



### Customer success story

**Global apparel retailer chooses Eckoh CallGuard Audio Tokenisation to secure its contact centre payments and achieve PCI DSS compliance. With increased customer confidence and reduced risks, the company is well positioned to grow.**



### Secure payments and PCI DSS compliance for global apparel retailer.

**PROFILE:** Industry: Retail

**Employees:** 58,000 **Revenue:** £9.58 billion

#### BUSINESS

Leading US retailer with a growing global market seeking to secure contact centre payments.

#### CHALLENGE

To achieve and maintain PCI DSS compliance and to secure customer payments through their contact centre.

#### SOLUTION

CallGuard Audio Tokenisation.

#### BENEFIT

- 1. PCI DSS compliance
- 2. No sensitive data is exposed to agents or call/screen recordings
- 3. Significant reduction in risk of fraud.

## The background

A leading US-based, global retailer of apparel and footwear, founded in 1899 and head-quartered in Greensboro, North Carolina, moving to Denver in 2019. They have socially and environmentally responsible operations spanning numerous geographies, product categories and distribution channels.

The company's more than 30 brands are organised into four categories: Outdoor, Active, Work and Jeans. And, the company controls 55% of the U.S. backpack market with the Jansport, Eastpak, Timberland and North Face brands. They have eight data centres in North Carolina, Florida, Kansas, Canada, Tennessee, Texas, the UK, & Wisconsin. They operate nine contact centres with 275 agents



## The challenge

Due to the volume of calls that are made to their contact centre that require taking a card payment over the phone, the organisation needed to comply with the Payment Card Industry Data Security Standard (PCI DSS) in order to be able to continue taking these payments for their services.

As a leading retail business, they also wanted to be able to give their customers confidence that they handle their payment card data securely. With customer service being a key element in retaining and attracting customers, the company wanted to ensure that their contact centre agents could stay in touch with the customer throughout the call.

The business was seeking an on-site solution to satisfy their PCI requirements for processing credit card transactions while on the phone with the call centre agents. They wanted to de-scope as much of their environment as possible. They chose us because it is a better solution, less work than maintaining another application and quicker install since they could avoid APIs and lots of coding.

## The solution

Eckoh implemented its patented CallGuard Audio Tokenisation On-site solution that de-scopes the contact centre agent as well as call and screen recordings.

Eckoh was chosen over its nearest competitor due to the simplicity of the CallGuard solution which requires minimal integration with existing systems and so can be easily and quickly deployed. Additional applications can be added easily, and the solution is independent of the Payment Services Provider (PSP) and involved no APIs or vast amounts of coding.

## The value

- Compliance: PCI DSS compliant secure payments and remove a substantial amount of activity from the scope of the PCI DSS audit.
- De-scoped elements: No contact centre agents are exposed to sensitive payment card data and it is not stored in, or transmitted through, the contact centre environment.
- Reduce risk: No sensitive payment card data is exposed to the agents or the call and screen recordings. This significantly reduces the risk of fraud.