

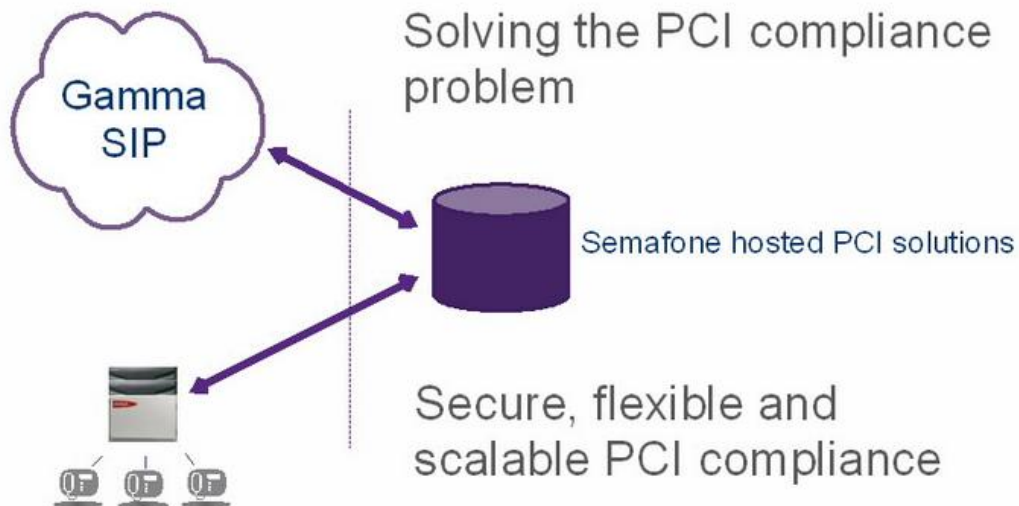
Contact Centres Challenges

- PCI DSS creates specific challenges for contact centres
 - Protecting the physical contact centre environment
 - Securing the agents' desktops
 - Preventing storage of card data on call & screen recordings
 - Securing the VOIP network

- Compliance costs per agent seat per year estimated £1,500- £4,000 (equates to £1 to £2 per transaction)
- **Semafone** reduces this cost per seat per year to £200 - £300 (equates to 15p -20p per transaction)



Gamma and Semafone –



Why Semafone?

- The most advanced, mature & flexible solution for taking secure transactions over the phone
 - Captures credit & debit card payments as well as bank account details
 - Data validation during the capture
 - Carrier-grade reliability and scalability
 - Easy to integrate with existing payment systems and CRMs
 - Patented & award winning solution
- A secure voice payments solution that will...
 - De-scope your call centre from PCI DSS cost effectively
 - Reduce your exposure to fraud
 - Save AHT
 - Deliver improved customer satisfaction & experience
 - Ensure service & efficiency
 - Backed up by Secured by Semafone Trustmark



Target Customers

- End Customers
 - Companies taking card payments over the phone
 - Min 50 agents/seats
 - Verticals
 - Financial services
 - Leisure, entertainment, hotels
 - Gambling/gaming
 - Debt recovery
 - Media
 - Retail
 - Utilities
 - Transport/travel

