

PRESS RELEASE

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Noble Systems Partners with Semafone to Offer Contact Centres Innovative PCI Solution

Manchester, UK – 5 October, 2011: Noble Systems, a global leader in unified contact centre technology solutions, today announced a partnership with Semafone, an innovative market leader in secure voice transactions.

In the UK, there are 6,000 call centres that employ more than 700,000 agents and process £2billion in credit card transactions each year; so it may not come as a surprise that payment fraud in the UK totalled £440million last year. The vast majority of these payments are currently taken over the phone, exposing the business to the risk of agent fraud. This partnership between Noble Systems and Semafone will enable contact centres to take voice payments without agents ever having to hear or see card details.

The solution ensures that contact centres are totally protected from any type of agent data leak via the secure voice transaction system that allows the agent and the caller to remain in voice communication throughout the call. It enables customers to enter data via their telephone keypad instead of speaking it over the phone to the call centre agent, meaning that the cardholder data does not ever enter the call centre environment. The key advantages of the solution are that the agent only hears a single flat tone on keypad entry and that they are able to stay on the telephone to assist the customer throughout the process if required. Other benefits include; reduced average handling times, increased customer satisfaction and negligible impact to current call flow.

Colin Chave, General Manager EMEA commented, “Noble Systems is delighted with this exciting partnership because the solution is so simple, yet hugely effective. Combined with our market-leading contact centre solution, call centres now have the ability to protect future transactions. The partnership will provide our mutual clients with the peace of mind and assurance that their data is protected, while also providing a clear return on investment.”

“We’re delighted to be working with Noble Systems to help customers ease the burden of PCI compliance”, says Graham Thompson, Sales and Marketing Director at Semafone. “The partnership will enable businesses to remove cardholder data from their call centres, resulting in significant fraud reduction, PCI scope and associated costs”.

Following greater demands on customer service and increasing legislation in terms of compliance, Noble Systems and Semafone feel that this partnership is ideally positioned to provide the contact centre marketplace with an effective, secure payment solution with rapid return on investment.

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About Noble Systems

Noble Systems Corporation is a global leader in unified contact centre technology solutions, providing innovative products since 1989. Every day, millions of customer contacts are made by agents at 4,000+ client installations worldwide using the award-winning Noble platforms for inbound/outbound/blended communications. The scalable, integrated Noble solutions include advanced ACD and predictive dialling; unified contact processing; and integrated IVR, recording, messaging, quality/monitoring systems, scripting, and real-time reporting and management tools. Noble Systems was the first vendor to offer an open, scalable, fully-distributed platform. For more information, contact Sian Ciabattoni at 0161 772 7100 or visit www.noblesystems.com.

About Semafone

Founded in 2009, Semafone is fast being recognised as the leader in secure voice transactions. In 2010, Semafone received the European Call Centre 2010 Award for the most innovative product. The company provides solutions for contact centres to take voice payments without agents ever having to hear or see card details. Unlike automated payment IVRs, callers remain in voice communications throughout the call. Not only are all contact centre payments PCI DSS compliant, Semafone can also take the contact centre out of scope from PCI DSS, thus saving vast compliance costs for each of its customers. Beyond payments Semafone is able to secure the capture of any numeric data within the contact centre e.g. direct debits or identification and verification information. Semafone is working with a number of industry leading partners bringing the Semafone solution to market globally. <http://www.semafone.com>

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