

## All Clear Travel

Insurance

# All Clear Travel Insurance

## Challenge

All Clear Travel Insurance's call centre using Digi-desk by Citrus telecom faced the critical security challenge of agents capturing real payment card details during customer calls for travel insurance purchases and claim payments. With PCI DSS compliance requirements and the risk of data breaches, the company needed to eliminate card data exposure from their agent workstations and business systems while maintaining seamless customer service during critical travel situations and emergency claims processing.

## Solution

Paytia implemented their innovative flex licensing model alongside DTMF capture integration with All Clear's Digi-desk platform. The dynamic cost structure automatically adjusts to actual agent usage patterns, allowing unlimited agent setup while only charging for active sessions. During busy periods, additional agents can be instantly activated without licensing constraints.

## Results

All Clear achieved 75% reduction in PCI compliance scope while gaining complete cost flexibility. The dynamic licensing model reduced payment processing costs by 45% during off-peak periods while enabling instant capacity increases during travel emergencies. Agent efficiency improved by 40% as the system seamlessly accommodated varying shift patterns.

*"The flex licensing transformed our cost structure. We can scale our Digi-desk agents up or down instantly without worrying about fixed payment processing costs."*

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# Implementation & ROI

## Implementation Time

**4-6 weeks**

## Return on Investment

**75% reduction in compliance costs**