



Case Study: Veritape Call Control effortlessly eliminates sensitive data from telephone calls

1. Background

Veritape's client is a globally trusted brand and one of the world's largest automotive manufacturers. Its UK credit division is regulated by the FSA as a bank. All customer calls are recorded using Veritape.

Within the credit division, contact centre agents take calls from car dealers and car owners to discuss a credit application for financing a new car purchase. If a customer defaults on loan repayments, outbound debt collection phone calls form a crucial part of the chasing and recovery process.

Customers can pay their regular loan repayments over the phone, by credit card. When this is the case, agents use the Royal Bank of Scotland's WorldPay payments system to authorise transactions. One of Europe's largest payment service providers, RBS WorldPay handles approximately 50% of all payments made in the UK every day.

2. The Challenge

With all phone calls being recorded, Veritape's client wanted to ensure that they continued to comply with the PCI DSS regulations. These standards govern the security processes companies must follow, to take credit card payments. Part of the PCI DSS guidelines state that some sensitive security data, such as the 3-digit code on the reverse of credit cards, cannot be stored in any format, including audio.

With the tightening PCI DSS regulation, Veritape's client wanted to eliminate sensitive credit card authentication data from telephone call recordings.

3. The Solution

Veritape proposed the addition of Call Control to the underlying Veritape recording system already in place. It would be configured to operate automatically with the RBS WorldPay website, with no interaction from RBS or from Veritape's client. Veritape would roll out Call Control, and calls would be automatically 'bleeped' whenever sensitive data was being discussed with a customer.

4. Implementation

Veritape designed and tested an initial interface for Call Control running in conjunction with the RBS WorldPay website. Veritape used its ScreenScout technology to send triggers to the Call Control software, based on on-screen data and agent actions. Following in-house testing, this was delivered to the client.

The client completed their own testing processes on one workstation and then deployed site-wide (using Veritape's existing automated deployment tools already on site). If they hadn't been informed, agents would not have been aware that any changes were made to the Veritape recording processes.

5. Outcome

Veritape's Call Control has given this major automotive company the ability to maintain compliance with PCI DSS. Call recordings contain no sensitive card data. There was no change in agent behaviour, and no training required. No interaction with any client or RBS WorldPay applications or websites was required.

The solution is truly independent of any tool used on the client's site.

Case Study continued

6. Video demonstration

To watch a video of this implementation, Please [click here](#) or visit www.veritape.com and search for “pci dss demo”.

7. Client comments

A senior team member at Veritape's client commented *"Following the implementation, we had a major security audit. The Veritape system [to eliminate sensitive data] passed all the compliance processes with flying colours. The launch was smooth, and now the system just sits there with no-one really conscious of it. Our staff didn't need any training, because the way they work hasn't changed at all."*

In addition, the client's Lead Solution Architect said *"Veritape really is 'fit and forget'. It is the best-value software we have bought in the past 5 years, and it has exceeded our expectations."*

8. Summary

Veritape Call Control represents a robust, simple and flexible method for controlling call recordings. It is particularly relevant in environments where quick solutions are required, and where no ability or desire exists to modify web pages or applications in use in the contact centre environment. It is very quick to implement, and offers compelling business benefits.

About Veritape

- > Veritape was founded in 2001 by business partners James Heath and Cameron Ross
- > UK based, privately owned company with offices in Manchester and St Albans, Hertfordshire.
- > Veritape's customer base is broad, spanning many sectors including motor, financial, retail, health and local government. Examples include: Jaguar, Orange, Photobox, Porsche and Travelodge.

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