AXA redefining / standards

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secure voice transactions

Adam Phones and Semafone deploy Payment Technology Solution into AXA

We collaborated with Semafone to deliver a fully PCI compliant payment solution for AXA, in conjunction with the company's existing telephone system.

Challenge

AXA needed to enhance payment card security and de-scope its contact centres from Payment Card Industry Data Security Standard (PCI DSS) regulations – all while ensuring the business continued to operate within PCI and FCA regulations. But with over 2,000 agents spread over the UK, achieving full PCI compliance posed a significant challenge.

> " I'm happy that we have a compliant solution and that our customers can feel confident about the security of their payment information. We have worked with Adam Phones for a number of years – they understand our business, so the implementation was something I knew would be handled professionally. "
>
> **Matt Potashnick, IT Director**

Adam Phones
Intelligent Integrated Communications

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Solution

We worked with Semafone to successfully migrate AXA's 4,000 telephone numbers and 2,000 agents from one SIP endpoint to the Semafone hosted solution. Additionally, we planned and executed the implementation out of hours to ensure that AXA's business was operating within PCI regulations.

Using the solution, AXA was able to enhance the security for all of its customers making card payments over the phone - while freeing up call centre agents to perform 'wrap up' tasks during the call and improve customer service. The card numbers are transmitted directly to the bank; they aren't spoken aloud and individual key tones are masked by the software - so throughout the transaction the agent can neither hear nor see the information.

By automatically removing this sensitive data from the contact centre, AXA successfully achieved PCI DSS compliance at a significantly reduced cost.

Result

With an existing telephony environment already deployed using our SIP solution - combined with Semafone's secure voice payment software - AXA's customers can privately input sensitive card details into their telephone keypads, without any risk of this information entering the contact centre's infrastructure.

Our project team carefully planned and implemented the migration of 4,000 telephone numbers and 2,000 agents, executing the deployment out of hours to ensure the business was operating within PCI regulations to a new, scalable, fully PCI DSS compliant solution.

To find out more about our highly resilient mobile solutions contact us on 0800 123000.

Adam Phones
Intelligent Integrated Communications