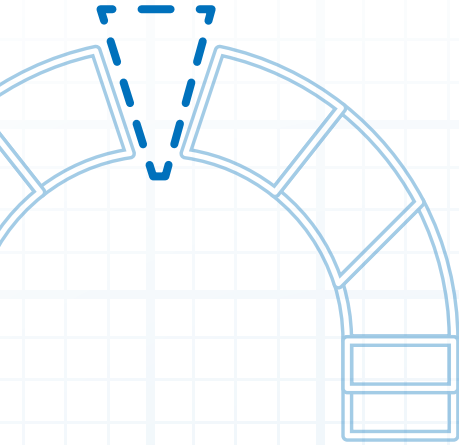


USE CASE :: Plum Voice Drives Record Adoption of IVR Payment Processing for Merchant Services Company

Offering multi-channel payment solutions takes a lot of work, but that's exactly what one company does for businesses all over the United States. The company simplifies the payments process by offering a comprehensive suite of automated payment processing services, solutions, and technology. The company operates its own payment gateway and gives clients access to it through web-based portals, SMS, physical kiosks, IVR, and more.



The Problem: The Missing Piece

The company offers a range of digital payment channels, but they lacked an **around-the-clock voice payment channel**.

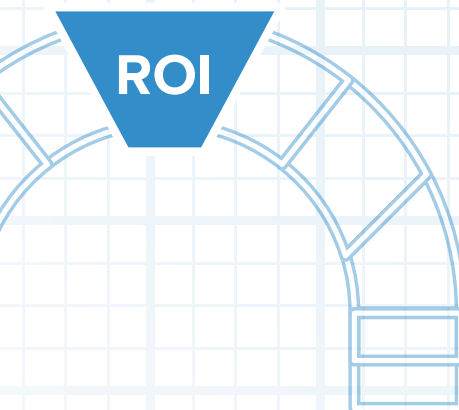
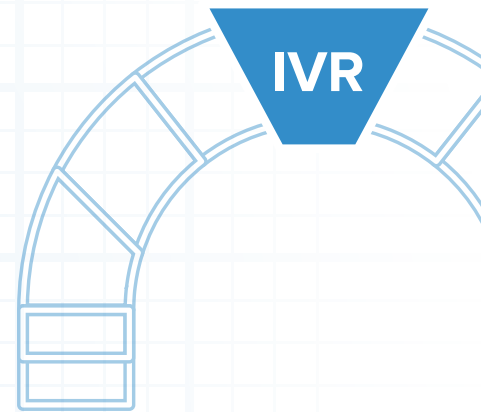
The company needed:

- :: **A PCI-DSS compliance to ensure data security on financial transactions**
- :: **To integrate with its payment gateway and cloud platform**
- :: **A vendor to provide guidance on IVR best practices and help build applications**

The Solution: The Keystone

Plum Voice's professional services team helped the company develop a call-flow, and then built and deployed their payments application on Plum's PCI-compliant cloud platform. Plum's IVR application:

- :: **Uses APIs to integrate with the company's payment gateway**
- :: **Accesses CRM databases and customer profiles to offer more accurate and personalized customer experiences**



The Results: An Earner

After deployment, the company's CRO labeled the IVR as "an earner" that produced both fiscal and intangible benefits.

- :: **IVR increased company revenue**
- :: **Clients adopted IVR faster than any other product**
- :: **Plum's platform scales in lock-step with the company's growth**
- :: **IVR relieved pressure on client CSRs, resulting in improved client satisfaction**