Transforming the Contact Centre for Enhanced Competitive Advantage

iGO4 strengthens its proposition for affinity partners and unleashes a new era of secure teleworking

Background:
iGO4 is an online car, van and home insurance broker that employs 350 contact centre agents at its offices in Peterborough, Colchester and South Africa.

The Challenge:
Operating in a highly regulated industry, iGO4 records and stores all calls to its contact centres for future reference in the event of a complaint or to investigate non-disclosure on the part of the insured. To maintain confidentiality during payment transactions, agents utilised a manual stop-start recording procedure. They needed to find a better way to make the agent desktop PCI compliant – eliminating any risk that the agents, or call recordings, are exposed to sensitive card payment data.

STL

iGO4
Intelligent Insurance
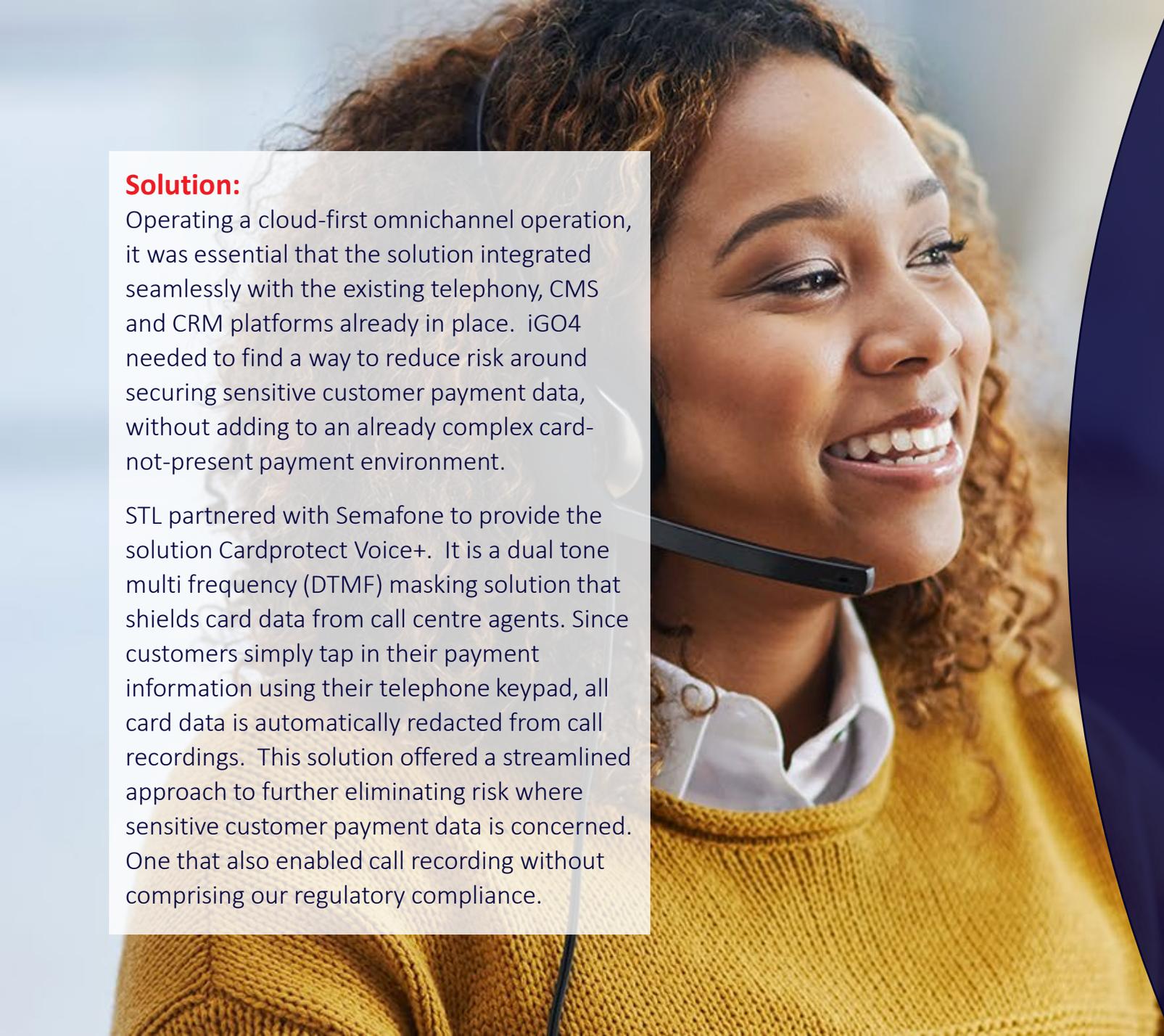
Solution:

Operating a cloud-first omnichannel operation, it was essential that the solution integrated seamlessly with the existing telephony, CMS and CRM platforms already in place. iGO4 needed to find a way to reduce risk around securing sensitive customer payment data, without adding to an already complex card-not-present payment environment.

STL partnered with Semafone to provide the solution Cardprotect Voice+. It is a dual tone multi frequency (DTMF) masking solution that shields card data from call centre agents. Since customers simply tap in their payment information using their telephone keypad, all card data is automatically redacted from call recordings. This solution offered a streamlined approach to further eliminating risk where sensitive customer payment data is concerned. One that also enabled call recording without comprising our regulatory compliance.

"We now have a telephone payments scenario in place that protects everyone – callers, agents, us and our affinity partners. Whether they're in our contact centre or working from home, our systems and our agents are completely shielded from any payment data. There's no need to worry about routing calls to remote agents – or offshoring our operations."

Chris Gray, Senior IT Manager, iGO4.