

1. Cancel today's meetings

2. Advise legal department

3. Prepare CV

## Don't Put It Off, Put It Right

The fallout from a data breach claims many victims.

- Customers desert in droves
- Share prices plummet
- Fines and compensation demands add to the financial burden
- Brand reputations are ruined.

Is that what it would take for you to wish you had acted?

As the leader in data security and compliance solutions for contact centres, Semafone can help you avoid this nightmare scenario. Applying our philosophy that *They can't hack what you don't hold*, we use our patented technology to prevent sensitive information from entering your business infrastructure.

You may think ensuring total data security is a task you can put on the back burner. Think again. In our experience, that attitude is only likely to get you burned.

To learn more about contact centre data security, download our landmark report [The State of Data Security in Contact Centres](#) now.

### Foresight Beats Hindsight

Many businesses still treat the issue of data breach prevention as an item on a "to do" list. It's a job that will keep till tomorrow, next week, next month or even next year. Only when a breach occurs do organisations dramatically change their thinking – and by then it's too late.

Research has shown the average cost of a breach is around \$4 million<sup>1</sup>. That's a big price to pay for an organisation that figured it would get round to the job eventually. Suddenly, instead of telling themselves everything will be all right, companies are left wondering why they waited to act.

Some might cling to the belief that breaches can be repaired. Some might say they've learned their lesson. But in reality the damage is done. Hindsight is a wonderful thing – but foresight is better.

### Semafone and Cardprotect

Semafone was established to tackle the challenges faced by the contact centre industry. Cardprotect, our patented payment method allows customers to enter their payment card numbers directly and discretely into their telephone keypad, instead of reading them out loud to the agent. The Dual Tone Multi Frequency (DTMF) tones

are masked and the card numbers are sent straight to the Payment Service Provider (PSP), bypassing the contact centre infrastructure. The agent can stay in contact with the customer throughout the call to assist them, which improves customer satisfaction and reduces the number of abandoned calls. This approach takes the entire contact centre out of scope from the Payment Card Industry Data Security Standard (PCI DSS).

Our patented data capture solutions now encompass securing multi-channel payments, banking details and Personal Identifiable Information (PII). All of our products, including Cardprotect are used across a wide range of organisations and industry sectors. These include financial services, media, retail, utilities, travel and tourism, healthcare, and the public sector.

By preventing sensitive data from entering your business infrastructure, we enable you to anticipate and remove risks that could be damaging to your customers and brand. We also help you respond to the growing demands of strict legislation around the world, including the PCI DSS, the European General Data Protection Regulation (EU GDPR) and the many individual US state laws.

## Innovation and Expertise

A key advantage of the Semafone approach is that the agent can remain on the call throughout the process, but doesn't have access to sensitive information. The data is never held in any part of the infrastructure, including your call recordings or agent desktops.

This reflects our philosophy that *They can't hack what you don't hold*. It also underlines our belief that the pause and resume / call recording methods used by some businesses are insufficient to ensure total data security and are merely "sticking plaster" solutions.

Semafone has achieved the four leading security and payment accreditations: ISO 27001:2013, PA-DSS certification for Cardprotect, is a PCI DSS Level 1 Service Provider and is a registered Visa Level 1 Merchant Agent. Our successful partnerships with major technology companies – local and global players including BT, Gamma and Sabio in the UK and Genesys and Oracle globally – are further testament to our expertise.

## Why Wait?

The history of data breaches is full of people who were "working on it."

- They were working on it when they were researching the market
- They were working on it when they couldn't make up their minds
- They were working on it when they put payment data protection at the bottom of their "to do" lists again
- And then one day they weren't working on anything any more.

So why wait to get breached? Why wait to get burned? Don't put it off. Put it right.

## Put It Right Today

Contact us now on **0845 543 0822** or at **emeasales@semafone.com** and we'll show you how we deliver simple, fast, cost-effective PCI DSS compliance and data security for your contact centre.

"Our agents have found the system really easy to use and feedback from customers has been very positive. Not only are they happier about being able to remain in contact with agents throughout the entire call – they also truly appreciate the additional level of payment security we've put in place."

Adam Warne – IT Director, AO



1. Ponemon Institute: 2016 Cost of Data Breach Study