



Customer success story

**“We have been working with Eckoh for over 8 years now and we’re extremely happy. As such we’ve decided to use the services to secure payments in new territories, such as Germany, to ensure we secure all our clients’ cardholder data without discriminating territories or new brands that we launch. Eckoh brings a great deal of expertise in the complex area of PCI DSS compliance and network management and as a trusted supplier they were the natural choice for us.”**

Head of Operations



## PCI DSS compliant infrastructure for flexible automated bookings system and secure telephone payments.

**PROFILE:** Industry: Hospitality **Employees:** 34,000 **Revenue:** US\$2.56 billion

### BUSINESS

The UK’s largest hotel chain with 785 hotels offering 72,000 rooms in city centers, suburbs and airports.

### CHALLENGE

To provide an effective way to allow customers to book and cancel rooms wherever they are and to ensure that customer sensitive data is secure and payments comply with PCI DSS.

### SOLUTION

Speech-enabled booking system and patented CallGuard secure payment solution for achieving and maintaining PCI DSS compliance while helping to create a great customer experience.

### BENEFIT

1. PCI DSS compliant 24x7x365
2. No data is available to steal
3. Sensitive data is not exposed
4. Significantly reduced risk of fraud
5. Flexibility to handle peaks and troughs.

## Business

The company are one of the UK's leading hotel chains and have an extensive network internationally. They are widely spread across the UK and have approximately 72,000 rooms. With 99% of their customers booking directly with the company, their Dunstable-based contact center is their frontline in customer experience.

The company has worked with Eckoh for eight years and during that time has regularly renewed the contract to maintain the service across all their brands.

## The challenge

Crucial to this company's UK and Germany growth and customer service plans was the ability to deliver the highest level of PCI DSS compliant infrastructure in which to host a secure payment solution and an effective way to route calls efficiently. A further requirement was that the infrastructure would be flexible to allow them to scale up, or down, to suit the business peaks and trough.

The business has many customers that contact them while on the move, so, having a speech recognition option for payment and booking was considered a key requirement. They were seeking a provider who could deliver a service that would enable customers to book and cancel rooms at any of their hotels throughout the UK.

## The solution

Eckoh provided a fully PCI DSS compliant speech-enabled reservations and cancellations service to the company's hotel brands.

CallGuard Hosted enables customers to provide card payment details to a contact center agent securely over the phone without those details being seen, heard or transferred into the contact center environment or any call recordings.

The automated booking services was implemented first and was followed by the CallGuard solution to secure customer card payments made over the telephone with a contact center agent.

Eckoh's expertise in contact center technology solutions also enabled the company to improve the management of their non-geographic numbers to overcome the complexities of operating and reporting on such a large volume of inbound phone numbers.

## The value

The company can more easily comply with PCI DSS while also reducing the risk of fraud and providing a more reassurance to their customers.

The solution's flexibility enables implementation of a cost-effective solution while they continue to expand the booking and payment services within the contact center.

Customers can now book and cancel rooms from any of their hotels in the UK.