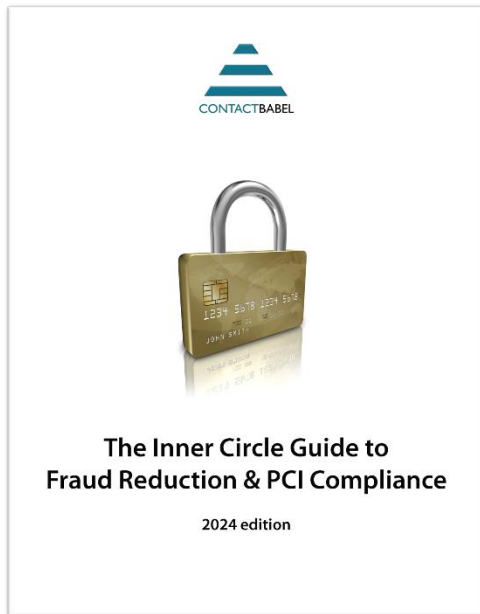




The Inner Circle Guide to Fraud Reduction & PCI Compliance 2024



ContactBabel is updating one of our most successful Inner Circle Guides, providing fresh data and insight to contact center decision-makers who are focused on how to reduce fraud and comply with PCI regulations.

Through sponsoring the report, solution providers have a unique, high-profile opportunity to demonstrate your insight into the factors driving fraud reduction and PCI compliance, and also show the solutions that can help businesses to succeed.

“The Inner Circle Guide to Fraud Reduction & PCI Compliance” draws on surveys with hundreds of US contact centers and 1,000 US consumers, providing unrivalled insight into how to protect personal and financial data in the contact center, and comply with PCI regulations.

Report sponsors benefit from:

- Being able to **market to the report’s downloaders**, with full GDPR-level consent. Details include email address, phone, contact center size, vertical market and interest in purchasing specific technology solutions in the next 12 months. **Downloaders are provided for a minimum of 2 years**
- Providing **prominent branding, advertising and market education content** throughout the report, and directly answering the questions businesses put to us about how to improve customer engagement
- Receiving an **own-brand version of the full report for your own use and distribution**, providing you with the hard data and insight to influence your prospective customers.

Sponsors of **Inner Circle Guides** get a credible platform to explain their products and solutions, as well as widespread access to decision-makers who are already interested in the type of solutions being discussed.



The report will provide the hard data and actionable insights that businesses need to make decisions. Areas covered within the report include:

PCI security regulations and how they affect the contact center

- PCI-DSS 3.2 and beyond
- Balancing PCI DSS with Sarbanes-Oxley, FSA and other requirements

PCI compliance solutions & moving out-of-scope

- The role of cloud-based payment providers
- DTMF masking
- Automated IVR
- Pause & resume
- Tokenisation and encryption
- Other fraud prevention methods & training
- Handling legacy call recordings
- Screen recording and field suppression

State of PCI compliance in contact centers

- PCI compliance programs, validation and assessment

Card and identity fraud in the contact center

- The role of AI in fraud identification
- Attitudes towards the risk of fraud
- Fraud methods used
- Customer authentication techniques – strengths, weaknesses & costs
- The cost of customer ID&V
- Fraud reduction solutions - effectiveness and impact on CX
- Voice biometrics
- Identifying suspicious calls
- Supplier Directory and market landscape

The report will be launched on December 7th 2023, with sponsors' artwork and copy due on Nov 29th.

COSTS AND BENEFITS

Feature	Bronze	Silver	Gold	Platinum
Supplier Directory entry: full-page entry, logo, hyperlink & contact details	✓	✓	✓	✓
Full-page advert, with hyperlinks if required		✓	✓	✓
Own-brand version of the full report for your website & distribution			✓	✓
Full contact details of downloaders of the report for a minimum of 2 years (with GDPR-level consent)				✓
Full-page case study or thought leadership article within the report				✓
Front-page branding				✓
Cost	\$650	\$2,000	\$4,000	\$6,000



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