

# DATA SECURITY TOOLS FOR THE TRADE CALLGUARD HOSTED

west<sup>®</sup>

INTERACTIVE SERVICES  
CASE STUDY

A leading multi-channel retailer of over 23,000 product lines can now securely mitigate the risk of data fraud for roughly 2 million paying customers.

## CHALLENGE

The United Kingdom's largest supplier of trade tools, plumbing, electrical, bathrooms and kitchen fixtures needed to ensure the utmost security for **tens of thousands of orders** shipped each week. Compliance with Payment Card Industry Data Security Standards (**PCI DSS**) was an important start, but the multi-channel retailer with more than **30 years** of experience wanted more for its contact center: **absolute fraud protection**, including complete de-scoping of the payment processing environment.

A data breach would incur financial penalties, as well as detrimental customer loyalty and brand reputation costs. The company sought to eradicate that risk by **keeping sensitive data out** of the organization, without disrupting **existing infrastructure**, call quality or shopping experience.

## Keep *data out* and paying customers in

- **Improve personalized service** through local and remote agents
- **Integrate seamlessly** with IT and telecom infrastructure
- **Eliminate sensitive numbers** from your contact center environment
- **Reduce costly data storage, maintenance and management**
- **Go beyond compliance** to prevent agent temptation and fraud
- **Be prepared** to accommodate any future regulations and upgrades
- **Protect your buyers** and your brand


## SOLUTION

CallGuard offered the ideal hosted solution to support **completely secure** phone payments and excellent customer service through on-site and remote-working agents alike.

With **CallGuard Hosted**, agents remain on the call with customers throughout a transaction. Callers enter credit card numbers using their touch-tone phones. Callers enter credit card numbers using their touch-tone phones and the **DTMF tones are intercepted** by the CallGuard technology, which ensures that PCI-compliant call-recording goes **uninterrupted**. Meanwhile, company representatives can only hear monotones and see masked numbers as they provide all necessary assistance; and payment data is safely stored in the cloud.

## RESULTS

Having satisfied a **rigorous implementation schedule**, the company now processes a **high volume of transactions** without depersonalizing customer service by using more obtrusive methods to capture payment information.



West is the the first and only North American reseller of CallGuard. Discover what it can do to keep your customers connected and protected.

**CallGuard Hosted** prevents sensitive numeric data from even entering the call center environment, much less requiring storage or management. Because the **data never resides on company-owned and managed infrastructure**, there is **no chance it can be accessed** from within or outside the organization.

## 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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