Trinity Hall College Case Study

Challenge

Annually, the College runs a telephone fundraising campaign to engage with alumni and garner financial support for various college initiatives, including student hardship funds. Processing donor card payments over the phone exposed the College to PCI DSS compliance requirements, creating considerable demands on the College's IT and administrative resources. The College needed a solution to maintain its effective fundraising strategy while addressing data security and compliance requirements.

Solution

Paytia implemented its secure payment solution specifically tailored for the College's telephone fundraising campaigns. The system allows student fundraisers to remain in conversation with donors throughout the payment process, maintaining the personal connection while ensuring card data never enters the College's environment. Donors input their card details directly using their telephone keypad, and the secure technology ensures sensitive information is processed without exposure to the College staff or systems.

Results

The implementation transformed security exposure into a value-enhancing opportunity. The College achieved full PCI DSS compliance without the burden of significant IT infrastructure changes. Donors expressed increased confidence in the payment process, knowing their financial information was securely handled. The student fundraisers reported that the system was intuitive and easy to use, requiring minimal training. Overall, the solution enhanced the effectiveness of the fundraising campaign while significantly reducing the College's compliance burden.

"Paytia has helped us turn a security exposure and reputational risk into a value-enhancing opportunity. Fundraising has never been more important and Paytia has helped us achieve our goals."

— Trinity Hall College

Trinity Hall College

College

Implementation & ROI

Implementation Time

2-3 weeks

Return on Investment

Immediate cost savings on compliance