

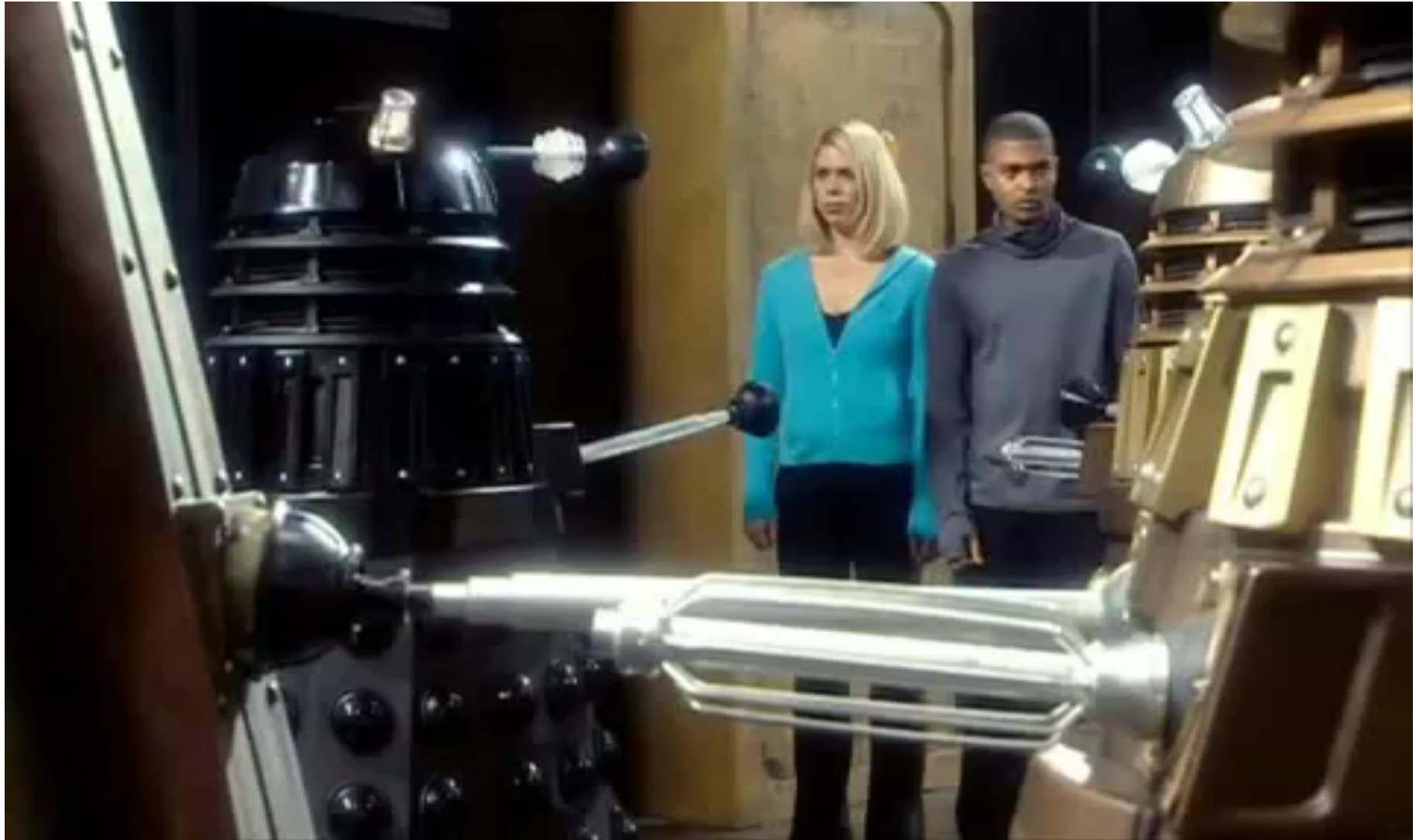


# Voice Biometrics

Barclays Wealth & Investment Management  
Transforming the Client Experience

Anne Grim, Managing Director  
19 November 2014

# Client Experience of the Future?



# Wealth and Investment Management

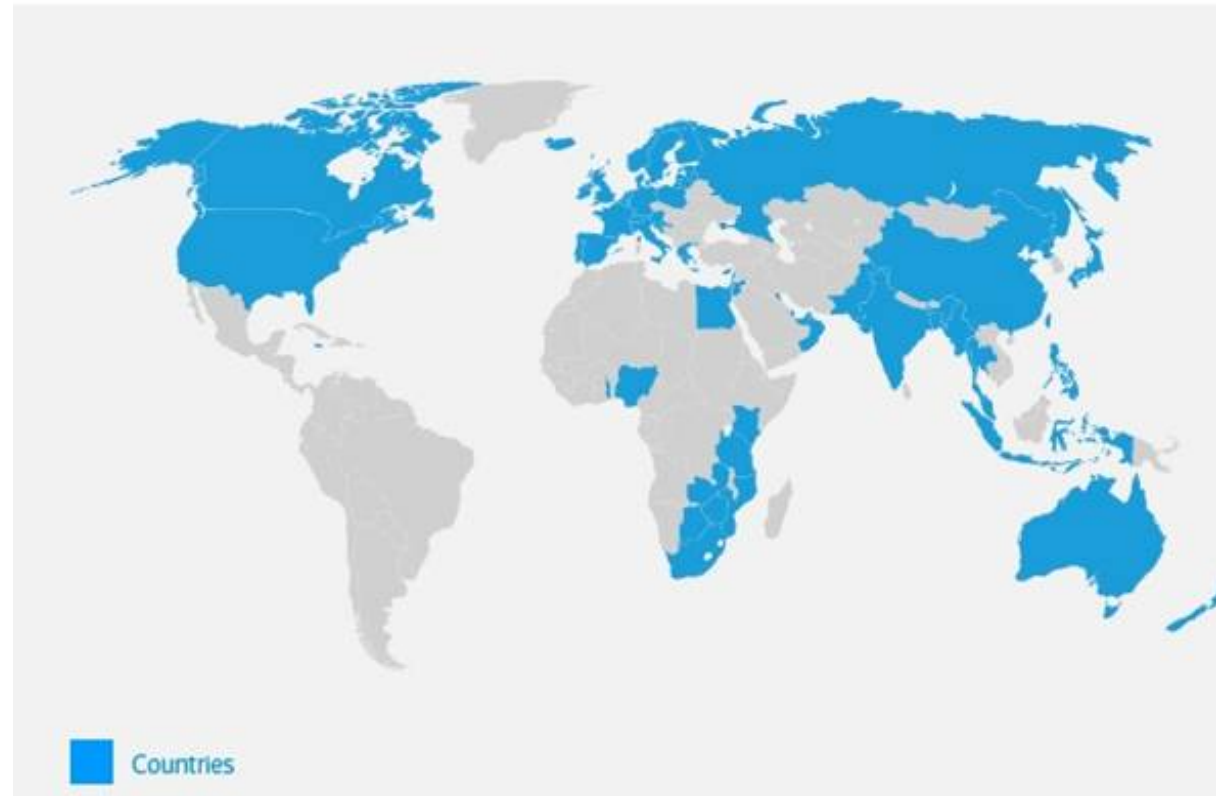
## Wealth Management

- Bespoke banking and investment solutions for High net worth individuals
- Comprehensive range of investment advice across all asset classes, wealth structuring advice and banking services.
- Onshore and offshore markets

## International – Intermediaries - Direct

- Offers offshore international banking and investment solutions
- Individual and intermediary clients
- Mass affluent banking and investment solutions for net worth individuals

Barclays provides Wealth and Investment Management across 20 offices worldwide. In addition our financial experts help clients from a further 50 countries to manage their wealth offshore.

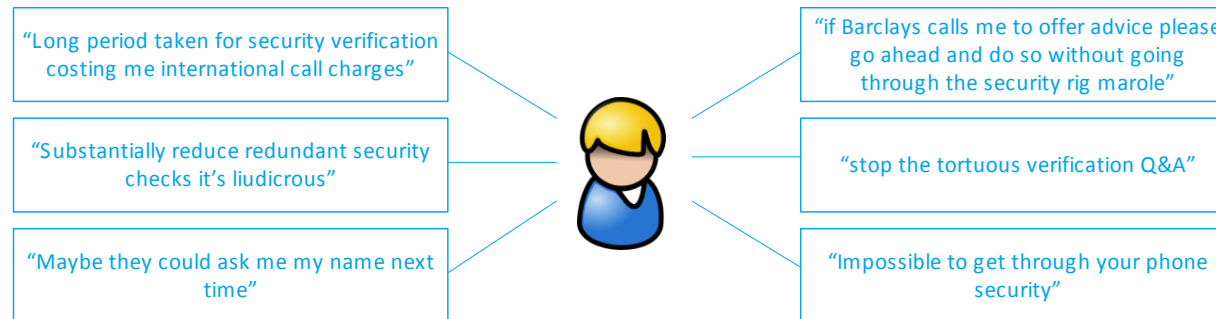


# Background

## Voice of the Client

### International Annual Client Survey & Post Call Surveys - 2010

- When asked “What is the one thing you would change about the telephone service?”, the highest response was on security processes
  - 5% of client dissatisfaction attributed to length and complexity of security processes as the reason
  - 8% of requests not completed during the call attributed to the complexity and length of the security processes



## Transforming The Client Experience

**Design principle: Make it easy for clients who contact us, often with a request that is emotional, complex or urgent**



### Design

- A telephone security experience that will reduce client effort
- A colleague journey that will provide our people to personalise every call
- A solution that allows us to manage our risk profile on a more informed basis



### Business Case

- Improve Client Advocacy & Satisfaction
- Reduce the Average Call Time
- Improve our Employee Engagement scores
- Improve our risk profile

# The Client Experience - Before Voice Biometrics



# Through a Consumer Lens

63%

Currently prefer to call for Customer Service

54%

Want to interact with a real person when interacting with a brand

51%

Say they are irritated at having to repeat information to different people

49%

Say they want to be treated as an individual

\* Source: UK Customer Contact Association

# Becoming Go-To

“

*Success will be defined by how our stakeholders think and feel about Barclays. It's about creating an emotional as well as intellectual connection with them.*”



-Anthony Jenkins  
Barclays Group CEO

# The Client Experience - After Voice Biometrics





# Timeline

2012

Build & Test

Friends and Family

Service Centres  
International  
(50% of client base)

Service Centres  
International  
(remaining client base)

2013

Build & Test

Service Centres  
Intermediaries

Service Centres  
WM UK (20% of client  
base)

I&I Relationship  
Managers  
Glasgow & IoM



2014+

Client Relations  
I & I

↓  
Q1

Service Centres  
(WM UK & PCS)  
Client Relations  
(WM UK)

↓  
Q2

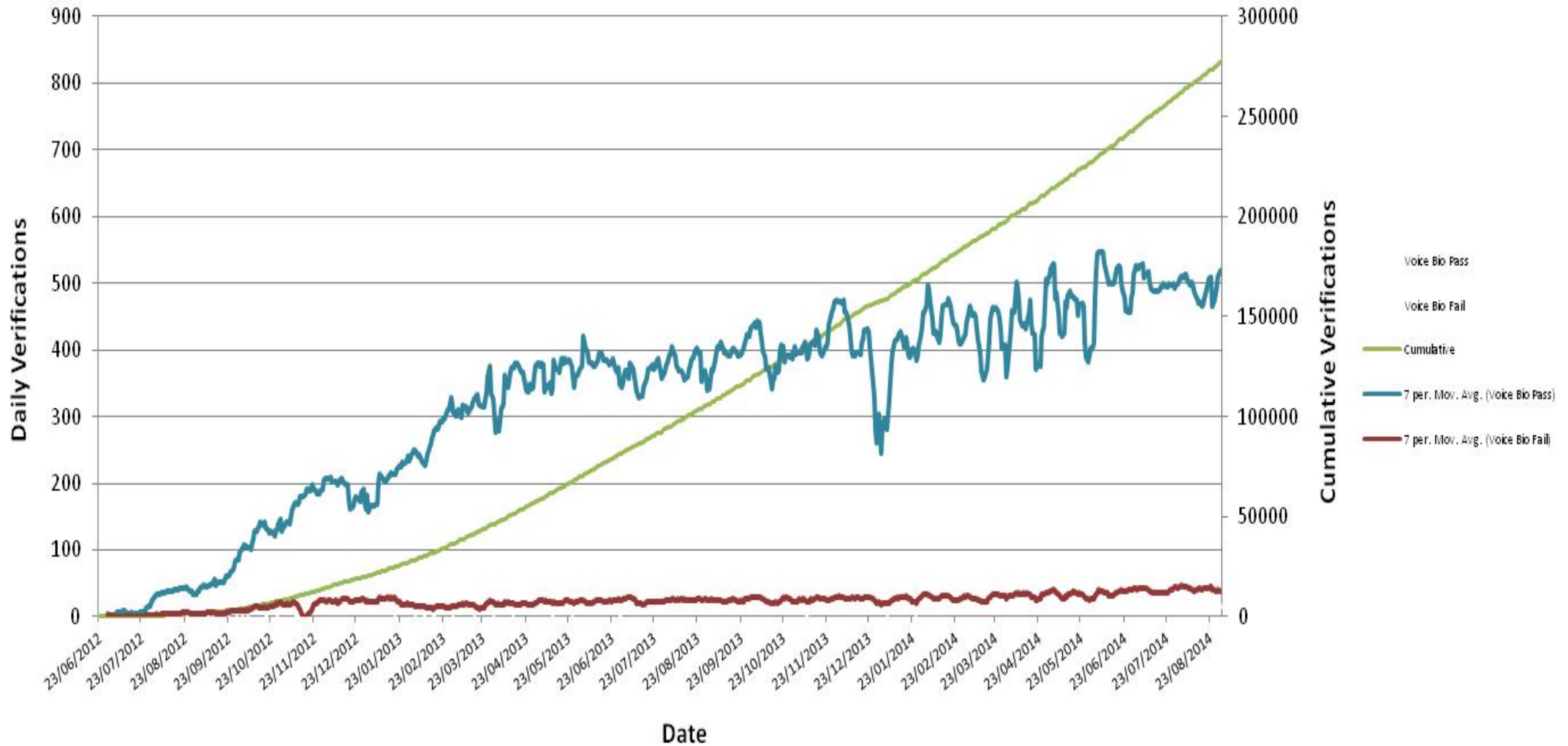
I & I Relationship  
Managers  
London

↓  
Q4

Wealth Asia

↓  
Q1 2015

# Client Uplift - Reducing Client Effort



Voice Security is now the most common authentication method in our service centres

# Evaluation



Improved Client Advocacy  
& Satisfaction?

**Before - 40%**

**After - 70%**



Improved employee  
engagement scores?

**Before - 80%**

**After - 95%**



Reduction in Average Call  
Time?

**Before - 6m 30s**

**After - 15% Reduction**



Improved risk profile?

**Yes**

# How have others responded?



# And to sum it all up.....

# Questions?

A grayscale photograph of an office environment. In the foreground, the back of a black office chair is visible. In the background, two people are seated at desks, working. A large, semi-transparent blue circle is centered over the image, containing the text 'THANK YOU'. Two smaller blue circles are positioned on the left and right sides of the large circle.

**THANK  
YOU**

The Barclays logo, which is a stylized blue eagle head.

**BARCLAYS**