

PRESS RELEASE
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Michelin implements PCI Pal® for Secure and Compliant Payments

The company is leveraging PCI Pal's Agent Assist solution for PCI DSS compliant payments

[PCI Pal](#), [LON:PCIP] the global provider of cloud-based secure payment solutions, has announced that Michelin, the largest tire manufacturer in the world, has successfully implemented its Agent Assist solution to ensure payments are handled securely and in compliance with the PCI Data Security Standard.

Michelin was in search of a customer-centric, secure payment solution with a priority to keep drivers safe on the roads, while taking the best care of its agents within the call centre. Following its implementation, the company now uses PCI Pal Agent Assist to secure payments for its Advantage Fleet members.

Michelin is committed to providing the best experience for all involved, and when the pandemic hit, so did a need for compliance continuity whether agents were in office or remote. Utilising Dual-Tone Multi Frequency (DTMF) masking technology, Agent Assist ensures all payment data is secured, allowing contact centre agents to continue the conversation without accessing sensitive data, even as customers input their payment information.

With Agent Assist, Michelin ensures Advantage Fleet members' payment card information is kept secure, with no degradation to customer experience quality.

Jill Weis, Michelin's Director of North America Inside Sales, comments, "We knew we were PCI compliant when all contact centre staff were working on site. When the pandemic hit, to keep our team safe, we quickly moved them to working from their homes. We needed to maintain the same level of security at home that we had had on site for our customers' credit card registrations. The interim solution was to have contact centre employees working with a video camera on them at all times, but this solution was not sustainable. We needed a more effective way."

Weis continues, "PCI Pal really had our employees' best interests at the forefront and prioritised aspects of the integration where it would benefit contact centre employees' health and safety, by

allowing them to work from home in a PCI compliant environment. For that we are eternally grateful.”

PCI Pal’s CRO, Darren Gill, adds, “Getting to work with an organisation such as Michelin that shares so many core values and a commitment for excellence is one of the exciting parts of what we get to do within the industry. We are excited to have Michelin’s Advantage Fleets up and running in a setting that perfectly blends compliance and customer-agent experience.”

For more information visit www.pcipal.com, call +44 207 030 3770 or follow the team on LinkedIn: <https://www.linkedin.com/company/pci-pal/>.

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Notes to Editors:

About PCI Pal

PCI Pal is a leading provider of SaaS solutions that empower companies to take payments securely, adhere to strict industry governance, and remove their business from the significant risks posed by non-compliance and data loss. PCI Pal’s mission is to safeguard reputation and trust by providing customers with secure payment solutions for any business communications environment including voice, chat, social, email, and contact centre.

PCI Pal is integrated to, and resold by, some of the worlds' leading business communications vendors, as well as major payment service providers.

The entirety of the product-base is available from PCI Pal’s global cloud platform hosted in Amazon Web Services ("AWS"), with regional instances across EMEA, North America, and ANZ. PCI Pal products can be used by any size organisation globally, and it is proud to work with some of the largest and most respected brands in the world.

For more information visit www.pcipal.com or LinkedIn: <https://www.linkedin.com/company/pci-pal/>.

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