



Protecting Sensitive Banking Details with Semafone Bankprotect Voice+

Protecting Your Customers' Sensitive Banking Details

Your business depends on setting up direct debit and ACH payments for processing over the phone, but your customers' sensitive data could be at risk from theft and fraud, both externally and internally. Data breaches are becoming more sophisticated, frequent and expensive (average costs currently estimated at \$8.19 million) as a result the risk of reputational damage is at an all-time high. Implementing proper security controls can often appear to add more complexity to an already complicated data environment, rather than simplifying the security process.

Protecting Direct Debits - NACHA

The National Automated Clearing House Association (NACHA) is a non-profit membership association that oversees the Automated Clearing House (ACH) system, which operates the largest electronic payment network in the world. Rules apply to any business that processes ACH transactions using a system that creates "entries" into the ACH network, either by converting a paper

check document into an ACH transaction or by entering a customer's bank account information to process a direct payment or direct deposit transaction. As a result, contact centers that record calls must secure or redact all protected financial information. Any organization that processes bank payments and ACH transactions must comply.

Taking Your Entire Network Out of Scope

Semafone's Bankprotect Voice+ solution completely removes banking information from contact center infrastructures using dual-tone multi-frequency (DTMF) masking, storing it securely in your CRM for later processing. Setting up a direct debit over the phone, your customer enters their bank account and routing numbers into their telephone keypad. Semafone's patented data capture method masks them from identification by sight and sound, protecting customers, and companies against fraud. Account and routing numbers are then verified for accuracy, ensuring the proper account is always debited. The customer and the agent remain in full voice communication at all times.

Data Verification

Bankprotect Voice+ offers several verification methods to ensure customer data is entered correctly.

Account Number

In conjunction with NACHA's requirement that account numbers must be verified for accuracy, Bankprotect Voice+ uses a masked verification method. Using this method, the customer inputs their account number via their telephone keypad twice. This method enables the account number to be fully masked from the agent and verification of correct capture is performed by comparing the two entries.

Routing Number

In order to confirm the accuracy of the routing number, Bankprotect Voice+ utilizes Accuity, an independent third-party verification service. As Registrar of Routing Numbers for the American Bankers Association (ABA), Accuity is responsible for the assignment of routing numbers in accordance with the ABA Routing Number Policy.

Seamless Integration

Bankprotect Voice+ integrates seamlessly with your existing contact center technology and can be deployed swiftly with minimum disruption to your business. You don't need to upgrade or change your CRM or call recording technology.

Flexibility

Available on-premises or in the cloud. Our solutions give you additional flexibility so you can easily add or remove agents according to seasonality. You can even include your home workers or third-party contact center sites on demand.

Call Recording? No Problem!

Many industry sectors, including federal government and financial services, require you to keep a full recording of phone conversations with customers. With Bankprotect Voice+ there is no risk of sensitive data being captured on the call recordings, as it has been entirely masked.

Stay Ahead of the Game

Bankprotect Voice+ is constantly evolving, with added functionality to protect you against new threats and help you ensure compliance with industry regulations; enabling you to provide the best possible service to your customers.

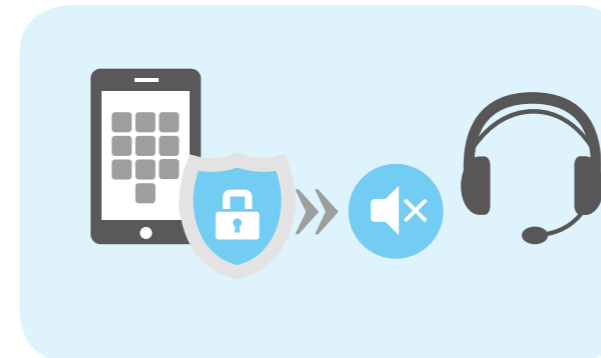
- Reduce average handling times
- Analyze data to improve operations
- Protect your organization's reputation
- Provide outstanding customer service
- Cloud and hybrid cloud solutions making deployment even easier
- Fully supported & managed appliance hardware option
- Making direct debit payments even easier

Better for Customers

We know that your customers' experience with your organization matters just as much as their security. Taking care of their banking data is a given, but connecting with you should be a delight! Customers want a smooth, frictionless experience that is secure, and they want you to take care of compliance. Bankprotect Voice+ addresses all of these needs. Agents stay in contact with customers throughout the entire transaction, helping with any problems – changes or mis-keying errors can be resolved instantly. This greatly improves customer satisfaction and reduces the number of abandoned calls. With the theft of personal data often appearing in the news headlines, your customers will appreciate the added security and know when they see the Secured by Semafone Trustmark on your website, or order confirmation, that their banking data is being taken securely.

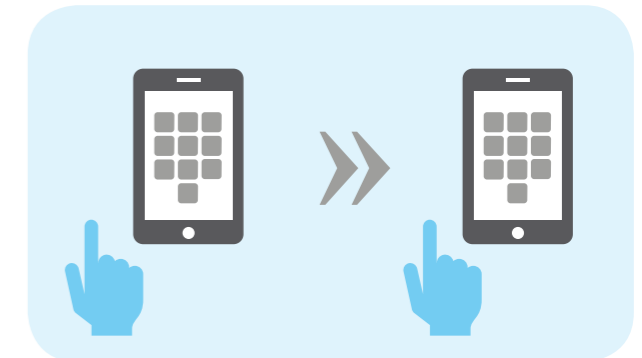
How Bankprotect Voice+ Works

Step 1



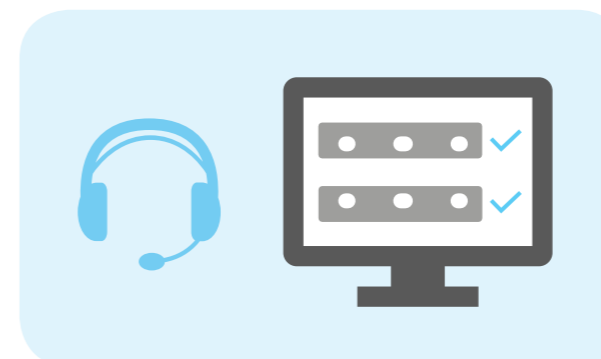
Agent enters Securemode to collect the customer's bank account number

Step 2



Agent asks customer to input their bank account number twice.

Step 3



Numbers are cross referenced to ensure they match. Agent can see the status of the customers progress, however the sensitive bank data is masked from the agent. Once collected successfully the agent can add any other required information.

Step 4



Customer provides routing number to the agent verbally. Once all data is collected, Semafone verifies the account number has been entered correctly and that the routing number is valid. Information is then passed to merchant CRM for processing.

Better for Agents

Bankprotect Voice+ alleviates the need for additional strict and burdensome security controls that may feel onerous for workers when it comes to processing sensitive data. The result? Better staff morale and higher levels of job satisfaction.

By using Bankprotect Voice+, contact centers can take an omnichannel approach to their operations. This means agents can freely access tools that improve the working environment and help deliver a frictionless call experience for your customers.

Semafone Speech Recognition

With Semafone Speech Recognition, you can be truly inclusive in your levels of service, providing access to those customers who are unable to use a telephone keypad, or who are reluctant to do so for any reason. Semafone Speech Recognition directs the customer to an Interactive Voice Response system, but leaves the agent in control. As with all Semafone products, agents can monitor customer progress and are fully informed at each step of the transaction, without being exposed to sensitive banking data.

If a mistake is made, the agent can bring the call back, reassuring the customer and resetting the data collection process. Using Semafone Speech Recognition means you can provide a consistent level of service for all customers, regardless of their ability to use a telephone keypad, which is an important consideration for compliance with accessibility mandates and regulations.

Intelligence+

Intelligence+ provides customizable, real-time analytical data on your contact center's use of Bankprotect Voice+, helping you better understand your customers' behavior, your call volumes and your handling times for payment related transactions. Using our built-in dashboards, you can analyze everything from the length of calls to the number of banking transactions processed, within any given time frame.

Bankprotect Relay+

For secure direct debit payments in any digital channel. Bankprotect Relay+ enables your business to set up direct deposit transactions from anywhere and across any digital customer engagement channel, without the need to invest in costly hardware or enter into closed software ecosystems. Get up and running in days, with no long-term contracts, flexible deployment options, and pay-as-you-go billing. Featuring powerful and flexible configuration tools for every channel you choose to transact in, Semafone's Bankprotect Relay+ platform underpins your digital strategy by cutting through payment complexities; making it easy to engage with customers and seamlessly monitor, track, manage or support all your transactions.

Contact us now at [+1-888-736-2366](tel:+1-888-736-2366) or nasales@semafone.com for more information or to schedule a demo.

bankprotect voice⁺ 