

V-Person™ and Cardprotect Relay+

Personalised self-service combined with PCI DSS compliant digital payment capabilities

Taking and processing customer payments is an important part of your digital customer experience. The integration of Creative Virtual's V-Person virtual agents and chatbots with Cardprotect Relay+ from Semafone enables businesses to add PCI DSS compliant payments to their conversational self-service tools for an improved, secure and frictionless customer experience.

What makes this combination of technology so powerful and secure?

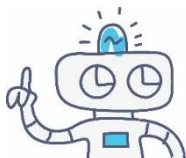
Creative Virtual's AI-enhanced V-Person solutions can be deployed across any channel – including web, mobile, social media, messaging apps, voice, IVR, smart speakers and kiosks – at large scale with their robust orchestration platform. They offer options for hosting on-premise, in the cloud or in a private cloud to meet your security requirements.

Semafone's Cardprotect Relay+ works with any payment service provider (PSP). The platform eliminates the need for organisations to store, process or transmit cardholder data, thereby removing the regulatory burden of PCI DSS compliance. They are an accredited PCI DSS Level 1 Certified Service Provider, achieved the ISO27001 certification and are listed on the Visa Global Registry of Service Providers.

How does the seamless integration work?

The V-Person virtual agent engages customers in a natural language conversation, providing instant self-help. V-Person can hand-hold users through the completion of forms, applications and the sales process as well as deliver answers based on personalised account information, including information on invoices and current balances.

When it's time to take a payment, a secure link is generated using Cardprotect Relay+ and presented within the virtual agent conversation. Users follow the link and enter their payment card details.



Cardprotect Relay+ allows you to monitor, track, manage and support all your customer payment transactions in one place and provides a relay of updates via live activity monitoring throughout the payment process. Nobody else sees the sensitive payment details, and they aren't recorded by the V-Person virtual agent.

Once the payment is complete, the user is returned to their V-Person interaction to continue the conversation or find additional information.

cardprotect relay+ 

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