered Sonos to overcome previous service limitations, enhance customer interactions, and boost sales opportunities.

"We noticed an increasing number of customers showing interest in purchasing over the phone, and we saw numerous opportunities for upselling during those calls. Finding a solution that could be deployed quickly was paramount."

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"We were seeking a solution that could seamlessly integrate into our existing system. Given our use of Service Cloud Voice and Amazon Connect, it was crucial for any solution to directly integrate without requiring additional partners for implementation."

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RESULTS AND BENEFITS

The results were immediate and transformative. Sonos agents can now securely process sales over the phone, enhancing both operational efficiency and customer experience. With SequenceShift, Sonos not only resolved a critical issue but also positioned themselves for continued growth and success.

Since implementing SequenceShift's solution, Sonos has experienced multiple benefits:

PROOF OF CONCEPT SET UP WITHIN DAYS

"The ease with which we could construct the proof of concept really instilled a high level of confidence in SequenceShift. The ease of testing and validation played a significant role in our decision to move forward with the solution."

TEST, SELECT AND IMPLEMENT WITHIN A MONTH

SequenceShift's Payline solution was implemented in less than a month, seamlessly integrating with Sonos' existing Service Cloud Voice and Amazon Connect systems.

SELF-SERVICE IMPLEMENTATION

The straightforward steps outlined in the provided documentation allowed for a swift and efficient setup.

COMPLIANT PHONE PAYMENT HANDLING, GLOBALLY

"We've expanded the implementation globally, and notably, integrated Payline directly into our regular agent-only checkout system, enhancing the overall user experience for a seamless process."

IMPROVED CUSTOMER EXPERIENCE

Amazon Connect and SCV integration ensured that phone payments remained under the agent's control throughout the entire process, minimizing errors and providing a smooth and intuitive process for both agents and customers.

"SequenceShift's unique solution for secure payment processing stood out due to its seamless integration capabilities, user-friendly interface, and robust security features. The solution not only ensured PCI compliance but also significantly improved our operational efficiency."

"The process felt very intuitive and straightforward, minimizing the chance of errors and providing a smooth and natural experience. The implementation of the PCI solution in our call center is a significant step forward in our digitization transformation plans."

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FUTURE PLANS

At present, Sonos Sales agents are utilizing the solution, and there are plans to initiate a small pilot program with the Technical Support teams to explore opportunities for upselling. The implementation of the PCI solution in the call center is a significant step forward in Sonos' digitization transformation plans. By securely handling payment card information, they not only ensure compliance with industry regulations but also enhance the overall security of customer data.

This initiative streamlines payment processes, reduces manual errors, and enhances the customer experience. Additionally, it aligns with the broader goal of modernizing operations and leveraging technology to improve efficiency and security across all aspects of the business.

CONCLUSION

Sonos' partnership with SequenceShift achieved PCI compliance for phone payments. The swift, self-service implementation, seamless integration with Amazon Connect and Service Cloud Voice, and effective POC validation enabled rapid deployment. This solution improved customer experience, increased sales, and ensured security and compliance.

"SequenceShift's transparency regarding future timelines and plans has also been greatly appreciated. Overall, the collaboration has been exceptional, and we're excited to continue working together.".

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SequenceShift specializes in PCI compliance, offering phone payment solutions designed exclusively for Amazon Connect users. As an ISV and Amazon Connect Ready partner, we help businesses efficiently meet Payment Card Industry Data Security Standard (PCI DSS) requirements by outsourcing card data handling, significantly reducing PCI exposure.

Our pay-as-you-go, cloud-based service is designed to simplify payment security for contact centers, eliminating the need for long-term contracts and high setup costs. Available globally through AWS Marketplace, SequenceShift provides a flexible, efficient, and secure payment processing solution, allowing businesses to adapt quickly without the complexities of traditional systems.

SequenceShift is a proud technology partner of AWS