# How Paytia secure phone-payment technology enabled Total Tiles to move remote working instantly without compromising customer data security

Established in 2006, Total Tiles is one of the UK's leading suppliers of porcelain and ceramic tiles.

While online sales has become the mainstay of their business, enabling customers to visit their showroom or get advice over the phone is key to their success. Buying tiles is an occasional event that no-one wants to get wrong.

Naturally, part of delivering convenient and knowledgeable service was to enable customers to settle invoices and pay for orders on the same call.

*"We believe that customers should be able to access the latest innovative tile designs at genuinely affordable prices along with receiving first-class customer support."*

## The challenge

Like so many, covid has had a major impact on the business. When the pandemic hit, they had to act fast to move to home-working.

Previously customer-facing staff had been sharing the in-store card readers to take payments. With the increased volume of remote business, and a team away from the office, they had to find an alternative solution.

The event was also a wake-up call to reassess how they protected their customers' card information when taking phone payments.

Case study
Using a card reader still required customers to share card details with staff — violating the payment-card industry data-security standards (PCI DSS), and exposing increasingly customers to the small but real risk of data theft and fraud.

## Their need

Total Tiles needed a way for their staff to take payments securely anywhere. A solution that would give customers the same level of data protection as they would have shopping in store or online.

It was also vital that customers' calling experience was not impinged in any way — that it was as easy as using a card reader in store or making a payment online.

Finally, given the situation, Total Tiles had to have a solution in place immediately with no need to install or adapt their telephone systems.

## The solution

Having chosen Paytia's Secure Virtual Terminal, the Total Tiles team were delighted with the results.

- The solution was ready for use within a couple of days with no need for any customisation or complicated integration.

- Payments could now be taken over the phone quickly and easily without customers having to expose their card details — reinforcing Total Tiles' strong reputation for trust.

- Paytia's transaction reporting enabled them to identify which members of staff took a given payment, and reconcile orders and statements to phone transactions.

- Last but not least, Total Tiles were able to comfortably comply with their payment-card industry data-security standards (PCI DSS) obligations while enabling their staff to work anywhere.

> *"We were pleasantly surprised by the low set up costs, ongoing charges and the speed with which the solution went live.*
>
> *Our staff found the service to be simple and intuitive to use. Our customers have had no issues and are very happy using the service.*
>
> *We highly recommend Paytia to any business wanting to enable distributed and remote working whilst removing the risk and uncertainty of a potential data breach, fraud and PCI fines."*

## About Paytia

Paytia is a technology company specialising in enabling secure telephone-based payments.

Our mission is to create a world where consumers can pay over the phone without fear of card theft or fraud.

How? By providing merchants with a range of secure card-capture and payment-authorisation solutions that are effortless to set up, simple to use, and affordable, for any size of business.

Visit paytia.com to find out more.