

# Creating a stable and secure payment environment for Lowe's customers



The threat to payment security is always evolving. Lowe's and Eckoh already work in partnership to protect your customers and your business from the threat of sensitive payment card information being stolen, with CallGuard in place within your contact center.

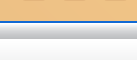


We understand the unique nuances of Lowe's, the seasonality of your business, and the payment challenges you face.

The average cost of a data breach in the US is

**\$9,440,000**

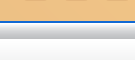
<https://www.ibm.com/reports/data-breach>



**83%**

of organizations are data breached more than once.

<https://www.ibm.com/reports/data-breach>



We descope Lowe's from PCI DSS compliance by ensuring no card payment details ever reach your agents or Contact Center systems.

## Meet your customers' changing payment preferences



**83%**

of customers feel the experience a company provides is as important as its products or services.

Salesforce State of the Connected Customer 2022

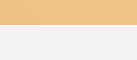


**73%**

expect brands to understand their unique needs and expectations.

"Attitude of Consumers Worldwide Toward Personalization and Customer Experience Provided by a Company, 2020 & 2022"

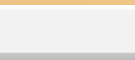
Insider Intelligence, May 13, 2022



**80%**

of consumers agree it's important to be able to contact a company via whatever method is most convenient to them.

CardEasy market research report 2023



Providing customers with a range of channels to contact your business alongside a personalized level of service is becoming more and more important to build trust and loyalty.

Payment security shouldn't negatively impact customer experience; in fact, offering seamless and secure payments shows you are serious about protecting your customers' sensitive card data – building trust.

## Did you know?

Lowe's Token Vault is already integrated with Eckoh's CallGuard solution to ensure no payment card information is seen, heard, or stored within your contact center.

## Securing all Lowe's customer payments

Providing your customers with a secure payment environment involves much more than protecting payments made on the phone in your contact center. Customers also interact with your organization in the following ways:



### Protect valuable, large trade customers

Larger trade customers increasingly call Lowe's stores to pay before collecting their orders.

### In-store digital payments

Provide a complete experience for customers that seek help to find specific items in store by offering them secure digital payment links.



### Securely record customer calls in-store

Recorded calls help customer facing teams better understand how to enhance the service they provide. Redact sensitive information from calls to Lowe's stores to ensure your customer information is fully protected.