Voiceprint

May'2014

México

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México…

Some demographics…

- ❑ Est. 120 Million people

- ❑ Median age 28 years old

- ❑ 1% Population growth rate

- ❑ Major cities concentration (in millions)
    - ❑ Mexico City   20.0
    - ❑ Guadalajara   4.5
    - ❑ Monterrey   4.0
    - ❑ Puebla   2.7
    - ❑ Querétaro   2.0

- ❑ Life expectancy   76 years old

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Our contact centers…

State of the art Contact Center

- ❑ 2 contact centers in México

    - ❑ Querétaro - State of the art & high availability
        - ❑ + 2,050 positions
        - ❑ + 3,600 agents

    - ❑ Ciudad de México – Back up Contact center
        - ❑ + 330 positions
        - ❑ + 600 agents

- ❑ +3 Million calls per month for service (Superlínea)
    - ❑ 55 % IVR serviced
    - ❑ 45 % Agent serviced

- ❑ 3 main services:
    - ❑ Service
    - ❑ Sales
    - ❑ Collections

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Our legislation…

Authorities CNBV

❑ July 2010, authorities in México changed our regulation to fortify security of transactions.

❑ There were defined 4 security categories for customer interaction with banks:

    ❑ 1.- Questionary
    ❑ 2.- Telephone pin code 6 digits
    ❑ 3.- OTP (one time password generation)
    ❑ 4.- Biometrics

❑ The telephone pin code… "complex definition"

❑ No more than two same numbers or consecutive (ascending or descending).

❑ Can´t use their birthdate, telephone, account number or card number.

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Our contact center…

Volume & Services

- ❑ 1.4 million calls answered by our agents…

  - ❑ 4-5 min. Average per call

  - ❑ Until 2013, 60-65% the agent needed to authenticate the customer with questions.

  - ❑ The authetication process takes 1.2 minutes and sometimes we needed to send the customer to our branch if his information didn´t match.

  - ❑ Main problems with this proccess:

   - ❑ Customer satisfaction
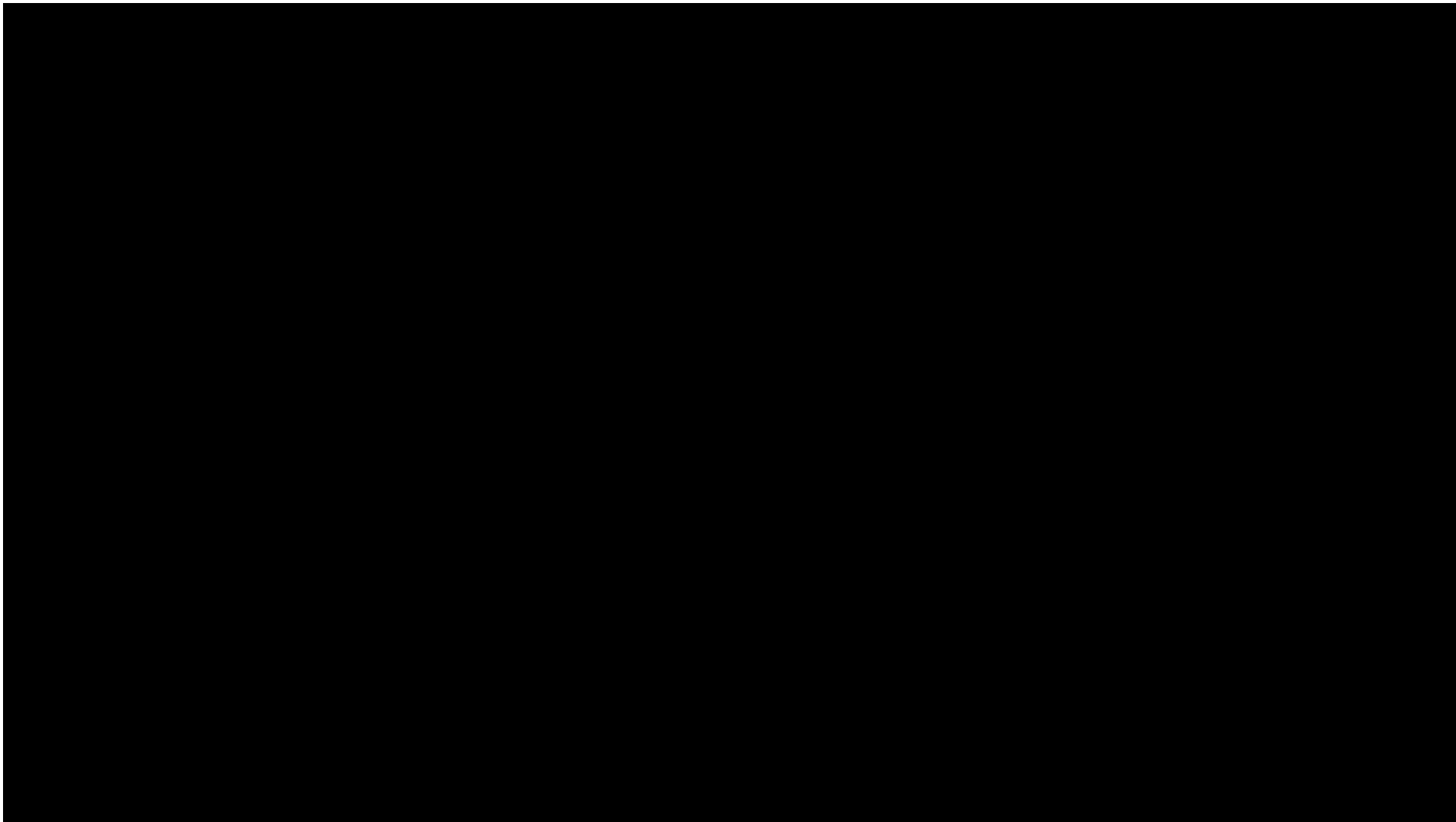
    - ❑ Cost

    - ❑ Security

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1 General information

2 **The road to Voiceprint**

3 Project execution

4 Numbers & Conclusions

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The Road for Voiceprint…

1. Options for authenticating customers

- *Questions an answer process*
    - *Cost / Quality / Security*

- *The coordinate card*
    - *Complexity/Distribution*

- *OTP or token*
    - *Cost/Distribution*

- *Biometrics*
    - *Voiceprint*
    - *Finger Print*
    - *Iris*
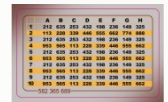
2. The Matrix

3. The best alternative

The matrix variables….

- We define the main variables to be considered in the decision.

- We make interviews with different users in the world of all technologies.

- We explore vendors of the different tecnhologies.

- We made focus groups & pilots

Customer Satisfaction

Cost

Security

Distribution

Uses & Future

Portability

Vanguard

Legal Acceptance

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- Great Customer acceptance

- No need of distribution

- Legal acceptance

- Easy evolution for other services

- Cost

- "Easy" installation

- Positions Santander as a leader in technology.

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- Reviewing technology with internal areas

- Doing tests of Voiceprint (security, functionality, etc.)

- Defining the main vendors in the world

- Creation of models – dummy's to review customer experience

- The business case

- Convincing our bank that Voiceprint was the best option

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Project Execution

Vendor Decision
- Solution capacity (More than 6 million active Santander customers)
- Customer experience & Support
- Cost & implementation process

Internal definitions
- Services that were going to be included.
- Flow diagrams
- Parameter definition

Customer Support
- Contact Center help desk
- Tools for customer support
- Scipts for general question of customers
- The role of the branch

Marketing
- Main concepts to be communicated
- Name & concept to tell
- Communication plan

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Vendor Decission
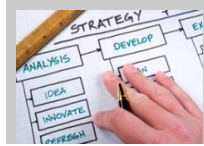
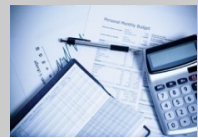|	
Voice Perfomance	Laboratory tests of Positive Rejects & False Rejects
Service Support	Technical staff to support our systems area
Systems Integration	Easyness to integrate Voiceprint with ACD & core systems.
Costs Comparission	We review different vendors worldwide and end up with 6 major suppliers.
Security Evaluation	Risks of customer supplantation, voice recording, etc.

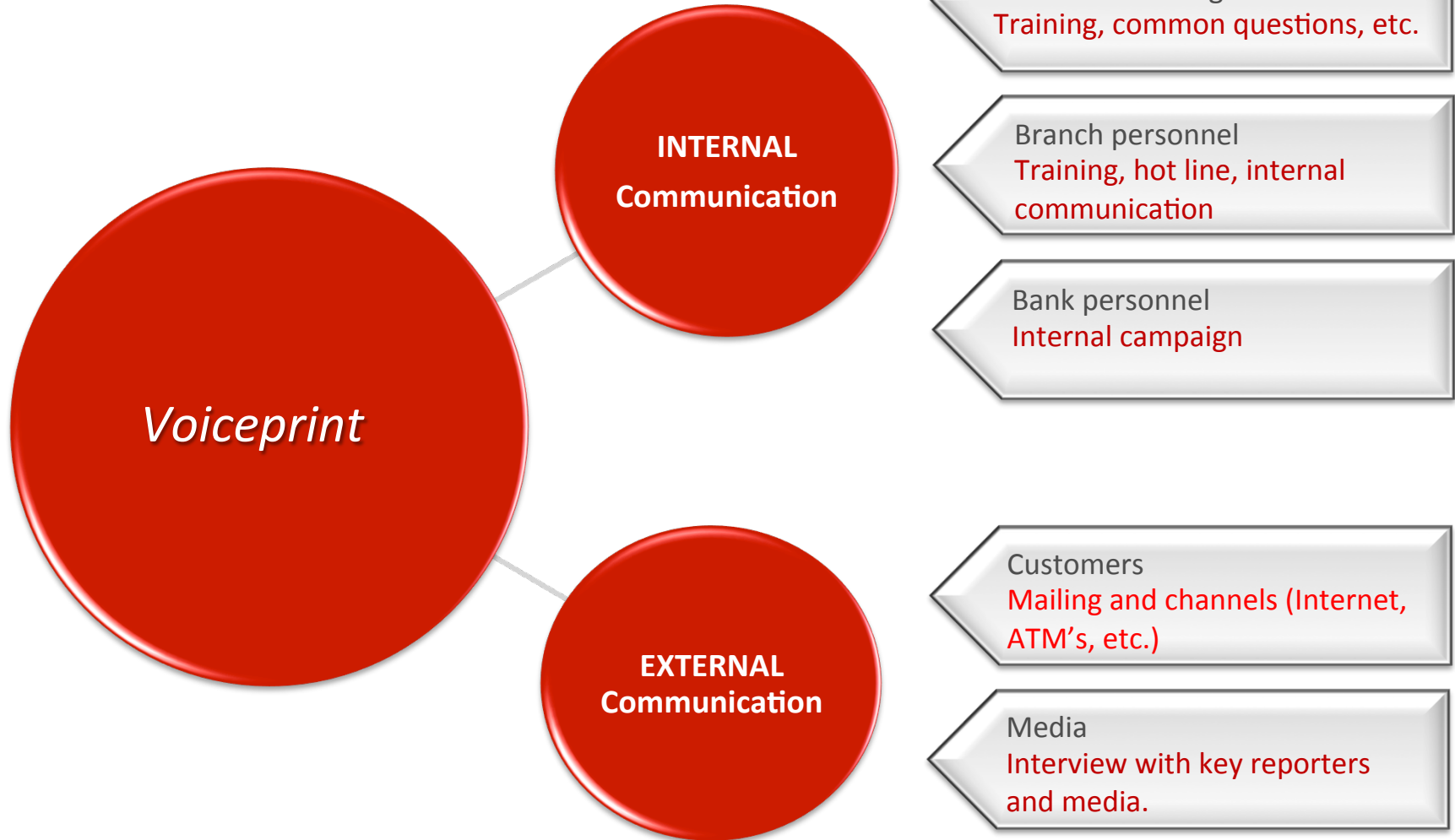**And so we decided to go with….**

NUANCE®

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"Santander, the 1st. bank in Mexico to lounch Voiceprint in customer services!

Enrollment process

1 Customer calls Santander

2 Customer inputs his: account number or credit card number or customer number and his 6 digit pin number.

The system will ask him to repeat the phrase:
"En Banco Santander mi voz es mi firma"

3 Success!!! The system informs the customer that he is enroled.

4 If the customer has problems in the recording or if he doesn´t know his pin number, the call is transfered to an agent.

En Santander
tu voz es tu firma.

For future calls, the system will ask the customer to input any account number and repeat a phrase.

Communication

INTERNAL Communication

EXTERNAL Communication

Voiceprint

Contact Center agents
Training, common questions, etc.

Branch personnel
Training, hot line, internal communication

Bank personnel
Internal campaign

Customers
Mailing and channels (Internet, ATM's, etc.)

Media
Interview with key reporters and media.

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Internal Communication

Audience

Contact Center

Media	Description	Periodicity
Teletext	Messages via LED screens	3 times a week
In Contact-to	Emails	Scheduled
Viva Contact Center	Newsletter	Monthly
Búscame	Intranet	Daily
Print	Posters	Scheduled

Branches

Media	Description	Periodicity
General communication	Message by Region	Scheduled
Specífic statement	Message by Branch	Scheduled
Q&A	Q&A Guide	Scheduled
Santander Radio	Executive Director of Channels interview	Scheduled

Total Bank

Media	Description	Periodicity
Ideas	Electronic Mag- article	Monthly
Comunica	Emails	Scheduled
Intranet	Banners and notes of interest	Scheduled
Santander TV	*Spot* - video	Constantly
LED Screens	Messages via LED screens	Daily
Santander al día	Newsletter	Scheduled
Press bulletin	Posters	Scheduled

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External Communication

Audience

Customers

Media	Description	Periodicity
Print	Posters and brochures	Scheduled
Internet	Banners and notes of interest	Scheduled

Media

Press bulletin	Vocal Signature information is included with data from 3rd. Quarterly Report of Banco Santander Mexico.	Scheduled
Media interviews	Executive Director of Channels participation	Scheduled

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Banners

En Santander
mi voz es mi firma

Firma Vocal

el innovador sistema de identificación que facilita
el uso de los servicios bancarios a través de SuperLínea, de forma segura.

Disponible para todos nuestros clientes.

Regístrate marcando a **SuperLínea**
al 51694300 o 01 800 50 100 00 donde
el sistema te guiará de manera sencilla
para grabar tu **Firma Vocal.**

EMPRESA
SOCIALMENTE
RESPONSABLE   IMPRESO POR:XXXXXXXXXX

Santander
un banco para tus ideas

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01 800 50 100 00

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Banners

En Santander
mi voz
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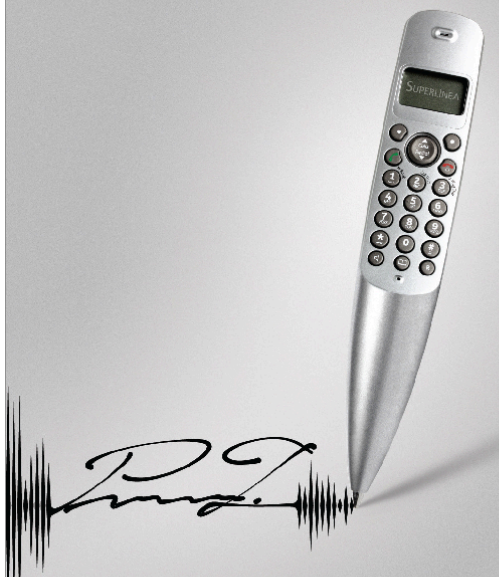un banco para tus ideas

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Summary

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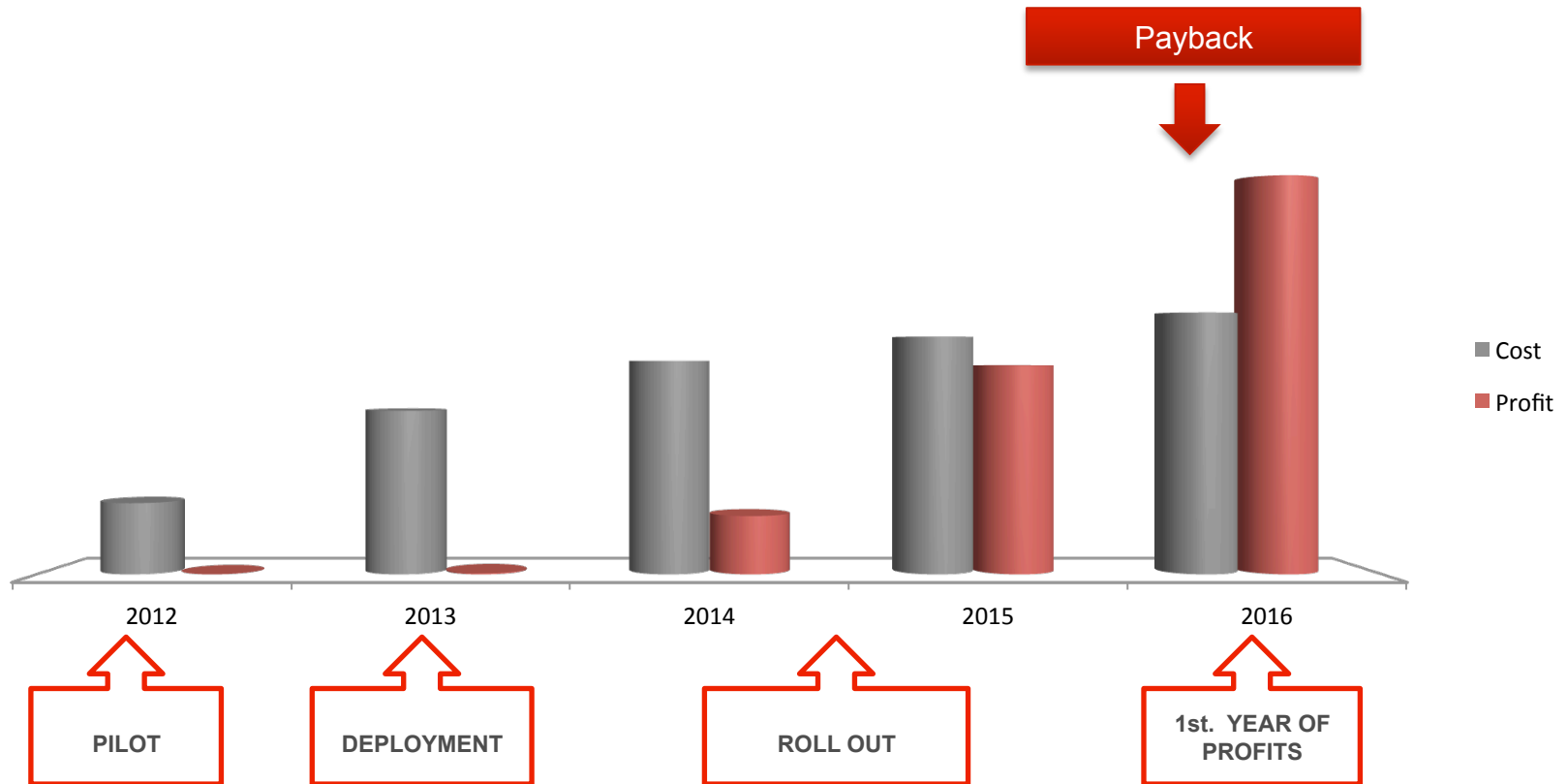
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Customer Satisfaction

- Most of our customers prefer Voiceprint than the Pin Number access.

- Their main comments are:

  - Very usefull & fast service

  - Very secure using my voice

  - It's better, you don´t have to remember any pin's
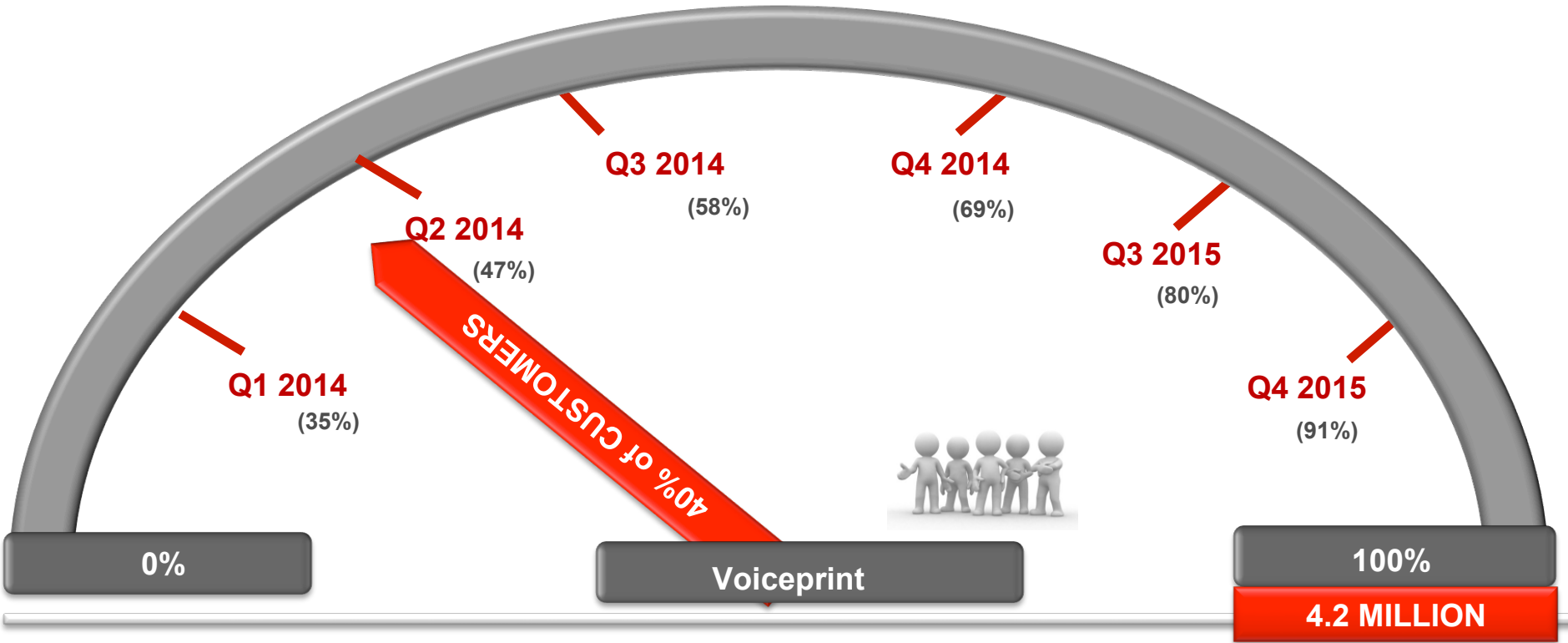
  - It's very trendy and trustfull

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ROI

The project has a payback in the **3rd**. year

This includes all vendors, internal development and training costs!

Customers budget in Voiceprint

Q1 2014 (35%)

Q2 2014 (47%)

Q3 2014 (58%)

Q4 2014 (69%)

Q3 2015 (80%)

Q4 2015 (91%)

40% of CUSTOMERS

0%

Voiceprint

100%

4.2 MILLION

+1.7 MILLION CUSTOMERS
+3.8 MILLION VERIFICATIONS

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Going beyond the IVR...