

Case Study

BLAKE
MORGAN



Company
Blake Morgan

Industry
Legal Services

Headquarters
London

Founded
2014

Services
Call Recording,
PCI Compliance

Key benefits

- Tailored technology
- Resilient and reliable
- First rate service management
- Cutting edge solution
- Flexible

*"We needed a solution that **reduced PCI compliance directives** for card transactions whilst ensuring **all calls were recorded**. Silver Lining helped us on our journey and **exceeded our needs and expectations**." Sadak Miah*

The Challenge

Record all inbound and outbound calls to ensure customer information is captured securely whilst working in compliance with PCI DSS standards.

Blake Morgan is one of the UK's leading legal services at the forefront of customer data security and takes the lead by implementing an innovative solution that ensures the security of customer information during phone calls is secure and PCI Compliant.

As an FCA regulated insurance company, Blake Morgan is required to record all phone calls, including card transactions taken over the phone.

Blake Morgan made contact with Silver Lining to ensure the perfect tailored solution was implemented within a tight timescale. After the first point of contact Silver Lining had less than three weeks to establish the solution, ensure it was tailored to Blake Morgan's specific needs and work alongside the supplier to ensure it was implemented within the extremely tight deadline.

Silver Lining's Managing Director spent two days on site analysing Blake Morgan's IT and Telephony infrastructure to ensure that Blake Morgan purchased the perfect solution to suit their specific requirements.

Blake Morgan needed a recording system that would be efficient and easy to manage as well as one that would be accepted by their staff of trained professionals. The system also needed to be cost-effective, and able to integrate with Blake Morgan's existing telephone and computer infrastructure with minimal disruption.

Business Benefits

Blake Morgan now receive fully secure recorded customer calls, reduced costs and risks, with improved efficiency.

Competitive Price

Silver Lining provided a cost-effective consultancy service that ensures card holder data is eliminated from our telephone based payments. The average time staff spend processing payment calls was significantly reduced with potential savings for man-hours and recruitment.

Greater efficiency

The simplicity of the new system meant staff had a short learning curve to undertake. In trials conducted after the installation, managers found that the time taken to process a payment had been cut down. Since completion, the new system has also proved to be stable with minimum downtime.

Tougher security

The potential for fraud by staff is virtually eliminated, since agents no longer have any access to customers' credit card data at the point of processing the payment.

Sadak Miah, Partner at Blake Morgan says "We needed a solution that reduced PCI compliance directives for credit and debit card voice transactions whilst ensuring all inbound and outbound calls were recorded. Silver Lining helped us on our journey and exceeded our needs and expectations."

The Solution

The software significantly reduces the scope of PCI DSS compliance for credit and debit card data, combined with an easy to manage recording system.

After an initial period of negotiation and evaluation, Silver Lining began to work with the supplier, Ultra Communications who provided Blake Morgan's team with full training.

Silver Lining staff visited the premises and were on permanent call to deal with any potential problems during the installation period and beyond.

Silver Lining has maintained a relationship with Blake Morgan and has advised the company on cost-effective strategies for dealing with its legacy data and the future development of the PCI compliant system.

Sadak Miah, Partner at Blake Morgan commented: "I have always been very impressed with Silver Lining's solution focused approach. It's great to have them on hand to provide help and advice on a regular basis."

0845 313 11 11
www.everycloud.eu

