





# SENSITIVE DIGIT DETECTION


## FLAGS PERSONAL INFORMATION FOR DEALER GROUP

How one large group is utilizing Sensitive Digit Detection to automatically flag and remove thousands of recorded call snippets that contain customers' personal information.

Tue, Mar 4 - 10:23 AM


 **Outbound Calling Line 469-555-1000**

**Chelsey Dalton** 

 **Customer Data** ▾

**Customer Number: 214-555-0000**

[CUSTOMER INFO](#) [OPEN IN CRM](#)

 **Audio removed - sensitive information detected by Cari**

### THE PROBLEM

Few things are more important to your customers than protecting their personal information, but convenience may be one of them. Dealerships can't sacrifice the ease of accepting payments over the phone, but also must promise they'll safeguard information that is passed over the phone lines. With this challenge, it's easy for both sides to feel uneasy that there is a risk involved in personal information being transmitted over the phone.

Aside from an uneasy feeling, PII (personally identifiable information) and SPI (sensitive personal information) pose a risk to dealerships utilizing the phones when it

comes to legal repercussions. Failing to comply with laws and regulations that require a business to ensure this type of information isn't at risk can be a costly mistake, raising major reputation and legal problems down the road.

### THE SOLUTION

Car Wars' Sensitive Digit Detection feature automatically detects and removes strings of numbers spoken near keyword phrases such as "credit card" or "social security" from the recording of a phone call, giving both you and your customers peace of mind.

**SENSITIVE DIGITS  
FLAGGED AND  
REMOVED FOR**

10,638  
CALLS

98%

**OF THESE CALLS  
CAME IN ON  
SERVICE OR PARTS  
LINES**

**BY THE NUMBERS**

In 2018, Car Wars was able to identify and remove personal information from **10,639 calls** for one large group who began utilizing Sensitive Digit Detection in February.

Service and Parts departments are at a particularly high risk, with **98% of these 10,639 scrubbed calls coming in on either Service or Parts lines**. With so many Service customers preferring to pay over the phone, it is critical Service Drives are protected.

Each of these 10,639 calls had the potential to put a dealership at risk for an information violation. By flagging and removing the numbers that contain personal information from call recordings, Car Wars protects both dealerships and their clients from damage.

**WANT MORE INFORMATION ON SENSITIVE DIGIT DETECTION?**

Give us a call at 833-320-4536

