

New report from Syntec Telecom reveals consumers are demanding better card payment security

Submitted by: Tina Stanley & Associates

Thursday, 6 September 2012

A new report from Syntec Telecom reveals 68% of UK consumers feel call centre managers should do more to prevent credit and debit card fraud while only 14% felt very confident that organisations they buy from will keep their personal and card payment details secure.

The research, carried out by Davies Hickman Partners, looks at how contact centre leaders are meeting the challenges of PCI DSS* and card payment security in UK enterprises and also the concerns consumers have about card payments over the phone. Trust is a big issue, with 80% of consumers saying they felt some call centre agents may commit fraud by stealing personal data and credit card payment details given over the phone.

Syntec Telecom is one of today's leading providers of services and solutions for contact centres. It recently launched CardEasy, the new PCI DSS level 1 compliant hosted call centre solution for card payment by phone. The solution does not require any new hardware or capital expenditure and is easy to install as well as cost efficient, and working in Syntec's 'private cloud' on a software as a service (SaaS) basis. It is ideal for phone and back office systems, home and remote workers and outsourcers.

Simon Beeching, Director of Syntec Telecom, comments; "Our whitepaper concludes that merchants are adopting very diverse strategies for operating contact centres. One approach will not fit all. There is increasing pressure to comply with PCI DSS and we are delighted the research shows that merchants are keen to reassure customers of the integrity of their payment and data storage systems. The advance of Cloud technology and the hosted solutions that are available mean they can now ensure compliance cost-effectively and quickly."

For a free copy of the whitepaper which includes tips and advice for contact centre leaders please click on PCIDSSwhitepaper (<http://www.syntec.co.uk>)

*Payment Card Industry Data Security Standard

Notes to editors;

- For more information please visit www.syntec.co.uk
- For more information on research specialists Davies Hickman Partners, please visit www.davieshickman.com
- For media enquiries please contact Tina Stanley at TSA PR tina@tinastanleyassoc.com or +44 (0) 1491 410250