

Flicking the Switch - Leaving outdated hardware behind for cloud based PCI DSS



A Case Study from the Not For Profits Industry

Discover how Deaf Connect Australia engaged SequenceShift to replace their legacy phone payment system, and never looked back!

CUSTOMER PROFILE:



Deaf Connect is the largest whole of life service provider in Australia, providing a multitude of services for people in the deaf, blind and hard of hearing communities.

Raising funds through lottery ticket sales 7 times a year, their phones run off the hook and payments need to be taken in a fast, safe and secure manner.

After reaching out to peers in the industry for their recommendations, Head of Operations, Marketing and Sales, Paul Stockwell, contacted the SequenceShift team to see if their PCI compliance service could be customised to suit their needs and integrate successfully with a number of service providers being used in their operation.

CHALLENGES OF OLD PROVIDOR:

Unfortunately, their legacy hardware phone payment solution was only able to offer intermittent coverage, with monthly outages severely impacting their business.

"Reliability was the major issue, in addition, we weren't able to integrate the ticketing sales with our preferred bank." Paul Stockwell

- Handling sensitive customer data
- Intermittent coverage resulting in lost sales
- Staff unable to complete tasks, affecting morale
- Lack of integration with preferred financial institution

SEQUENCESHIFT SOLUTION:

A cost-free proof-of-concept was undertaken over a number of months while the various teams and service providers worked together, with SequenceShift readily available every step of the way to assist with a successful and efficient integration design and implementation.



FREE PROOF OF CONCEPT



PAY-AS-YOU-GO PRICING MODEL



CUSTOMIZED SOLUTION



COMPLETE PLATFORM INTERGRATION

ABOUT DEAF CONNECT

Deaf Connect provides a number of different services, ranging from in home and in community support, 1:1 consultations, AUSLAN education, training and accreditation, Information services, Coordination support for NDIS providers and recipients, Interpreters, Therapy and family services and Fundraising through their charity lottery. Their requirement for PCI compliance comes to the fore when ticket buyers make their first purchase or when VIP subscribers need to update their credit card details.

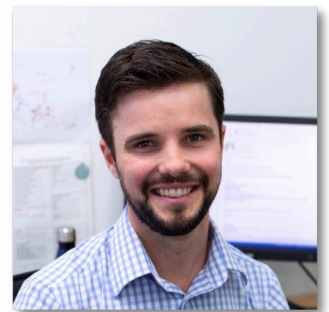
DEAF CONNECTS' CHALLENGE

Deaf Connect were using a lottery ticketing system from an inhouse product built for them many years ago, and were looking to move to software as a service for both ticketing and customer management.

Integration with their previous provider was a hurdle, phone lines would shut down once a month with Deaf Connect mediating between their service providers to find a solution. The complexity of their set up made this an onerous task, and the regularity of the outages affected staff morale across the board.

The negative effects from their previous provider were profound and the organisations time, money and reputation were at stake. During what Stockwell refers to as “very rough times”, many valuable sales calls were unable to get through and many callers were unable to have their payments processed when they did finally get on to an agent.

“We were looking for another option because we had to go through a series of changes and integrations and it made sense to make this very needed change at the same time.”



PAUL STOCKWELL
HEAD OF OPERATIONS,
MARKETING AND SALES AT
DEAF CONNECT

“Before SequenceShift, reliability was the major issue, in addition, we weren't able to integrate the ticketing sales with our preferred bank.”

PARTNER SOLUTION

Thankfully, the well-established and sophisticated SequenceShift system means those days are over, what was once a major, recurring issue for the Deaf Connect team is now a long forgotten memory, with zero outages since the solution was implemented.

From Stockwell, "Essentially, SequenceShift provides a PCI DSS service for over-the-phone payments, securely returning those credit card details back to the eWay payment gateway to process our customers' credit card transactions.

"There was some time we had to invest upfront to see if it would be compatible with our system, SequenceShift gave us 3 or 4 different options for implementing the same product and we spent some time with our other service providers to see which option would work best.

"Because of the time they spent on developing the system architecture if there is ever an issue it only affects one part of the system and is almost immediately resolved; there's not even enough time for the contact centre manager to tell me there was a problem in the first place!

"It's been a good experience for us."

RESULTS AND BENEFITS

After dealing with an outdated system that was losing Deaf Connect 2-3 hours of selling time every month, the risk free 24/7 support on offer made it easy for Deaf Connect to sign on with SequenceShift at the completion of the trial integration.

"SequenceShift set up multiple accounts for us to trial and there was no payment required until we went live. They put in a fair bit of time upfront but they never made us feel like there was a rush to get locked in. It really felt like they were just keen to get it set up and working, and had confidence that if they did that, we weren't going to walk away."

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PAY-AS-YOU-GO



For their thousands of VIP clients purchasing tickets via their contact center, this integration includes certainty that customer payments are PCI compliant and interactions are safe, seamless and most importantly, successful.

Offering pay-as-you-go pricing, zero set up fees, immediate activation and maximum customer satisfaction, SequenceShift supports Deaf Connect call centers to process crucial fundraising ticket sales without exposing agents or customers to the risk of fraud.

"Reliability was a massive focus for us, the fact that we're not even talking about it now speaks volumes about how good it's going."

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HEAR FROM THE CUSTOMER FIRST HAND
SCAN THE QR CODE OR [CLICK THIS LINK](#)



SequenceShift is a rebel in the PCI compliance space, delivering a suite of phone payment service solutions exclusively for Amazon Connect that tick all the regulatory boxes for credit card payments processed over the phone. Responsible for the new era of PCI Compliance for Amazon Connect customers, SequenceShift provides a secure, pay as you go, cloud based service solution that allows businesses to outsource their phone payment compliance without the cost, commitment and complexity of previous generation systems.

In a market traditionally weighed down by long term contracts, huge set up & ongoing costs and complex physical hardware, SequenceShift provides a young, fresh and innovative suite of online tools that support Amazon Connect users undergoing digital transformation.

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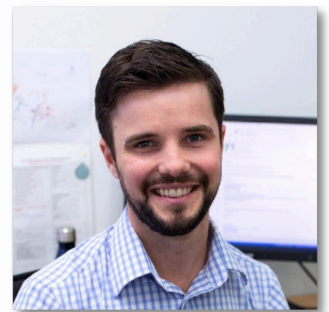
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