

Case Study

KidZania - London

The Business Need

In winter 2014, global brand KidZania planned to open a new site at Westfield, London. To process ticket sales and deal with customer enquiries, they required the ability to service their customer base by telephone.

As their first location in the UK, it was paramount that KidZania London's transactions were secure and that their customer's data was protected. As a global brand, they required a market leading solution to ensure the very best in cutting edge technology.

As a new brand in the UK, KidZania needed to provide exceptional service to customers to build a strong reputation in a market where data security is a hot topic in the media. With initial visitors in other locations exceeding expectations it was imperative that their agent scripting solution was capable of processing large call volumes with low handling times to ensure and excellent customer experience.

Solutions

By working together, PCI-PAL and CallScripter were able to deliver a fully integrated unified agent desktop coupled with a secure payments application.

CallScripter's agent scripting solution enables agents to view all applications in one space, making multiple transactions and enquiries easy to manage. CallScripter leads the agents to the optimum outcome for the business whilst allowing them to engage with the customer, delivering great customer service and allowing the sale of individual, group, party and school tickets as well as processing customer queries.

PCI-PAL allows KidZania to collect customer payment card details securely, processing transactions without the need for agents to hear or see sensitive card data. The process is user-friendly for both agents and customers, with card data entered by the customer using their telephone keypad. The agent and the customer stay in conversation throughout.

PCI-PAL is fully integrated to KidZania's payment service provider Worldpay, so reconciliation throughout the payment process can be achieved. The end to end payment process from customer entry to payment capture is compliant with the Payment Card Industry Data Security Standard (PCI DSS) which means KidZania customers benefit from knowing their personal card details are handled in Visa and Mastercard authorized environments.

Results

The implementation of PCI-PAL and CallScripter has been hugely successful. From the business perspective, multiple ticket sales, payments and interactions are being completed efficiently and securely. Taking a closer look at the long term benefits, we can see that agent morale is high. Agents have reported that using the CallScripter system has simplified their processes and the PCI-PAL application removes any concern of data sensitivity, indeed customers prefer the process as it simply feels secure.

CallScripter and PCI-PAL are brands of IPPlus Plc, the AIM listed, customer contact technology specialist. By procuring the shared expertise of the IPPlus group, KidZania have succeeded in deploying a flexible, secure system that will grow with their business as it continues to expand.

Key Highlights

- Agent morale increased
- Increased ticket sales
- Improved handling time
- Improved customer satisfaction

About KidZania



The history of KidZania starts like all great stories start, with idealistic passion and an unwavering spirit stimulated by a communal desire to create something better. It was the collective thinking in the imagining of something better by kids all over the world that led to its creation.

The first KidZania was established in Santa Fe, Mexico City. On the opening day thousands of kids came and over the next fifteen years, 18 more sites launched worldwide.

KidZania blends education with entertainment in London's 75,000sq.ft child-size city. Kids can independently visit more than 60 exciting establishments that include a Bank, Hospital, Police Station, Fire Station, Aviation Academy and Theatre.

Designed to empower kids, KidZania gives them the confidence to challenge themselves and inspire them to explore the world of opportunities. Each activity offers a unique role-play experience where kids learn financial literacy, careers, teamwork, independence and real-life skills.

CallScripter and PCI-PAL are brands of IPPlus PLC, global customer contact specialists.

Visit www.ipplusplc.com for more information.

IP PLUS_{PLC}

Customer Contact Specialists

IPPLUS PLC is a UK based organisation, AIM listed on the London Stock Exchange. We specialise in providing contact centre solutions to a domestic and international customer base. IPPlus houses three distinct brands that have a symbiotic relationship.

CallScripter

revolutionising your customer communications

CallScripter Synergy is an intuitive Agent Scripting application designed by contact centre specialists. The CallScripter application guides your agents through complex interactions using a mechanism of conversational prompts and peripheral applications. Agents are able to view information such as customer history, websites and geographical information, providing them with a complete picture of the customer and allowing them to guide the interaction to the optimum outcome.

PCI-PAL is a suite of solutions designed to help run your customer contact operations in adherence with the Payment Card Industry Data Security Standard (PCI DSS). PCI-PAL was a pioneer in secure telephone payment technology and one of the first cloud providers to obtain Level 1 PCI DSS compliance. Level 1 PCI DSS is the only standard that you should accept from a service provider, and it means PCI-PAL solutions are strictly audited and authorised by the card schemes to handle cardholder data for any size business.

PCI-PAL

Securing Payments

ansaback

Making every contact count

Ansaback is one of the leading UK 24/7 call centres. Operating from our own UK call centre in Ipswich, we supply a wide range of professional outsourced telephone answering services across the UK, providing bespoke services tailored to your company's precise requirements.

Ansaback expertly manages millions of customer experiences on our clients' behalf whilst adding value to their businesses. At the heart of our multi-channel contact centre are great people delivering great experiences for our clients, their customers and each other, all in a supportive environment.