

How PCI Compliance supports a robust subscription-based revenue model



A Case Study from the Media and Entertainment Industry



Discover how The Globe and Mail engaged SequenceShift to support their existing payment structure with PCI compliance for Amazon Connect.

CUSTOMER PROFILE:



The Globe and Mail delivers superior experiences for their more than 6 million readers via their contact center using Amazon Connect, this includes making sure customer payments are PCI compliant and interactions are safe and seamless.

Offering pay-as-you-go pricing, zero set up fees, immediate activation and maximum customer satisfaction, Payline by SequenceShift supports The Globe and Mail call centers to process their bread and butter newspaper and magazine subscriptions without exposing agents or customers to the risk of fraud.

CHALLENGES:




INTEGRATION - The Globe and Mail team were at the tail end of a Salesforce Service Cloud implementation and opted to implement Payline by SequenceShift to address the outstanding PCI requirements.

- Maintain PCI Compliance Standards
- Handle large volumes of sensitive customer data
- Integrate Salesforce dashboard with Amazon Connect and PCI compliance software
- Provide seamless customer experiences throughout digital transformation

SOLUTION:

PAYLINE - After a cost-free Proof of Concept was undertaken, they went straight into Development, Testing and the Production with step by step assistance from the SequenceShift team.

RESULTS:

-  **ZERO COST SET UP**
-  **PAY-AS-YOU-GO PRICING MODEL**
-  **SUCCESSFUL INTERGRATION BETWEEN PAYLINE, AMAZON CONNECT AND SALESFORCE**

ABOUT THE CUSTOMER

Owned by Woodbridge, the investment arm of the Thomson family, The Globe and Mail was founded in 1844 and is Canada's foremost news media company, considered by many Canadians to be part of their national fabric.

Covering events that change their nation as well as the day-to-day happenings that continue to shape the country, The Globe leads the national discussion through its award-winning coverage of news, politics, business, investing and lifestyle topics, across multiple platforms.

The Globe and Mail print and digital formats reach over 6 million readers every week, with the Report on Business magazine reaching over 1.5 million readers every issue in print and digital.

Susan Kelly, Vice President Information Technology at The Globe and Mail states: "The Globe has won more national newspaper awards than any other news organization in Canada, and has been honored with multiple Michener Awards for public-service journalism. Our job is to inspire and inform Canadians through courageous, empathetic, and honest journalism. We aim to be a customer-focused organization by putting the needs of our readers first and operate based on responsible, sustainable business practices, and independent ownership."

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SUSAN KELLY
VICE PRESIDENT
INFORMATION AND
TECHNOLOGY
THE GLOBE AND MAIL

THE GLOBE AND MAIL CHALLENGE

To ensure smooth and safe interactions of the highest possible quality, The Globe and Mail needed to integrate the PCI compliance standards when they integrated their existing Salesforce dashboard with the cloud-based Amazon Connect.

As a business model, The Globe and Mail contact centers are predominantly direct to customer; when their agents speak to customers on the phone, they ensure the customer has an excellent experience and encounter no issues while providing sensitive personal and credit card data to secure their subscription.

REDUCE
RISK

CHALLENGE CONTINUED

One of the industry trends that forced The Globe to search for a better PCI solution was handling plaintext credit card numbers. They had to focus on reducing the business risk associated with having a Customer Care Agent taking full credit card numbers and instead implementing a solution that could ensure all credit card data was entered in a Customer self-service flow and immediately tokenized.

For Susan, this meant finding a product that would reduce the risk associated with accepting credit card payments over the phone and reducing the scope for PCI Compliance.

“We needed a product that allowed the customer to enter sensitive credit card information themselves without having to tell Customer Service Agents their credit card numbers over the phone.”

SUSAN KELLY

PARTNER SOLUTION

Bryan Fox (Customer Care Manager) and Zenalyn Habito (Senior Director - Loyalty, Retention and Customer Care) heard about the product at Dreamforce when they visited the Amazon Connect Booth.

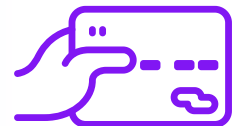
From this interaction, The Globe and Mail chose to work with SequenceShift as the recommended provider, sitting alongside Amazon Connect and ensuring PCI-DSS standards were maintained.

Since the integration of SequenceShift, Amazon Connect and Salesforce, The Globe and Mail customers now have the ability to enter their own credit card numbers that are obfuscated and not visible or discernable via touch-tone or by the call center agents.

From an operational standpoint, while the customer enters their card and CVV, call center agents can enter the cardholder name and have the Payline by SequenceShift webpage pre-populated with the amount to be paid, streamlining the entire process.

SECURE PAYMENTS

STREAMLINED PROTECTION



RESULTS AND BENEFITS

The enhanced PCI status put The Globe and Mail in a position to deploy a remote work strategy for Call Centre staff during the pandemic. This helped provide a safe and secure option for staff to continue supporting their customers.

The reduced risk around handling sensitive credit card information was well received by customers and Call Centre staff. The revised workflow also had minimal impact on productivity (Average Handle Time) while at the same time increasing PCI status. A win-win solution!

For the Globe and Mail, the relationship with SequenceShift evolved from being purely service based to one that they consider to be “the model of an excellent partnership with an external vendor.”



HEAR FROM THE CUSTOMER FIRST HAND
SCAN THE QR CODE OR [CLICK THIS LINK](#)

From a security perspective, another benefit is the ability to use existing single sign-on capabilities that authenticate to Payline, saving time and money. Overall, Payline has fit well into our overall digital transformation plans, it is cloud based, nimble and fit for purpose.”

SUSAN KELLY



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

