CallSentry

A LEAP FORWARD FOR CALL CENTERS

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# Introducing the Next Chapter in Call Center Satisfaction

Merchants and service providers are always looking for new ways to improve the customer experience, and contact management centers are a common focus. A customer's experience when calling in for service is an opportunity for organizations to enhance customer satisfaction, grow brand loyalty, and increase a customer's lifetime value. In the past, common call center improvements have centered around efficient call routing, reduced wait times, and cross-trained employees that can handle more diverse service needs.

A part of the call center experience that has gone mostly unaddressed is the customer's need for feelings of security during transactions involving personal and financial information. Societally, we are more accustomed to transacting with call centers than ever before, but releasing card information to pay a bill or complete a purchase can cause customer concern and possibly delay a transaction.

A giant leap forward in the call center experience offers your customers a heightened sense of security without causing increased inconvenience. CallSentry from E-Complish is the premier tool for improving customer feelings of security on a call where credit card information is furnished. Using CallSentry, call center employees can offer the customer the ability to pay by phone without the need to release card information verbally. The customer is assured that dial tones are inaudible to the agent on the other end of the line.

Increasing a customer's sense of wellbeing and security in transacting with your organization has benefits that reverberate long after the transaction. Customers who have positive call center experiences and feel safe and valued are more likely to become brand evangelizers and have increased value over their customer lifetime.
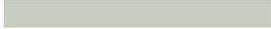
What is CallSentry?

CallSentry is a three-way secure telephone system designed to improve the customer experience when making credit card payments over the phone with a live agent on the line. There is no need for the agent to request sensitive cardholder information over the telephone; instead, they can offer a secure payment method through an automated system. CallSentry allows the customer to enter credit card information with the agent on the call, confident that their data is safe. The system mutes cardholder data entry, expiration date, and the CVV code, keeping the call PCI-Compliant.

The call center is "de-scoped from" PCI-DSS requirements when using CallSentry because card numbers are taken through a secure IVR system making for a PCI-DSS compliant transaction. CallSentry is activated by the agent on-demand, and they can continue conversing with the customer. Your agent cannot hear the sensitive information entered by the customer while still able to assist them, offering the customer an experience that is secure, caring, and productive while still a PCI-DSS compliant transaction.

Once payment is complete, the center agent need only disengage the CallSentry system and continue providing the world-class service your company prides itself on.

CallSentry Benefits

Before all else, CallSentry is a system designed around customer benefit and service, and it fills a void that has been left mostly unfilled throughout the call center industry. Creating perceptible customer security during a process that previously prompted customer unease massively shifts the customer experience to be even more favorable.

The age-old narrative and expectation that providing credit card information with another individual on the line is inherently dangerous are now baseless and obsolete. Shifting an expectation from bad to good is a delightful customer experience. Showing a customer your company has ensured that expectation needn't ever be a concern again is delightful times ten.

In a world of "first call resolution," eliminating the need to transfer customers is a step closer to achieving the first call goal. In past interactions, serving an uncomfortable and hesitant customer meant passing the customer back to the automated system to make a payment. Yet, the customer might have forgotten to conclude other business that needed addressing after the payment, resulting in multiple calls or more trips through the IVR. A secure payment system that can be engaged, utilized, and disengaged to conclude further business on one call brings your company even closer to the "first call resolution" goal. It saves time and money while tremendously improving the customer experience.

CallSentry Features

CallSentry is easy for agents, a pleasure for customers, and compliance for you. Its features include:

- Security: Payments are secure on a platform that scales with your business, meaning that customers are protected no matter your size or call volume.

- Easy Customer Payments: Customer payments will continue to be taken by call center representatives as long as there are call centers. Making a secure payment through an IVR and continuing the call makes CallSentry the most straightforward telephone payment system for your customers.

- Security Your Customers Can Perceive: It's one thing to tell a customer their information is protected; it's another entirely when they can experience it and know their security is a priority.

- Call Center Savings: De-scoping a call center from PCI-DSS compliance requirements results in considerable savings from compliance costs.

- First Call Resolution: Call center agents can reduce average call handling time, improve customer satisfaction scores, and resolve all of the customer's business more efficiently.

- Full Integration: CallSentry integrates fully with E-Complish payment platforms.

- On-Demand Usability: CallSentry is available precisely when your agents need it.

- Compliance: Truly robust security includes PCI-DSS (level 1), HIPAA, SOC2, and Visa and Mastercard Verified and protects you and your customer.

Who Should Use CallSentry?

The answer is simple: every organization with call center agents accepting payments benefits their customers and themselves by using CallSentry. Regardless of whether you're a merchant, governmental entity, financial institution, utility, or insurance company, your customers want the assurance and feeling of safety when providing credit card information, and you have an opportunity to dazzle them.

E-Complish is a complete payment processing company. We tailor our solutions to fit you, delight your customers, improve operational efficiency, and save your organization money. Contact us today, and let's talk about how we can make your payment platform better.

Historical Context & Modernization

Call centers originated in the 1960s, starting with the U.K.-based Birmingham Press and Mail, which installed exchanges to have agents available to handle customer contacts. Other call centers were as simple as telephone operators that took messages for subscribing businesses when they were unavailable.

In the late 1970s, call center technology exploded and expanded the services to include travel bookings, telephone sales, general banking, and general service calls. In 1983, the term "call center" was first recognized and published in the Oxford English Dictionary. The advent of toll-free numbers in the 1980s further increased the popularity and utility of call centers for customers. Information dependent industries and the explosion of the Internet only continued to grow the need for call centers.

Call center technology continued to advance, creating call centers for handling diverse needs and different products or services. Along with the growth in call center use and demand, companies have constantly looked for innovations that improve the customer experience during an activity once frequently lampooned in comedy films due to its frustrating nature.

Many of those tropes are still in place today, with jokes and frustration common for those that get stuck in a loop of IVR options or have communication difficulties with call center agents. Also persistent for decades is customers' general wariness and unease when asked to provide financial information. Typical Internet fodder is stories of call center agents in far-off lands that mobsters pay to steal private information.

While companies have made tremendous strides in understanding the psychology of callers and tailoring call flows and procedures to fit, offering enhanced security to those customers presenting card information is still primarily unaddressed.

About E-Complish

E-Complish has been dedicated to expertise in making payment processing easy and secure for over 20 years. We have used this extensive experience to take full advantage of the innovations made to CallSentry

Studies we have conducted inform an understanding that payment processing needs to be personalized and customized. This is why we employ in-house programmers to make every solution look, feel, and sound customized to an individual business.

Our service also provides in-house support staff dedicated to helping customers solve problems and make the most out of their payment services. We accomplish our goals by remaining flexible to the variety of moving parts involved in payment processing. E-Complish automates tasks so our customers can spend their time focusing on the more important things- like growing the business.

We continue a tradition and commitment to innovation, integration, and progressive technical solutions in the creation of CallSentry.

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