

AVAYA CLOUD SOLUTIONS



Process telephone payments securely with Secure Contact

Secure Contact de-scopes customers entire contact centre environment from PCI¹ scope, providing time and cost savings whilst minimising operational risk.

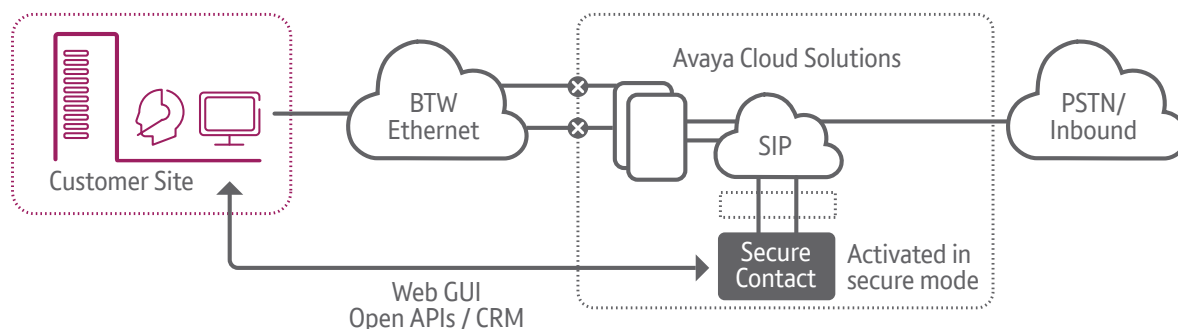
Cloud hosted PCI Compliance

For wherever there is a need to capture and process customer card information.

Avaya Cloud Solutions (ACS), Secure Contact is a cloud-based PCI solution that eliminates card data handling by agents and isolates the data from the entire contact centre environment.

Target Customer

- Contact centres that accept card payments over the phone, both in the UK and globally
- Customers that want to avoid the significant capital investment of implementing a 'clean' room environment within their contact centre
- Customers that want to concentrate on core business activities whilst remaining compliant with PCI DSS¹ requirements
- Customers who want a scalable, mature, field proven solution with referenceable enterprise deployments.



[1] PCI DSS - Payment Card Industry Data security standards



Email clientreception@bt.com or call

0800 671 045

www.btwholesale.com

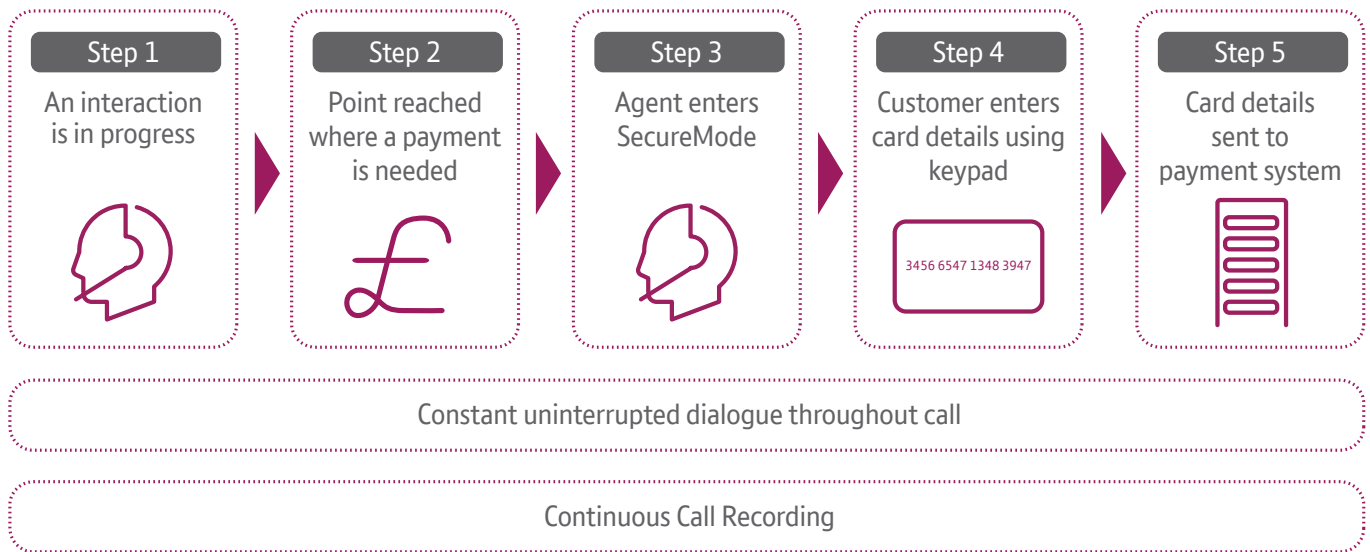
User Experience

When a customer calling the contact centre chooses to pay by card, Securemode is activated, and Secure Contact sends all details to the payment system, bypassing the contact centre. Up until the point of taking the payment, Dual Tone Multi Frequency (DTMF) tones and Interactive Voice Responses (IVR) are enabled and can be navigated.

At the point of payment, agents (and call recordings) only hear a flat tone as customers key in their card details. Payment details are then captured, and either passed directly to the payment gateway (or BT SafePay), or to the CRM for secure onward processing. Secure Contact ensures that card details are never captured in recordings, but the rest of the conversation is, achieving compliance without compromising efficiency.

Benefits of Secure Contact

- Protects customer's reputation
- Customer card data completely bypasses the contact centre environment
- No additional call forwarding costs
- Keeps Sensitive Authentication Data (SAD) off call and screen recordings
- Keeps contact centre applications out of scope for PCI DSS
- Reduces 408 PCI DSS v3 controls to just a handful
- Avoids the need for customers to frequently update their DSS controls to comply with evolving standards
- Continuity in user experience which ensures that agent and caller remain in contact through-out.



Key points

- **Reduced fraud:** A completely secure over-the-phone transaction means call centre agents will never see or hear the caller's credit card details, virtually eliminating the risk of fraud from the agent community
- **Reduced Operational Costs:** No need to manage separate call centre teams for card transactions or operate & enforce a costly 'clean room' environment where pencils, pens and mobile phones are barred
- **Low Impact:** Unlike other solutions, Secure Contact helps the call centre achieve PCI compliance without drastic impact on other call centre systems. Secure Contact does not require the installation of additional hardware on customer sites
- **Improved Customer Experience:** Customers intuitively understand that Secure Contact has been deployed for their benefit and to protect them from identity theft. They enjoy the added security whilst maintaining the interaction with and assistance from the agent. Agents furthermore prefer operating with Secure Contact as this simplifies accurately capturing card details from voice communications.

Why BT Wholesale and Avaya?

- Avaya is one of the world's largest providers of contact centre and unified communications services
- BT Wholesale is the UK's leading wholesale communications business
- Customers have access to the full suite of Avaya Aura® Contact Centre and Unified Communications products, delivered over BT Wholesale's high-speed, high quality, managed Ethernet network (which allows us to provide you with service-credit backed guarantees)
- Your customers can access features and services that are normally only available to large enterprises
- Our solution enables you to harness our combined strengths without any capital investment.

With Avaya Cloud Solutions delivered by BT Wholesale, you can benefit from the combined reach and market share of both our companies, exploiting economies of scale, streamlined provisioning and configuration tools, based on a commercial model that will enable you to build innovative commercial deals for your customers.

The best of both worlds: BT Wholesale and Avaya.

A cloud service that provides a clear route to growth and greater profitability.

Key benefits of ACS

- A common experience for hosted UC/ CC service across all users with **centralized management** and control
- Supports hybrid estates mixing hosted and premises CPE
- **Pay as you go** consumption of new features
- **Secure enterprise deployment with SLA**
- **Economical**, all on-net calls free between sites.



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