

## Warby Parker

Retail / Eyewear

# Warby Parker Case Study

## Challenge

Warby Parker, a rapidly growing eyewear retailer, faced significant challenges with their phone-based order processing system. As call volumes increased, the company struggled with PCI DSS compliance requirements while handling customer payment information over the phone. Their manual payment processing was time-consuming, increasing average call handling times and creating security risks as agents directly handled sensitive card details. They needed a solution that would maintain their high standards of customer service while addressing these security and efficiency concerns.

## Solution

Paytia implemented their PCI-compliant telephone payment system that allowed Warby Parker's customer service representatives to remain on the call with customers throughout the payment process while completely removing card data from their environment. The system enabled customers to input credit card details directly through their telephone keypad, with the data securely transmitted to payment processors without passing through Warby Parker's systems. The integration with their existing CRM ensured that all transaction records were automatically updated without additional manual steps.

## Results

After implementing Paytia's solution, Warby Parker saw immediate improvements in both security and efficiency. Call handling times decreased by 35%, allowing customer service representatives to handle more calls while providing more personalized service. The company achieved full PCI DSS compliance, eliminating a significant regulatory burden and associated costs. Customer satisfaction scores increased by 28% specifically related to the payment experience, with customers appreciating the enhanced security and convenience. The solution also reduced payment errors by 42%, minimizing the need for follow-up calls to resolve payment issues.

*"Paytia's solution has transformed our telephone ordering process. We've dramatically improved efficiency while ensuring the highest levels of payment security. Our team now spends less time processing payments and more time delivering the exceptional customer experience that defines our brand."*

— VP of Customer Experience, Warby Parker

# Implementation & ROI

**Warby  
Parker**

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**Implementation Time**

**3 weeks**

**Return on Investment**

**ROI achieved within first quarter  
through efficiency gains and  
compliance cost reduction**