Case study

Transcom maintains PCI compliance and boosts customer experience

Customer experience specialists apply HP Qfiniti to improve quality monitoring and meet stringent compliance quotas

Industry
Business process outsourcing

Objective
Increase its place as market leading customer experience specialists and adhere to stringent PCI compliance requirements

Approach
Worked closely with HP WFO Software to determine the most suitable HP Qfiniti modules to tailor to the needs of the business

IT matters
- Integrates easily with existing IT systems
- Provides intelligent recording for both voice and screen capture
- Enables contact center agent evaluation and performance analysis

Business matters
- Helps to maintain and control PCI compliance rating
- Reduces overall average handle time by 8 percent

Transcom

"HP Qfiniti has directly contributed to a measurable 10 percent increase in quality year-on-year."

– Steven Halfpenny, head of global IT delivery, Transcom

Quality over quantity
Global customer experience specialists, Transcom, handles more than 1.5 million calls per day and records more than one million minutes of calls per month. It needed a powerful tool for both quality monitoring and compliance recording. With HP Qfiniti, Transcom has seen a measurable 10 percent increase in quality year-on-year, with increased agent proficiency and boosted productivity.

10 percent increase in quality, year-on-year

Challenge

Customer experience specialists

It is often the case that large companies, particularly those in the financial services sector, may require an external team to handle the customer service side of its business. Award-winning customer experience specialists, Transcom, with its positioning as a leading global business process outsourcing companies, is more than capable of taking on such a demanding role.

Steven Halfpenny, head of global IT delivery at Transcom, explains: "Transcom is a global customer experience specialist. We provide customer care, sales, technical support and collections services through our extensive network of contact centers and work-at-home agents."

Transcom handles over 1.5 million calls per day for its customers, and management of sensitive information is at the heart of what it does. Regulatory compliance is therefore strictly adhered to, and HP Qfiniti was chosen to assist in the handling of sensitive payment card and personal information to ensure that the company's reputation for excellence is maintained.

"HP Qfiniti is currently rolled out to 10,000 of our contact center agent seats, recording more than 1 million minutes of calls per month," says Halfpenny.

Quality control

You can be sure that market-leading, global brands would not rely on Transcom to handle customer calls if the quality of these interactions wasn't up to standard. HP Qfiniti contributes to Transcom's quality assurance by recording customer calls, masking all sensitive payment data from the recordings, and by assisting agents to navigate through an easy-to-use system so that call handling time is kept to a minimum.

"We need to make sure our agents conduct themselves properly on a call, not only as a representative of Transcom, but also as a representative of our customers. When we have credit card enquiries, we have to be compliant and certified under PCI regulations," says Halfpenny.

Partners

Transcom and HP WFO Software have been working together for the last nine years, with HP Qfiniti safeguarding business processes this entire time. When it was determined that the incumbent solution needed updating, HP proved the value of the partnership by helping Transcom implement a robust, flexible and, most importantly, future-proof solution.

Understandably, Transcom relied on a trusted partner who not only understood the customer experience industry but who was capable of implementing a highly customizable, robust and flexible solution to help them maintain and improve quality throughout.

Halfpenny reveals: "One thing we have found with working with HP is that it is always there to help us. It has a great understanding of the needs of the customer service industry, and we are in a stronger position because of the relationship we have with HP."

Solution

Tailored to the need
When Transcom decided to upgrade its incumbent solution, HP Qfiniti was the offering which really stood out to it because the most suitable modules from the integrated HP Qfiniti suite could be tailored to the specific needs of the business.

"HP WFO Software has been a partner of Transcom with the Qfiniti product since 2006 for both quality monitoring and compliance recording. The product was chosen as a powerful tool with recording, search and playback options to increase agent proficiency and boost productivity, delivering against a low total cost of ownership," says Halfpenny.

HP Qfiniti Observe
HP Qfiniti 10 has advanced call recording tools which enable vital flexibility and added intelligence for workflow management. The HP Qfiniti Observe module offers full-time interaction recording for any enterprise that has compliance or liability recording needs.

This is particularly handy for Transcom and its customers, where PCI compliance is vital. Observe provides Transcom with high levels of control for email, IM, chat and audio recordings, ensuring these interactions are managed within regulatory and corporate policies.

Halfpenny explains: "We can do a percentage based recording for quality monitoring, blanket recording for compliancy or we may be making outbound calls for a credit card company and are legally bound to record all calls and store them in an encrypted manner. The HP Qfiniti Observe module allows us to do that."

HP Qfiniti ICE
The threat of fraud is easily deterred through the use of HP Qfiniti. With the HP Qfiniti ICE module, pre-set triggers can identify sensitive data within interactions and automatically redact this information from the recording. This contributes towards full compliance with the PCI Data Security Standard.

"The agent will be carrying out an interaction with a customer, when credit card information starts to be inputted, and the system starts to mask the recording and blanks out the personal credit card information, ensuring that this information isn't recorded or stored," says Halfpenny.

Customer solution at a glance

Software
- HP Qfiniti Observe
- HP Qfiniti ICE

About HP Software
HP Software empowers organizations to understand and engage audiences, reach new customer segments, and deliver dynamic and personal experiences across every channel, including print, web, contact centers, and augmented reality. With a portfolio of industry-leading products, including HP Exstream, HP TeamSite, HP Qfiniti, HP Optimost, and HP Aurasma, marketers can increase revenue, conversion rates, and customer loyalty using the diverse and growing volume of information that powers today's world.

Benefits

Fraud protection and compliance
HP Qfiniti has had a direct impact in two areas of great importance to Transcom - PCI compliance and fraud protection. "HP Qfiniti has directly contributed to a measurable 10 percent increase in quality year-on-year," says Halfpenny. "In terms of fraud, deploying HP Qfiniti within Transcom has proven to be a useful deterrent," he adds.

Achieving profitability
Every minute of every day, Transcom operates on the understanding that satisfied customers are the lifeblood of any business. Transcom's own lifeblood depends on the ability to deliver outstanding experiences on behalf of their own customers. HP Qfiniti contributes by helping to empower a high number of Transcom's 30,000 customer experience specialists, across 54 contact centers in 23 countries—a clear example of the solution's superior scalability in large, distributed contact center environments.

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In these ways, HP Qfiniti enables Transcom to focus on what it does best. Halfpenny and his team have the assurance that together, they can deliver on what their customers demand—strict adherence to PCI compliance and the highest-possible quality of customer interactions— so that the company can profit from the effort.

An evolving industry
Clearly Transcom and HP WFO Software have built the type of solid partnership required to meet the needs of ever more demanding customers. The robustness and flexibility of HP Qfiniti is one key element that will enable Transcom to evolve with the highly competitive customer service industry, as Halfpenny explains: "More and more people will move away from old forms of communication to smart phones, smart devices….smart everything. The latest Gartner reports suggest 75 percent of first contact at call centers is done through voice, 25 percent through other forms of media. Within the next five years Gartner predicts this will turn on its head, so obviously we need to adapt our lines. He adds: "I think HP Qfiniti will form a very key strategic piece for Transcom, with its recording capabilities at capturing not only voice, but screen as well."

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