



## Secure Trading Case Study

**Secure Trading is a UK based company with a global reach as one of the world's leading independent payment service providers. Secure Trading offers a reliable and secure internet payment gateway and is fully Level 1 PCI DSS compliant. Based in the City of London and Bangor, Wales, Secure Trading's customers range from single-site SMEs through to multinational corporations, and operate across a wide variety of sectors.**



### **The Situation**

Recognising that one size does not fit all and that every organisation has different needs, customers and challenges, Secure Trading tailor their cutting-edge technology to suit. They specialise in bespoke payment solutions that support their clients now as well as enabling them to meet their future requirements.

Following an unexpected power surge at their premises, the company made a decision to review and potentially replace their telephone system. Technology is critical to their business model and being able to trade without interruption to service is critical.

### **The Solution**

Secure Trading approached Comms Management, who reacted quickly by installing a replacement Avaya IP500 telephone system within 24 hours, a swift turnaround that ensured disruption to Secure Trading was minimal. Consequentially, Comms Management took over the telecommunications system at Bangor, providing Secure Trading with a fully managed service on the new phone system, and a maintenance contract that protected against any future problems with their technology. This service is invaluable for a business so reliant on their telecommunications; Ian Hughes, Chief Technical Officer at Secure Trading said, 'We know we can call upon Comms Management at any time, whether for support with our existing system or to advise on new services.'

As the relationship has grown, Comms Management has taken over the Secure Trading telecommunications system in England as well. When Secure Trading's Bromley office moved to Canary Wharf, their employees wanted to keep the same phone numbers. Moving into a different BT exchange zone should make this impossible, but Comms Management were able to offer an SIP trunk phone system that meant Secure Trading could keep the same phone number anywhere in the world. This service also meant that when Secure Trading opened a new acquiring bank in Malta, Comms Management was best placed to manage their telecommunications. **1**



## The Result

The new system was reliable and effective, as demonstrated by Secure Trading's willingness to roll it out across multiple sites. Some of the benefits of the new system include call logging, free inter-site calling, and Presence, a device which allows employees to indicate their availability to answer the phone, saving time that would be wasted making unanswered calls. These features combine to increase efficiency and staff productivity. Ian Hughes commented, 'the efficiency of the new telecommunications system significantly shortened the customer journey, and consequentially increased our capacity to handle calls.'

Comms Management were also able to install a PCI compliant call recording solution in Malta where debit and credit card payments are taken. The ability to record calls improved staff training, as these calls could be used to give detailed personal feedback to staff. It was also a useful tool for Secure Trading when it came to resolving customer disputes. Paul Williams from Comms Management said, 'I enjoyed working with Secure Trading – they gave us the opportunity to manage multiple locations and multiple products as part of one joined up and fluid solution. As Secure Trading's needs have changed, we have been able to adapt this solution and offer new technology to ensure we are always providing them with the optimum telecommunications system.'

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