

Osborn Leisure

Holiday Lodgings & Recreation

Osborn Leisure Case Study

Challenge

Osborn Leisure (<https://www.osbornleisure.co.uk>), a subsidiary of Osborn LLP, has been established for over 20 years, and is renowned for their personal approach to the customer and quality of service. As owners of three stunning holiday parks across Sussex, they needed a payment solution that would improve the customer experience and create a relationship of trust between Osborn and its loyal customers.

The problem

Osborn had to ask customers to read out their card information when booking over the telephone. It was recognised that this put the business and the customer at risk and was a poor customer experience. It was important to the business that they met their banking obligations to protect customer card details in line with payment card compliance (PCI-DSS). The customer experience was also affected, as customers were increasingly reluctant to disclose payment card details for fear of card abuse. Osborn Leisure also found that by using payment solutions such as a payment link, they saw a large number of customers not completing their booking after having spoken on the phone.

Solution

"It was a no-brainer. We had to find a payment system where we could complete the booking and deposit payments during the call. This was to reduce the chance of a potential customer slipping away once the phone call had ended, which was starting to become a real problem for our business. We needed to find a way to capture these card details when our customers phoned us with a booking, in a way that was compliant and up to the same rigorous security standards as our other payment channels." — Seb Longrigg

Previously, when using Worldpay's Virtual Terminal, Seb and the Osborn Leisure team had to manually complete PCI-DSS compliance tasks. These tasks were often set for the team in the form of a monthly phone call to validate PCI-DSS compliance, and they had to pay extra for the privilege even though it didn't provide any solution to solve their use case!

Seb turned to Paytia, and it was agreed that Paytia's Secure Virtual Terminal solution ticked all the boxes. It enabled Seb's team to take card payments from customers easily during calls, protecting card data while enabling them to remain in contact throughout. It worked on the business's telephone numbers. It was quick to set up, with transparent and flexible pricing.

As Osborn Leisure's outsourced provider, Paytia takes 96% of the responsibility for PCI-DSS for phone payments. Paytia allows customers to use their own telephone keypads to securely enter card details; the business no longer receives the card information, yet it can still process the

Results It was an easy decision for Osborn when considering the lack of set up fees and integration costs.

Paytia Secure Virtual Terminal has been used to reach Osborn Leisure customers across the country and take every single payment securely. Seb and his management team can focus on business development rather than being limited by data protection compliance requirements. Taking payments on the [paytia.com](https://www.paytia.com)

Implementation & ROI

**Osborn
Leisure**

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Implementation Time

Up and running in minutes

Return on Investment

**No set up or integration fees; focus
on business development**