**Semafone Partners with DataDivider to Enhance Customer Payment Processes for Outsourced Service Providers**

*New integration will meet an increasing need for easy-to-use, PCI DSS compliant payment solutions in the OSP and BPO industries*

**BOSTON, MA and GUILDFORD, UK – January 21, 2021 –**  [Semafone®](https://semafone.com/) the leading provider of data security and compliance solutions for call and contact centers, today announced a new partnership with [DataDivider](https://datadivider.com/), a PCI DSS Level 1 Service Provider of SaaS solutions. The integration of DataDivider’s PCI DSS compliant integration capabilities into Semafone’s signature telephone payment security solution, Cardprotect Voice+, will enable outsourced service providers (OSPs) and business process outsourcers (BPOs) to initiate PCI DSS compliant payment interactions seamlessly and securely across different web applications.

As organizations continue to accelerate their shift to deliver a true omnichannel customer experience, OSPs and BPOs find themselves in need of a solution that can be easily integrated and scaled across different channels. Through this integration, outsourced contact center agents can truly operate as an extension of their clients with a single, secure step - making PCI DSS compliant payments on behalf of their customers via third party web applications.

Cardprotect Voice+ leverages DataDivider’s integration tool and simplifies PCI DSS compliance for complex card-not-present environments. By shielding sensitive card information during telephone payment transactions, this secure browser functionality prevents card data from being logged in call and screen recordings, so customers’ sensitive card information is protected.

“We are delighted to be working with the industry leader in secure omnichannel transactions and data masking solutions,” said Graham Thompson, Vice President of Sales and Marketing at DataDivider. “Very often OSPs and BPOs have little control over the payment application with which agents must operate, forcing them to toggle between tools and having to re-route calls. With Semafone’s data masking, nothing changes in the systems of the end application, providing an effortless way for agents to enter information securely and with greater efficiency.”

“We’re delighted to partner with DataDivider to help OSPs and BPOs overcome the numerous challenges that come with securing pre-existing platforms and processes and to help eliminate the friction that comes with achieving and maintaining PCI DSS compliance.” said Gary E. Barnett, Chief Executive Officer, Semafone. This joint technology integration provides a compelling offering for call centers to deploy our technology seamlessly across multiple clients and in turn providing the end customer with a secure frictionless payment experience.”

**About Semafone**

Semafone provides pure cloud and on-premises solutions to contact centers and all businesses accepting payments; enabling them to collect personal data securely across all channels – including the telephone, webchat, social media, email, SMS, QR codes and more. Semafone's patented data capture method collects sensitive information such as payment card or bank details and social security numbers directly from the customer for processing. This prevents personal data from entering the business and IT infrastructure, which protects against the risk of fraud and the associated reputational damage, ensuring compliance with industry regulations such as PCI DSS. Semafone’s suite of solutions creates a seamless, omnichannel experience that increases sales conversion rates and boosts customer loyalty, while at the same time simplifying compliance.

The company was founded in 2009 and now supports customers in 26 countries on five continents. Semafone is vertically agnostic and its extensive customer base includes companies such as Amica Mutual Insurance, British Sky Broadcasting, Pethealth, Rogers Communications, Santander and Sutter Health.

Major investors of Semafone include [Octopus Ventures](https://c212.net/c/link/?t=0&l=en&o=2487263-1&h=1261883568&u=https%3A%2F%2Foctopusventures.com%2Fportfolio%2F&a=Octopus+Ventures) and [BGF (Business Growth Fund)](https://c212.net/c/link/?t=0&l=en&o=2487263-1&h=1258204424&u=https%3A%2F%2Fwww.bgf.co.uk%2Ffull-portfolio-archive%2F&a=BGF+(Business+Growth+Fund)).

Semafone has achieved the leading security and payment certifications: ISO 27001:2013, UK Cyber Essentials certification, PA-DSS certification for its Cardprotect payment solution, PCI DSS Level 1 Service Provider, registered Visa Level 1 Merchant Agent and Mastercard Site Data Protection (SDP) Compliant Registered Service Provider. To learn more, visit [www.semafone.com](https://c212.net/c/link/?t=0&l=en&o=2487263-1&h=1657685654&u=https%3A%2F%2Fsemafone.com%2F&a=www.semafone.com) and follow us on [LinkedIn](https://c212.net/c/link/?t=0&l=en&o=2487263-1&h=347007993&u=https%3A%2F%2Fwww.linkedin.com%2Fauthwall%3Ftrk%3Dgf%26trkInfo%3DAQGLy6Qs4frR0wAAAWskL73IMQ1ZTtgAsWiUSpgsXkhc4EykjYImp7DTFl0OANqN3X_i6z2R4OU2W219OdrDw8ipFJMFIevXbcu_xguIqd-eyMTOgfuXmQsv2ur4iIiaFF0OJ7Q%3D%26originalReferer%3D%26sessionRedirect%3Dhttps%253A%252F%252Fuk.linkedin.com%252Fcompany%252Fsemafone&a=LinkedIn), [Twitter](https://c212.net/c/link/?t=0&l=en&o=2487263-1&h=3121557103&u=https%3A%2F%2Ftwitter.com%2FSemafone&a=Twitter) and [Facebook](https://c212.net/c/link/?t=0&l=en&o=2487263-1&h=1651342308&u=https%3A%2F%2Fwww.facebook.com%2Fsemafone%2F&a=Facebook).

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