

North Coast Carpet Care first in State to protect customers against identity theft, *wirelessly*...

"Our Customers Love it!" Scott Mayer, President, North Coast Carpet Care

Madeleine Austin

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8.1 million Californians were financially robbed of their identity in 2007 but North Coast Carpet Care (NCCC) customers don't worry. NCCC is among the first home service providers in the nation to protect their customers 'plastic payments', right in the comfort of their own home.

NCCC is armed with the latest weapon in the battle against payment identity theft; new technologically advanced WTT®s (wireless transaction terminals). These advanced WTT®s meet new FTC and the PCI processing card security mandates, effective January 2008. Simply put, new debit check cards and credit card machines must now scramble or 'tokenize' payment card information. This prevents the information from being used for future fraud. Visa says, "If you don't need it, don't store it".

"Trust is everything is our business", says Scott Mayer, President of North Carpet Care in Rohnert Park, Ca. "When I discovered the benefits of this new technology last November, I couldn't wait to offer it to our customers. Being able to provide payment security is huge to our customers, they love it," says Scott. Melanie Ensey, Office Manager for NCCC, says, "I actually hear a sigh of relief when I tell customers we no longer need to "write down" their sensitive payment information. When we do have to take a card payment over the phone, our new on-line system scrambles their information there too. Customers appreciate our professionalism."

87% of US households have debit check cards and 75% have credit cards. Plastic payments are rapidly becoming America's payment preference. WTTs are already the common standard at European restaurants, bars, and other service areas. Now US business can go and securely protect their customers' payments anywhere their business takes them.

North Coast Carpet Care is an industry leader. Providing IICRC certified Technicians since 1996, eleven years before this years' 2008 IICRC certification mandate. NCCC has been BBB Accredited over 10 years and Diamond Certified 7 years. North Coast Carpet Care's Scott Mayer is also VP of Sales for Mohawk Flooring's new Authorized Service Provider program and is on the Mohawk Floorcare Advisory Board. North Coast Carpet Care has been serving the North Bay since 1989 and is located in Rohnert Park, CA. www.northcoastcarpetcare.com.

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