

CRC POWERED UP TO PROTECT CUSTOMERS CALLGUARD ON-SITE



INTERACTIVE SERVICES
CASE STUDY

It took only three months for Cooperative Response Center, Inc. (CRC) to implement a solution that protects more than 5.6 million U.S. electric utility consumers from credit card fraud.

CHALLENGE

CRC provides **24/7 contact center** and alarm monitoring services for electric utilities nationwide. Membership comprises over **350 companies in 42 states**, and represents more than **5.6 million customers**.

Many consumers would pay by phone – verbally relaying credit card details to an agent who typed them into the system and dutifully recorded the call. This made it all too possible for agents to intercept customers' sensitive numeric information and risk a data breach that could cost CRC in financial penalties and lost brand equity.

Though already compliant with Payment Card Industry Data Security Standards (PCI DSS), it was imperative that CRC increase voice channel security without compromising this reliable, personalized and uninterrupted customer service appreciated by callers.

Protect payers and preserve the customer experience

- **Accurately gather personal and financial information** from customers
- **Integrate seamlessly** with IT and communications infrastructure
- **Remove sensitive numbers** from agent calls, screens and recordings
- **Go beyond compliance** to prevent fraud from within
- **Enhance customer security** without compromising customer service

SOLUTION

“High-level caller/agent engagement and call recordings have been viewed by our members as valuable cornerstones of CRC’s services, and we believe they will continue to be important in the future,” explained CRC CFO/VP of Administration Paul Thompson. “Our answer was found in CallGuard.”

CallGuard On-Site offered the flexibility to **easily integrate** with CRC’s existing IT infrastructure, eliminate sensitive numerical data from agent conversations and workstations, and preserve the call-handling experience.

Hardware is simply plugged into each agent’s computer and phone, enabling CallGuard technology to remove audible DTMF tones. Simultaneously, CallGuard’s DataShield software masks numbers shown on the agent’s desktop when callers enter their own credit card details using the phone keypad. Numeric **data isn’t seen, heard, transcribed or recorded**; and agents are able to stay on the phone with customers for the duration of each call.

IMPLEMENTATION

CallGuard On-Site was running **enterprise-wide** within just **three months**.

Agents are attentive without worrying about trafficking sensitive numeric data, and callers welcomed the additional security measures. Meanwhile, CRC ensures PCI DSS compliance, fraud mitigation, and greater control over members’ and end-users’ information.



West is the the exclusive North American reseller of CallGuard. Discover what it can do to keep customers engaged and secure.

ABOUT WEST

West delivers communication solutions that help brands create connected customer experiences. We have 30 years of experience strategically improving customer interaction, enhancing productivity and increasing profitability, with clients in healthcare, education, utilities and diverse commercial industries. West Interactive Services solutions include IVR & Self-Service, Proactive Notifications & Mobility, Cloud Contact Center and Professional Services.

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