Trustera 101

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In today's digital economy and work-from-anywhere model, businesses that accept payments must ensure compliance with the Payment Card Industry Data Security Standard (PCI-DSS). Failure to comply with these standards can have significant consequences, including fines, loss of customers, and damage to reputation.

The new model of Work-from-Anywhere (WFA) makes PCI compliance difficult.

WHY?

Typical on-prem contact centers can use clean desk policies, surveillance and video recording, and physical security access controls to remain PCI compliant. These measures are difficult to enforce in a WFA environment.

According to a report from the Ponemon Institute, **44%** of all data breaches involve the theft of Personal Identifiable Information (PII), and on average, a breach involving PII and remote working costs $4.9 million.

According to IBM, **five million dollars** is the average cost per breach involving a remote worker.

What is Trustera?

Trustera helps businesses **ensure compliance with PCI-DSS standards** while **maintaining a high level of customer experience.**

The product is designed to work seamlessly within the contact center ecosystem, and it provides a simple and effective way to protect sensitive information during phone calls.

The technology behind Trustera is based on advanced machine learning algorithms that are able to identify and redact sensitive information in real-time. When a customer provides sensitive information over the phone, Trustera is able to automatically detect and remove the data, leaving only a masked version that is safe to store and transmit.

HOW DOES TRUSTERA WORK?
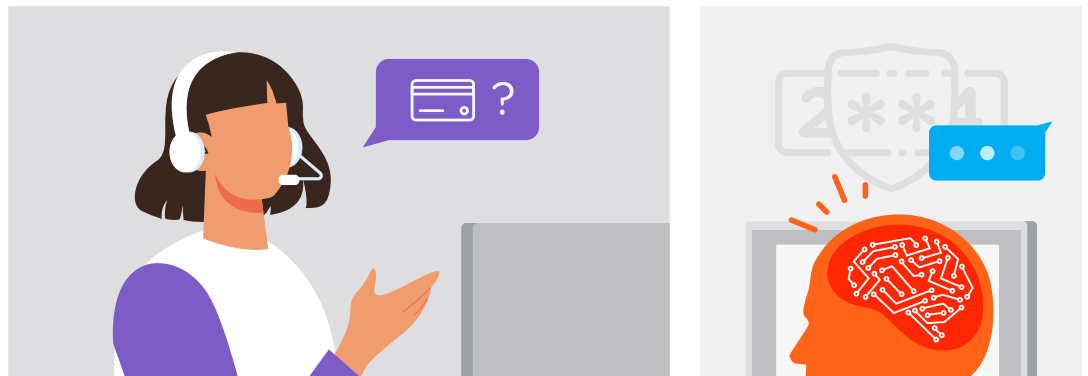
The agent asks the customer for confidential information, such as a card number. Trustera's technology detects what's happening.
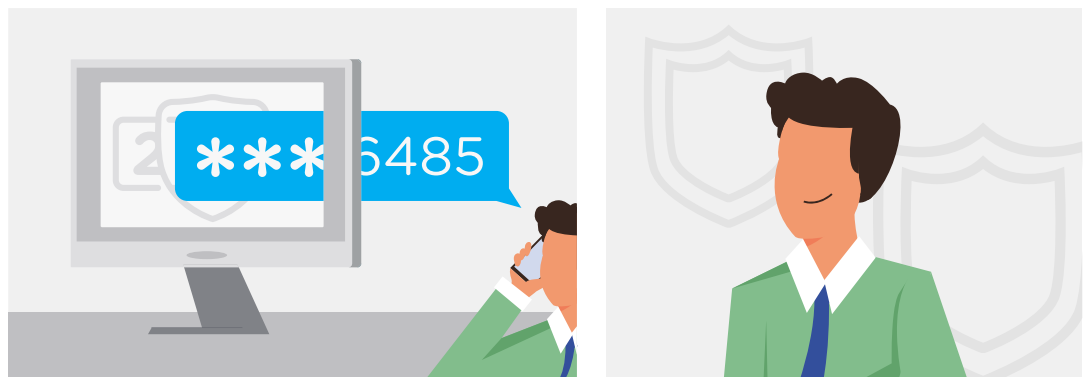
While the customer is speaking the card number, Trustera intercepts, causing the agent to only hear redacted information. The conversation continues on with no interruptions to the customer experience, all while giving peace of mind.

What do agents think of Trustera?

For agents, using Trustera is simple and intuitive. The technology is integrated into the contact center's existing systems, and it works transparently in the background. Agents don't need to learn anything new or take any additional steps to ensure compliance.

Agent's don't need to worry about following clean desk policies or other difficult-to-enforce compliance measures. Agent experience directly impacts customer experience, so it's important to give agents the tools like Trustera to make their jobs easier and more efficient.

Benefits

Benefits for Customers

Trustera is a valuable tool for businesses because it helps to protect customer information and maintain a high level of customer experience. One of the key benefits of Trustera is that it is easy for customers to use and feels natural in the customer journey. Customers don't need to be transferred to different agents or navigate through complicated processes, which keeps customer experience high.

Trustera users are already seeing results. We currently redact more than 1 million transactions per year at a Fortune 25 company and support more than 13,000 agents weekly.

According to a PwC survey, 87% of consumers are willing to walk away and do business with a competitor if a data breach occurs. With Trustera, customers feel valued that their information is secure, which helps to build trust and strengthen the relationship between the business and the customer.

Benefits for Agents and Contact Center Management

Trustera provides peace of mind that compliance is being followed. This is especially important in today's digital age, where data breaches can have significant financial and reputational consequences for businesses.

Trustera makes it easy for agents to follow compliance measures without requiring any additional effort on their part. This makes it a low-barrier solution for change management.

Benefits for Business

From a business standpoint, Trustera can help to reduce the costs of compliance. Data breaches involving personal identifiable information (PII) can be costly, with the average cost of a breach involving remote working and personal information being $4.9 million.

By protecting customer information and following compliance measures, businesses can reduce the risk of a data breach and the associated costs. Additionally, maintaining a strong reputation is essential for businesses, and a data breach can lead to a loss of customers and ultimately, financial implications. By using Trustera, businesses can protect their reputation and prevent financial losses due to data breaches.

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TRUSTERA BENEFITS

REDACTED AUDIO RECORDINGS

Prevent unauthorized 3rd party access to PCI

SECURE SPEECH TRANSCRIPTION

Transcripts and summaries can be securely shared

SECURE THIRD-PARTY INTEGRATION SUPPORT

Real-time agent assist, sentiment analysis, and post-call analytics

Learn more about how Trustera can support your customers, agents, contact center, and business by speaking with our team of specialists.

CONTACT US TRUSTERA@INTERACTIONS.COM

About Interactions

Interactions provides Intelligent Virtual Assistants that seamlessly assimilate Conversational AI and human understanding to enable businesses to engage with their customers in highly productive and satisfying conversations. With flexible products and solutions designed to meet the growing demand for unified, omnichannel customer care, Interactions is delivering unprecedented improvements in the customer experience and significant cost savings for some of the largest brands in the world. Founded in 2004, Interactions is headquartered in Franklin, Massachusetts with additional offices worldwide.

For more information about Interactions, contact us:

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