Press release Syntec Telecom dated 2nd July, 2014

Tech savvy consumers want new payment technology to prevent call centre fraud - Syntec Telecom's 3rd annual tracker survey reveals overwhelming growth in demand

Syntec Telecom's 3rd annual tracker survey reveals that much publicised recent data breaches have increased further the demand from today's consumers for new payment technologies to tackle fraud in call centres.

60% say they are reluctant to purchase a product or service when faced with paying over the phone.

This year's survey revealed an increase to 75% of consumers saying they felt organisations should be doing more to prevent credit and debit card fraud, with only 1% feeling that payment over the phone to a call centre is secure.

Sophie Keen, Member Recruitment Manager, CIFAS Internal Fraud Database, recently commented; "Over 20% of the internal fraud cases reported by CIFAS Members in 2013 were committed in contact centres with many of these offences involving staff disclosing customer or commercial data to organised criminal, third parties."

46% of consumers felt technology should be used to hide credit card details from call centre agents and a huge 67% felt that as a general rule companies should not be allowed to keep their credit or debit card details on their databases.

Simon Beeching, Director at Syntec Telecom, says; "Our survey is now in its 3rd year and shows that today's consumers are more aware of the risks than ever. The message from consumers is clear; organisations need to speed up their adoption of new and more secure payment methods or risk losing business."

The free Syntec research whitepaper with this year's survey results also includes top tips for contact centre leaders tasked with telephone card payment security and can be downloaded at http://www.syntec.co.uk/PCI call centre survey tracker 3

Syntec Telecom is one of the UK's leading telecommunications specialists offering cloud contact centre management solutions.

CardEasy is Syntec's PCI DSS level- 1 compliant hosted 'keypad payment by phone' service aimed specifically at preventing credit card fraud in call centres.
Syntec's clients include Lovefilm, Teletext Holidays, Miele, Systemax (Misco), Charles Tyrwhitt, Moneysupermarket.com and many other leading private and public sector organisations in the UK and internationally.

Syntec is exhibiting and demonstrating the CardEasy system at the regular series of PCI conferences in London and also at the Customer Contact Expo, Olympia, on October 1st and 2nd 2014 .

Notes to editor;

*PCI DSS = Payment Card Industry Data Security Standards (*regulations)*
• CardEasy ensures that call centre agents cannot hear or see customer's credit card numbers and that they are not captured in call recordings, as the card numbers are transmitted by the DTMF touchtones of the customer's phone keypad, either live mid-call with the agent or in customer self-service 'autopay' mode (e.g. for paying bills and balances).
This removes the availability of the card data for fraud or data breaches and thus 'de-scopes' the merchant's call centre environment from PCI DSS* and PCI audits. CardEasy is already integrated with the majority of major Payment Service Providers (PSPs) and is being marketed through them as an integrated service as well as directly by Syntec.
For more information please visit www.syntec.co.uk
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