

# Beat the data security crunch in 2024



How your contact center can stay secure, remain compliant, and boost customer loyalty



## Three challenges are creating a data security crunch for contact centers

### Challenge 1: Growing security threats

The global average cost of a data breach has hit an all-time high<sup>[1]</sup>

**Up 15.3%**

in 2023 compared with 2020

**\$4.45 million**

Global average cost

**\$9.48 million**

US average cost

Attacks are a real and present

danger for many leaders<sup>[2]</sup>

**47%**

of IT professionals believe that security threats are increasing in volume or severity

**37%**

experienced a data breach in the past 12 months

Criminals target customer personal identifiable information (PII) more than anything else<sup>[1]</sup>

**52%**

of all breaches involved some form of customer PII – it's the most common and costliest data targeted

PII can include:



Customer names



Social security numbers



Payment details

### Challenge 2: The compliance countdown

Organizations are scrambling to get ready for PCI DSS 4.0, the new security standard designed to reduce payment card fraud

**13**

new requirements

demand for **March 31, 2024** as PCI DSS 3.2.1 is phased out in favor of PCI DSS 4.0



**51**

more to come

for organizations to adopt for **March 2025** as PCI DSS 4.0 gets tougher

### Challenge 3: Customers are anxious

Customers love innovation

And yet...

**62%**

report using two or more forms of digital payments<sup>[3]</sup>

only **8%**

of US consumers believe organizations they buy from over the phone will keep their card details secure<sup>[4]</sup>



**70%**

are reluctant to make payments by telephone because they fear their card details will not be kept secure<sup>[4]</sup>

Only **30%**

agree that home-based workers are just as secure as those working in a contact center<sup>[4]</sup>

## So how can contact centers beat the data security crunch in 2024?

It's possible in three steps ...



**#1**

Find a trusted payment partner to take care of sensitive data

Use them to handle payment information and other PII on your behalf – so there's none to steal in your contact center environment, the cloud, or via remote agents.



**#2**

Go beyond compliance without hefty costs and complexity

Save yourself from the daily burden and angst of following every compliance detail yourself. Use a trusted partner to lift you out of the scope of a compliance audit.



**#3**

Secure all contact channels and payment options – including new ones

Get innovating. Delight customers with the ultimate in convenience and confidence, however they choose to interact with you and make payments.

## Stay one step ahead with

# Eckoh

We're the global leader in contact center security and customer engagement. Eckoh stands out for longevity, number of enterprise clients, and capabilities.

**200**

clients in the US, UK, and Europe use our PCI DSS secure solutions

**Billions**

processed in card payments annually by Eckoh

**#1 for capability**

We're the only provider offering compliant solutions across all key channels

Eckoh

Future-proof your business with Eckoh

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