

SmartSIP

# SECURE LINK

## SECURING PAYMENTS IN NON-VOICE CARE CHANNELS

Customers interact with contact centers across a variety of care channels including traditional voice calls, Interactive Voice Response (IVR) systems, chat platforms, email, Short Message Service (SMS), and Artificial Intelligence (AI) agents or AI Bots. Customers expect that payment inquiries can be securely handled regardless of the care channel they choose.

IntraNext introduces a new option for securing payments in customer care channels. Secure Link, powered by SmartSIP®, enables payments through a secure hyperlink that can be used with your chat, SMS, and email solutions.

When a customer is interacting with an agent using a chat or SMS session, SmartSIP facilitates secure data capture by establishing a relationship between the agent CRM system and generates a Uniform Resource Locator (URL) “web link” that is passed to the end-customer. When the end-customer activates

the link, their default browser establishes a secure connection to SmartSIP and presents the user with a data entry form. Once the end-customer submits their data, SmartSIP securely passes the collected data for processing.



# WE WORK WHERE YOUR AGENTS WORK

Because SmartSIP is securely doing its job behind the scenes, your business processes and agent environments can be completely removed from sensitive data exposure. Providing a consistent customer care experience is a key priority for contact centers and

SmartSIP enables business workflows to be identical — regardless of on-site or work from home environments. Your customers are provided with the confidence knowing their sensitive cardholder data is handled securely.



**On-Site**



**At Home**



**BPO**

# WE INTEGRATE ANYWHERE

The SmartSIP platform has been developed to minimize the footprint of handling sensitive data with a focus on the least disruptive approach to system integration. SmartSIP's Secure Data Environment is established within and behind your firewall

protected Data Centers. The platform has been hardened and connectivity is tightly controlled to allow interaction only with established trusted "client" applications.



## On-Premise

Premise SmartSIP implementations facilitate PCI compliance benefits by de-scoping the ACD system, CRM applications and agent workstations.



## Hybrid

A further reduction of PCI DSS compliance requirements can be accomplished using a hosted SmartSIP instance in cloud environments such as Amazon Web Services or Microsoft Azure.



## Hosted

SmartSIP can be co-located in your hosted cloud ACD environments, completely removing premise data centers, CRM, and agent workstations from PCI DSS scope.

# WE CONNECT WITH YOUR CURRENT BUSINESS APPLICATIONS AND PAYMENT RELATIONSHIPS

IntraNext Systems has decades of experience with complex Computer Telephony Integrations (CTI), and is the foundation for our SmartSIP software. SmartSIP integrates with your existing

business applications, it doesn't replace them. Our easily consumable API gives you full control on when SmartSIP is activated, minimizing impacts on existing business processes.



## Business Applications

Consuming our IntraNext API allows for flexible integrations. SmartSIP is designed to secure payments within your established business processes and agent workflows. We work with you to determine the optimal integration point in your Customer Relationship Management (CRM) or billing systems.



## Payment Systems

SmartSIP securely captures sensitive cardholder data behind the scenes and delivers it to your existing payment process; our job is to supplement and enhance your current payment gateway or tokenization processes.



391 Inverness Parkway, Suite 111 • Englewood, CO 80112  
Phone: 303.799.0771 • Toll Free: 888.638.6398  
sales@intranext.com

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