



PCI DSS Compliant Telephone Payments from Semafone Cardprotect Voice+... the Gold Standard in Telephone Payment Security

Protecting Your Payment Environment

Your business depends on taking payments over the phone, but your customers' sensitive data could be at risk from theft and fraud, both externally and internally. The Payment Card Industry Data Security Standard (PCI DSS) is there to protect both your business and your customers' payment card data, which means all your systems must be compliant with PCI DSS requirements – or your business risks significant fines and losing the privilege of accepting payment cards.

Achieving all this represents a real-world challenge that can be difficult and time consuming to resolve. However, Semafone's next generation Cardprotect Voice+ SME solution now makes it ultra-fast and easy for smaller enterprises and contact centres to take secure and compliant payments over the telephone – without huge cost or complexity.

Rethink Your Approach to PCI DSS Compliance

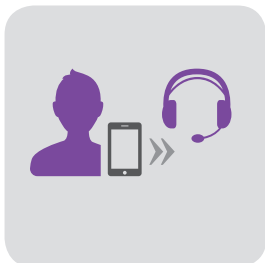
Integrating seamlessly with your existing CRM or call recording technologies, Semafone's Cardprotect Voice+ solution completely removes payment card data from your network and IT infrastructure using dual-tone multi-frequency (DTMF) masking. Payment data is sent directly to your Payment Service Provider (PSP), which both reduces any risk of data breach or fraud and keeps your business out of scope from PCI DSS.

When paying, your customer simply enters their card numbers into their telephone keypad, and Semafone's patented payment method masks the digits from identification by sight and sound. Your employees don't see, hear, store, or record any payment data, but can stay in full voice communication with customers at all times.

How Cardprotect Voice+ Works

Step 1

Customer calls your contact centre



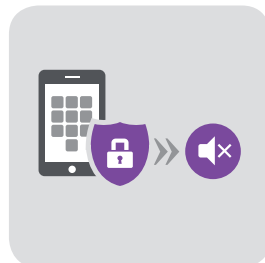
Step 2

Customer chooses to pay with a card



Step 3

Securemode activated.
The customer uses their telephone keypad to enter their card details



Step 4

Card details sent to payment system



Call recording

Protecting both customers and your business, with Cardprotect Voice+ there is no risk of sensitive card data being captured on call recordings. This means that partial solutions, such as pause-and-resume, can become a thing of the past.

Now your customers can enjoy a smooth and secure payment experience. Plus, Cardprotect Voice+ eliminates any need for clean rooms or stringent mobile phone policies, providing your employees with a more positive working environment that enables them to deliver a truly frictionless call experience for customers.

Enterprise-Grade Compliance and Data Security for Business of All Sizes

Making it easy for small enterprises and contact centres to handle telephone payments, without compromising on security or customer service, Semafone's easy-to-implement solution offers a scalable, flexible and cost-effective way to protect against fraud and reputational damage while ensuring compliance with industry regulations such as PCI DSS.

Cardprotect Voice+ enables your business to take advantage of enterprise-grade protection, at an affordable price:

- Fast to deploy and scale – get up and running within days
- Ideal for organisations with 1-200 agents
- Immediately deployable with flexible options to suit your requirements:
 - Standard payment page with the largest PSPs pre-integrated
 - Bespoke payment page design with your own brand and style guidelines
- Customisable integration with your existing business applications
- Enjoy industry-leading PCI DSS compliance from Semafone, a certified level 1 PCI DSS service provider

Contact us now on **0845 543 0822** or emeasales@semafone.com for more information or to arrange a demo.



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