

When it Comes to Securing Personal Information, “Good Enough” Isn’t Enough

In most cases, getting almost everything right is exceptional. As a contact center leader, you’d be thrilled with a customer satisfaction rate or performance evaluation that was near perfection. But there’s one place that “good” simply isn’t good enough—protecting personal identifiable information (PII) for your customers. It’s critical for organizations to make every effort to redact PII from contact center conversations.

New Laws Increase Consequences for Organizations

Governments across the globe are increasing data privacy laws to help protect their citizens. For instance, just in the United States, the following data privacy laws have already gone—or will soon go—into effect in 2023:

- [The California Privacy Rights Act \(CPRA\)](#) came into effect on January 1, 2023.
- [The Virginia Consumer Data Protection Act \(VCDPA\)](#) came into effect on January 1, 2023.
- [The Colorado Privacy Act \(CPA\)](#) came into effect on July 1, 2023.
- [The Connecticut Data Privacy Act \(CTDPA\)](#) came into effect on July 1, 2023.
- [The Utah Consumer Privacy Act \(UCPA\)](#) will go into effect on December 31, 2023.

These important laws help protect consumers and increase the punishments inflicted on organizations that fail to comply. In fact, many organizations have been fined hundreds of millions of dollars because of data breaches. Even if that data doesn’t fall into the wrong hands, it can spell financial disaster from costly fines.

On the flip side, organizations that successfully protect customer data can benefit financially. In a Verint® study, we found that security of personal information was the

1 Verint Experience Index: Banking, 2022

top reason consumers choose their financial institution. Therefore, your commitment to taking measures to secure your customers’ information can lead to higher levels of trust and more lasting relationships with your customers.

What Should Organizations Do?

Given the importance of protecting PII, organizations should strive for the highest level of compliance possible. How can they go about achieving this? Verint provides several layers of protection to protect PII, including:

1. Manual pause and resume of recordings performed by the agent
2. Automatic pause and resume of recordings based on agent desktop activity
3. AI-based redaction of transcripts and audio during playback after the interaction is over

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Combining these solutions can enhance overall compliance. There are some important points to consider:

- Do you need a physical copy of the data in case of a lawsuit or other complaint?
- Are you able to install software on the agents' desktops?
- Do you want to redact sensitive data for specific audiences or avoid storing all sensitive data?
- What types of PII are you collecting during interactions?

Your answers to these questions may help you determine the best compliance approach. In most cases, a multi-layered approach is best. By layering multiple redaction technologies, you can help achieve the highest level of compliance. With a multi-layered approach, you have backup methods in case any PII is missed on your first pass. You can make choices about what PII to delete and what to mask. And most importantly, you can give your customers confidence that their information is secure.

Selecting the Right Solution

There's no single right answer when it comes to protecting customer information, and "good enough" just won't do. A layered approach can help protect personal information provided during interactions. Verint Platform, powered by Verint Da Vinci™ AI, offers organizations several layers of PII protection, including manual pause and resume, AI-powered pause and resume, and our AI-powered PII Redaction Bot, which uses AI to automatically redact sensitive information such as credit card numbers and social security numbers from voice interactions and transcripts.

To learn more about these solutions and how they work together, please [get in touch today](#).



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