PayLane

Overview

PayLane Limited is an online payment processing solution provider, targeting merchants worldwide. The company was founded in 2004 by Simon Grabowski, an experienced and successful online entrepreneur. We are A group of passionate professionals, delivering premium payment processing solutions to a continually growing number of merchants. PayLane has been officially registered as an Internet Payment Service Provider (IPSP) at Visa and a Member Service Provider, Third Party Processor (MSP TPP) at MasterCard.

The company is in fast expansion of its business world wide and needed to put in place a telephony base that would be reliable and flexible for the future on top of the existing office infrastructure. Promoting a high-tech service that is responsible for customers' financial transactions meant the need to choose the most secure option.

Challenge

Paylane had no shortage of in-house IT skills and hardware there so there was a natural affinity to go software only and keep open possibilities of CTI integration. For Paylane this control offered the best security.

For the initial deployment offices were in Poland where the legacy system was SIEMENS 5300. One was for the administration of the company and systems and to be housed in the parent company's office, Implix. The other was to be a Call Center. Customers would be calling in from around the world and in particular from the UK & Ireland, outbound calls too would be made worldwide.

Importantly, as expansion took place the Call Center would depend upon agents being able to reference data quickly and easily so CTI needed to be prepared for. Of critical issue though was that a company in which billion dollar customers trusted their financial transactions should have a phone system that was equally reliable as Paylane's own service.

Solution

Considering the critical importance the Solution was to prove remarkably simple. Rather to the contrary of advice provided by many other vendors.

For both offices a simple download from the Bicom Systems web site of PBXware to be then guided through the set-up wizard promised to effect all the necessary. IVRs were clearly a priority and the Paylane team were confident with their internal resource that they could complete these without assistance.

There was also the need to Network the two offices and existing legacy PBX and to integrate with Microsoft Outlook but later to consider integrating with the company's own CRM. Again from seeing Bicom Systems copious documentation the software only route appeared to offer the best control and security for Paylane.

Implementation

May 2007 Maciej Kaniewski first downloaded PBXware Business Edition as a CD. This was installed onto an existing P3 server. The SNOM handsets already in place were recognised and by filling in data to the PBXware template. The IVRs too were for Paylane quite a breeze. Trunks were configured by SIP for international termination and integrated to the legacy SIEMENS system.

So pleasing were the results that the project moved to the Call Center next month when Lukasz Kalita repeated the same but with the Call Center Edition of PBXware. This time inbound trunks were set up for Irish and UK DIDs that route through to Poland. This time however PBXware was installed onto a server in a DataCenter using the Virtual Server version of PBXware and so making further economy. Execution again proved remarkable simple and not needing to raise one ticket to Bicom Systems support team.

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Results

Paylane has now both offices up and running. Calls may come in from UK & Ireland at local rate and the company is able to portray an international presence that previously was possible for only the largest of multi-nationals.

Internally, more staff are now added and integrated through a uniform dialling plan. There is though importantly in place the base to plan further expansion and integration with the company's own CRM. Individual Agents activity and the group can easily be measured to determine average wait times for customers, numbers of calls answered, number of calls in queue at any one time and much more.

Most important of all. Paylane has the security of knowing they control the implementation and respond to any stress or demand should this be put upon them. For the critical nature of their business no estimate of price could be given and yet all was achieved with a minimal cost.