

GDPR CREATING VALUE IN YOUR CONTACT CENTER



7 Principles of Data Protection



Is Your Contact Center GDPR Ready?



Security and privacy obligations will cover a much broader range of data

- Make clear how and why communications and information are used, processed and stored
- Across all forms of customer interactions, contact and service processes



Data security will need to be extended and improved

- Stricter protection against data breaches will apply to any data that can identify a customer
- Adopt "Privacy by design", building data protection as a fundamental concern in how a contact center is managed



Review access permissions and practices

- Implement stricter access permissions and be able to control and identify who has access to each category of data, and why
- Audit and monitor the accountability of outsourcers of contact center operations
- Include sophisticated access control options, robust security, and easy to use interfaces



Manage increased customer consent and control over data

- Implement customer consent and control
- Give customers access to their data and implement their "right to be forgotten"
- Enable these rights and be able to provide full oversight of all personal data



GDPR Can Drive Better Customer Experience



MANAGE CUSTOMER DATA



GAIN CUSTOMER 360 VIEW



STRENGTHEN CUSTOMER RELATIONSHIPS



BUILD PERSONALIZED, EFFICIENT AND CONSISTENT CUSTOMER EXPERIENCE

How Can Altitude Help You Have a GDPR Ready Contact Center?

Altitude Xperience solutions help you to:



Maintain a record of data-processing activities and to be ready to present it at any time



Enforce the requirements for all data processing (such as consent or legitimate purpose)



Implement the rights of data subjects, such as the right to be forgotten, data portability, revoke consent or restrict processing



Protect data through means such as restriction to access, encryption or "pseudonymization", and supports safe data handling



Implement "Privacy by Design" and "Privacy by Default" data-protection requirements



Monitor, detect and evaluate data breaches that are likely to result in high risk to individuals' rights and freedoms

Altitude is committed to adapting its services and Altitude Xperience solutions to GDPR. Consequently, it has built features and capabilities into its Altitude Xperience products and services in order to assist companies with their own contact centers GDPR compliance requirements.

