



## See no evil, hear no evil, speak no evil: the solution to eliminating call centre fraud.

If your company takes payment details over the phone, the chances are that you worry about fraud. And rightly so, as the problem is rife, with 70 per cent of companies suffering a security breach last year.

Now, however, a revolutionary new product from Semafone promises to put an end to payment fraud. The technology allows customers to communicate their own card details without speaking by using the telephone keypad. Your agents do not see or hear any sensitive data, but still remain in voice contact with the caller. What's more, because the customer details are not held anywhere on your systems, the cost and burden of PCI DSS auditing is greatly reduced.

Secure voice transactions from Semafone means never having to worry about call centre fraud again.

