A cloud-based security solution from BT is ensuring that Baxi Heating’s contact centre is operating securely and efficiently.

Keeping customer data secure.

Protecting customer data, especially sensitive data like credit card details, from the rising threat of cybercrime and fraud is incredibly important for any business. Last year alone there were 1.9 million cases of fraud on UK-issued cards.

To ensure that customer credit card details are protected, organisations taking credit card payments need to comply with the Payment Card Industry Data Security Standard (PCI DSS).

Baxi Heating supply heating and hot water solutions to both commercial and domestic customers. They needed a solution that would allow them to meet PCI DSS without negatively affecting their outstanding customer care.

“We believe that just focusing on data security alone isn’t enough, the customer experience must also feel simple and safe,” says Terry Wilcox, IT Manager, Baxi Heating.

As they had a close working relationship with BT, Baxi Heating were confident that they could work with them to find a suitable solution. Working collaboratively, an effective secure contact system was delivered.

Customers immediately feel it’s more trustworthy and secure, as well as making for a more efficient payment process.

Terry Wilcox,
IT Manager, Baxi Heating.
Case study – BT Cloud Contact PCI.

The catalyst for change.

Without an external solution, securing their contact centre to meet PCI DSS whilst maintaining an efficient customer journey would be a massive task for Baxi Heating. It would restrict the number of call centre agents who could be authorised to take card payments. With less agents, the number of calls the company could handle would be limited, meaning increased waiting times and frustrated customers.

Baxi Heating needed a compliant system that would allow them to handle customer card payments quickly and easily, freeing up time for their agents to take more calls.

A faster, and more secure, customer journey.

With BT Cloud Contact PCI, when a customer calls and chooses to pay by card the agent places the call into SecureMode and all details are sent to the cloud-based payment system, effectively bypassing the contact centre. As no sensitive details are shared between the customer and agent, there are fewer restrictions in place at the contact centre. This means more agents can be available to take payments, so that more calls can be handled, providing a faster response to customers.

With no need for calls to be transferred at any stage of the customer journey, the process is far more efficient. The customer enters the details on their keypad, avoiding misheard numbers delaying the process. Numbers entered by the customer are verified there and then to make sure they’re correct and as agents don’t deal with any card details, the risk of fraud is reduced.

"Customers immediately feel it’s more trustworthy and secure, as well as making for a more efficient payment process," says Terry Wilcox.

A future-proof solution for a forward thinking organisation.

"With BT’s experience in security and innovation, we were well placed to deliver a future-proof solution that meant Baxi Heating not only met industry regulations, but that they did so whilst still being able to provide outstanding customer service," says Nasreen Khan, BT Account Manager, “Baxi are always looking to innovate, including around the areas of the Internet of Things and smart boilers, and we want to continue to support them.”

Should Baxi Heating decide to expand their call centre capacity in the future, the cloud-based contact centre solution is easily scalable, so they can continue to meet the security standards in place without the need for an expensive new solution.