



YMT Vacations keeps call data secure

TRAVEL INDUSTRY

MARCHEX CALL
ANALYTICS

OPTIMIZE CALL HANDLING

Travel company uses Marchex's call recording redaction feature to comply with corporate data security policy

Owned by German-based TUI, YMT Vacations offers worldwide travel package tours to senior travelers. Call analytics and tele-sales skills are core to their business, because YMT transacts 99% of their business on the phone.

Challenge

YMT values listening to call recordings for optimizing campaigns and call handling. The company needed a way to provide access to Sales and Marketing leadership teams, while adhering to their parent company's data security policy which prohibits listening to recordings that include spoken credit card numbers.

"We value call recordings to inform Sales and Marketing leadership. I've listened to many call recordings, and Marchex's technology works very well at redacting the PII that we want to mask."

Tom Garrett, VP Marketing at YMT Vacations

THE RESULTS

- ◆ An important corporate mandate was fulfilled by redacting credit card numbers from call recordings
- ◆ Sales leaders are coaching travel consultants to have more productive conversations
- ◆ Marketing management is confident that they are driving quality calls and that their offers are correctly presented to callers

Solution

With Marchex's call recording redaction feature, YMT provides worry-free access to call recordings. The patent-pending technology automatically detects and redacts spoken credit card numbers. Adding to the data security, Marchex offers the only call analytics solution to redact while the call is happening – keeping all data within Marchex's data center.

Learn more at [Marchex.com](https://www.marchex.com)
or call us at 800.914.7872