




Authentication in the Age of Conversational Commerce

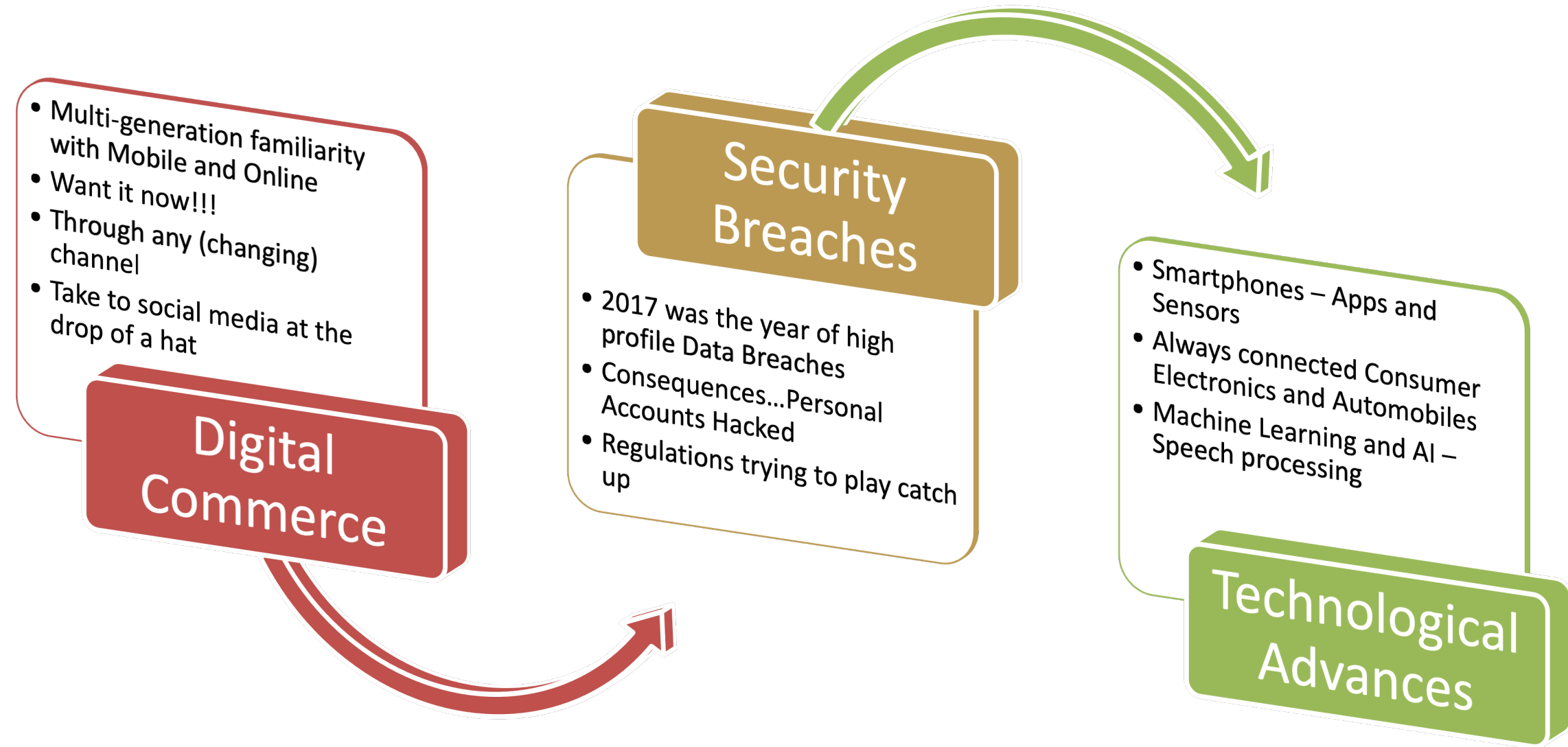
Dan Miller & Derek Top

 **opus**research

Who are we?

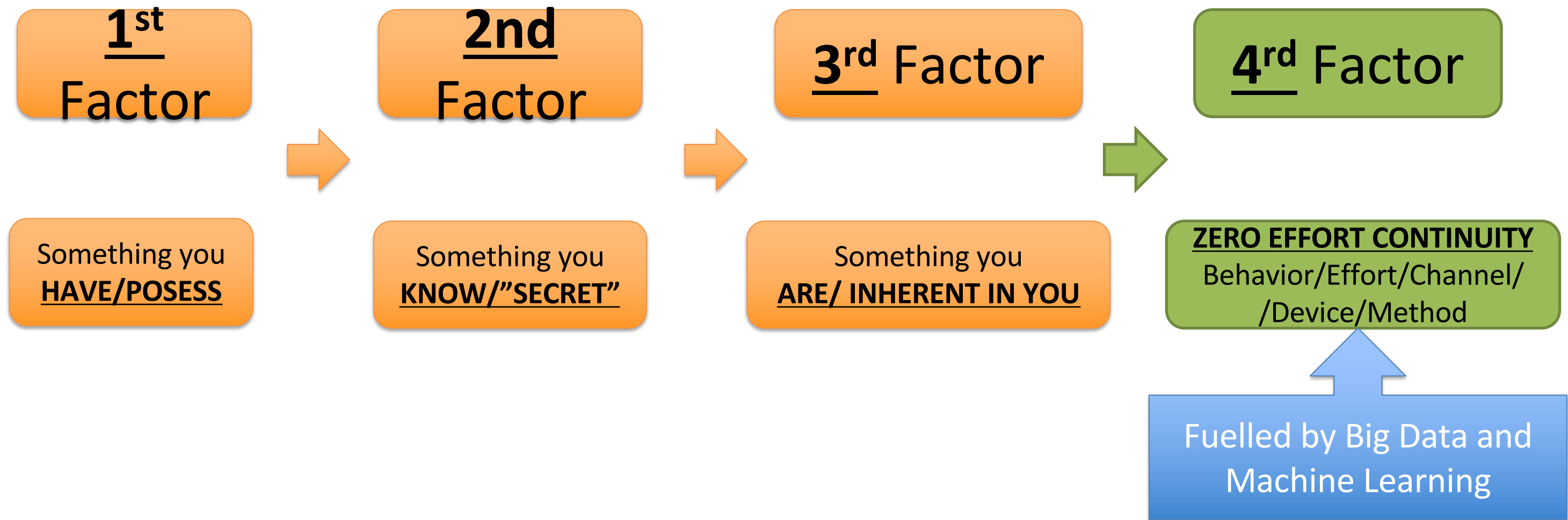
- Opus Research 
 - Boutique Analyst firm Founded 1986
(Conversational Access Technologies)
 - Deep domain coverage of Voice Biometrics (+ IA's and CI)
 - Coined term "Conversational Commerce"
- Our Interest in Authentication
 - Started with Voice Biometrics (VB)
 - Evolved with growth of digital, optichannel services
 - Embraces change

The Trends Shaping Our World

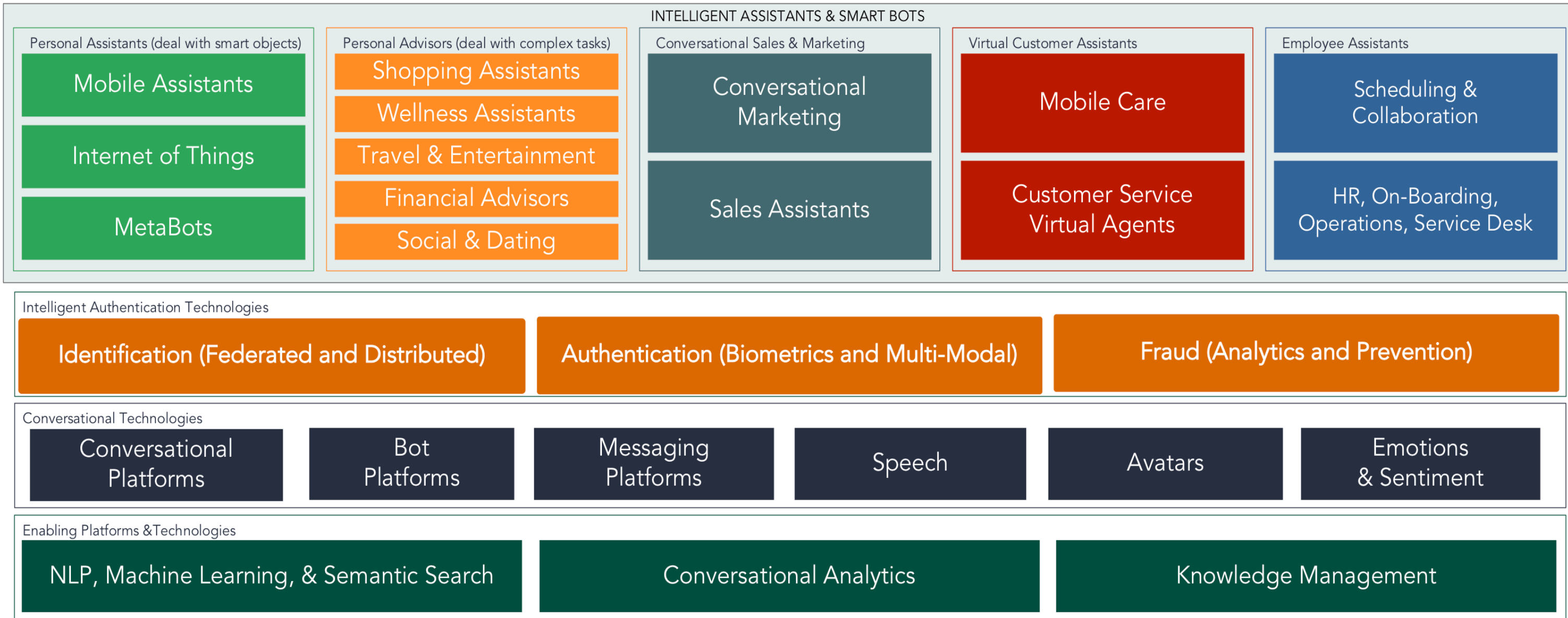


The Challenge: Personalization and Security, at Scale

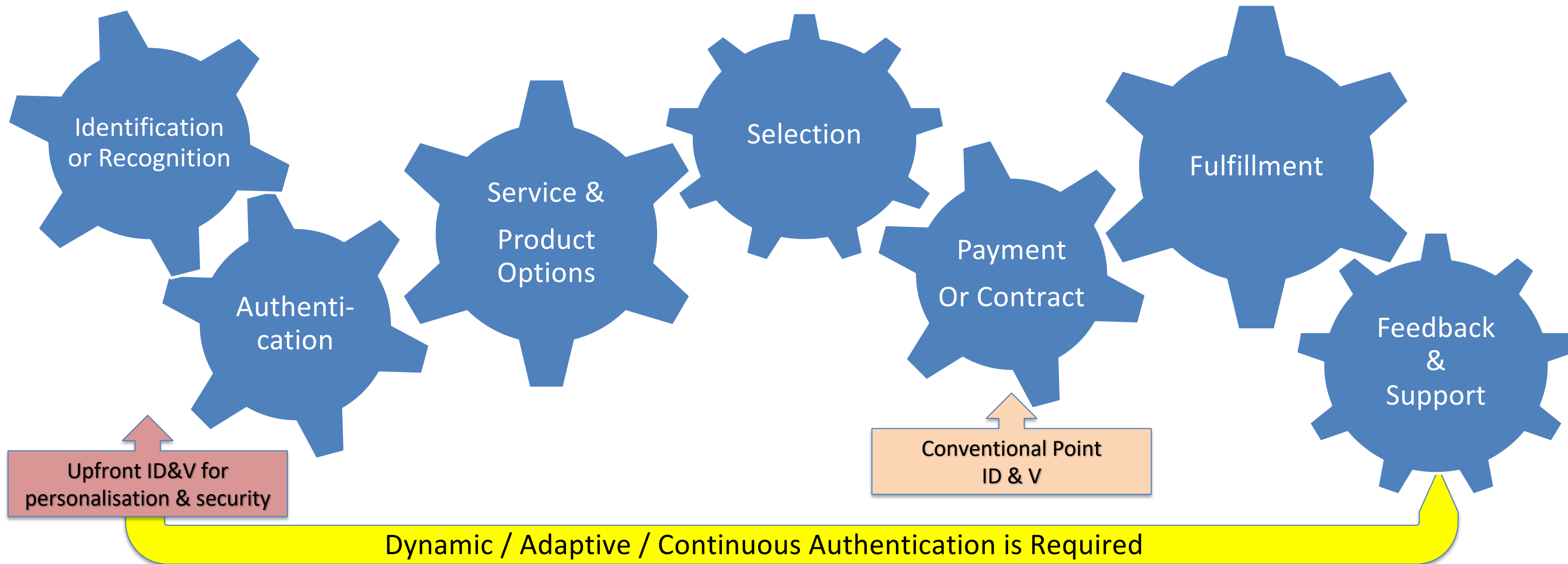
Evolution of Authentication



Our Comprehensive Solutions Stack



Now Looking at the Customer's Workflows

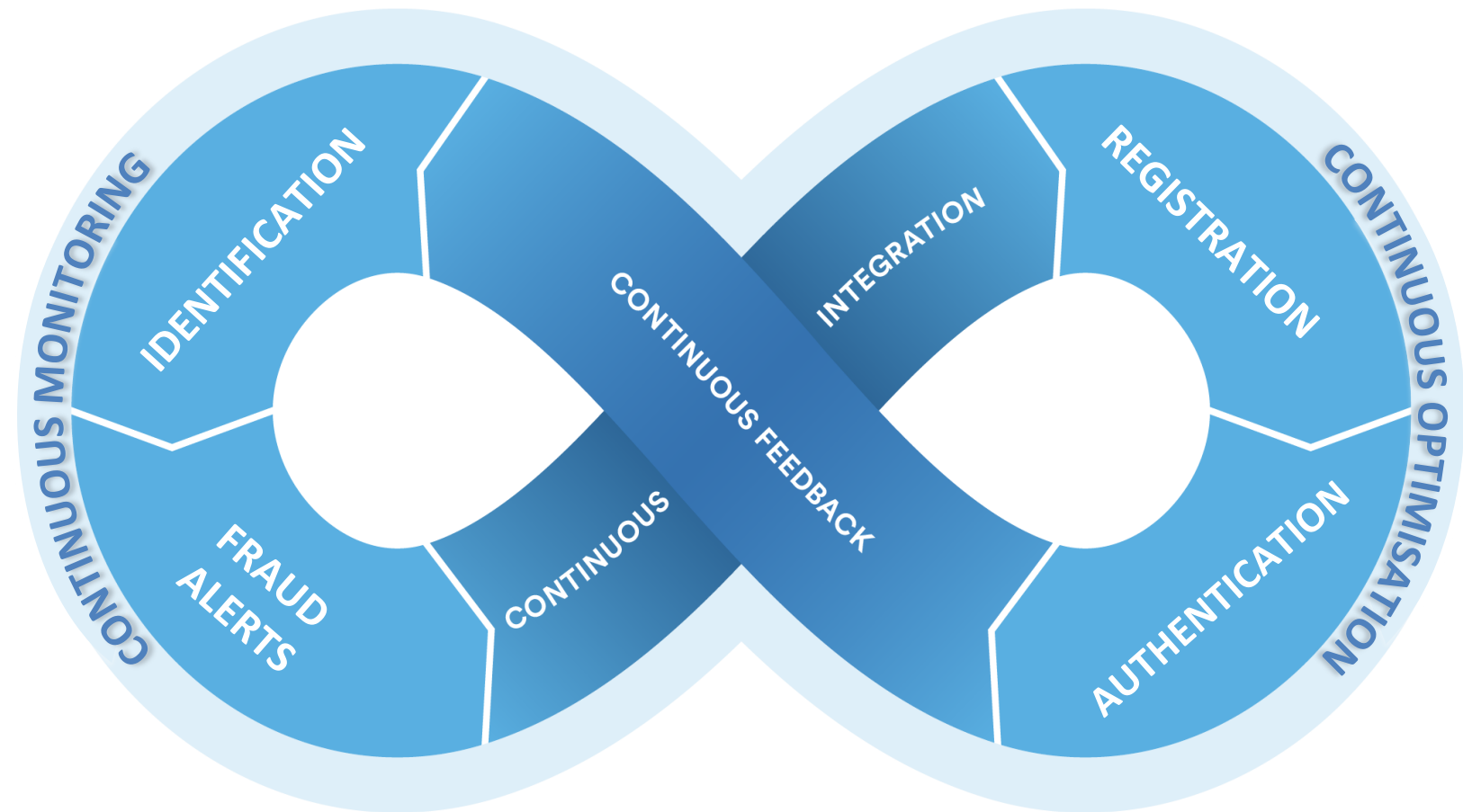


IAuth Contrasts with Linear, One-Off Authentication

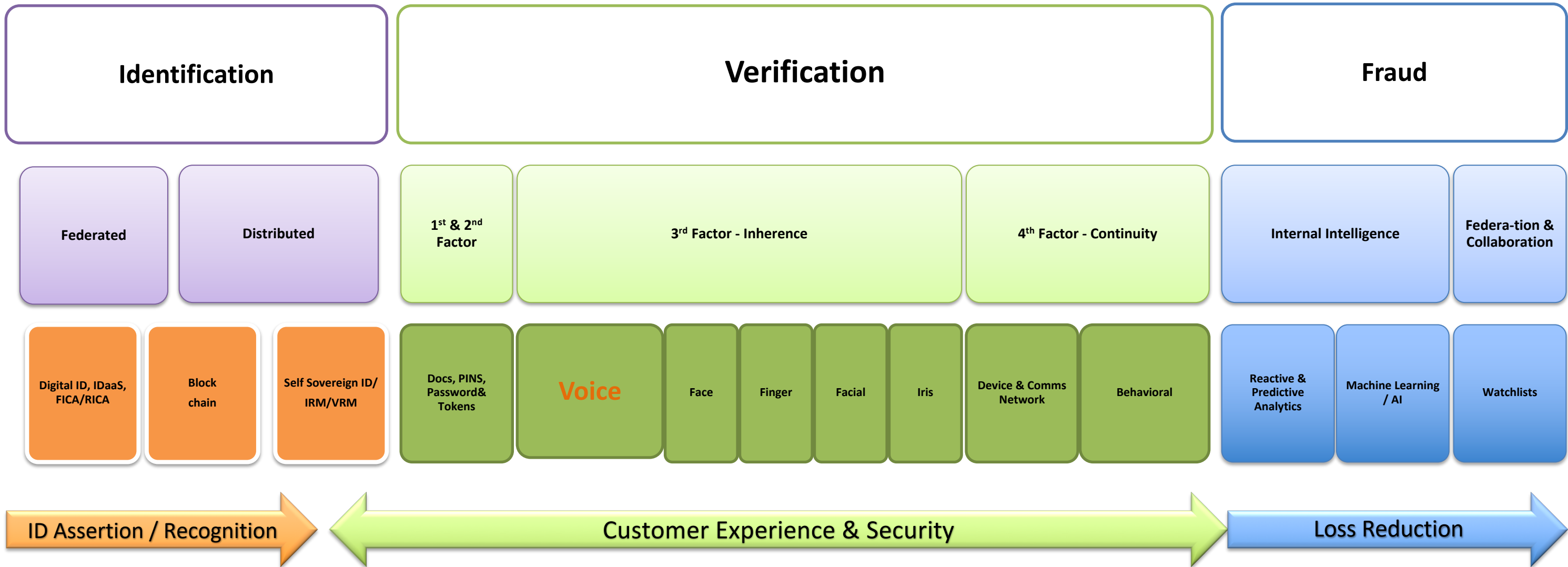


by enabling

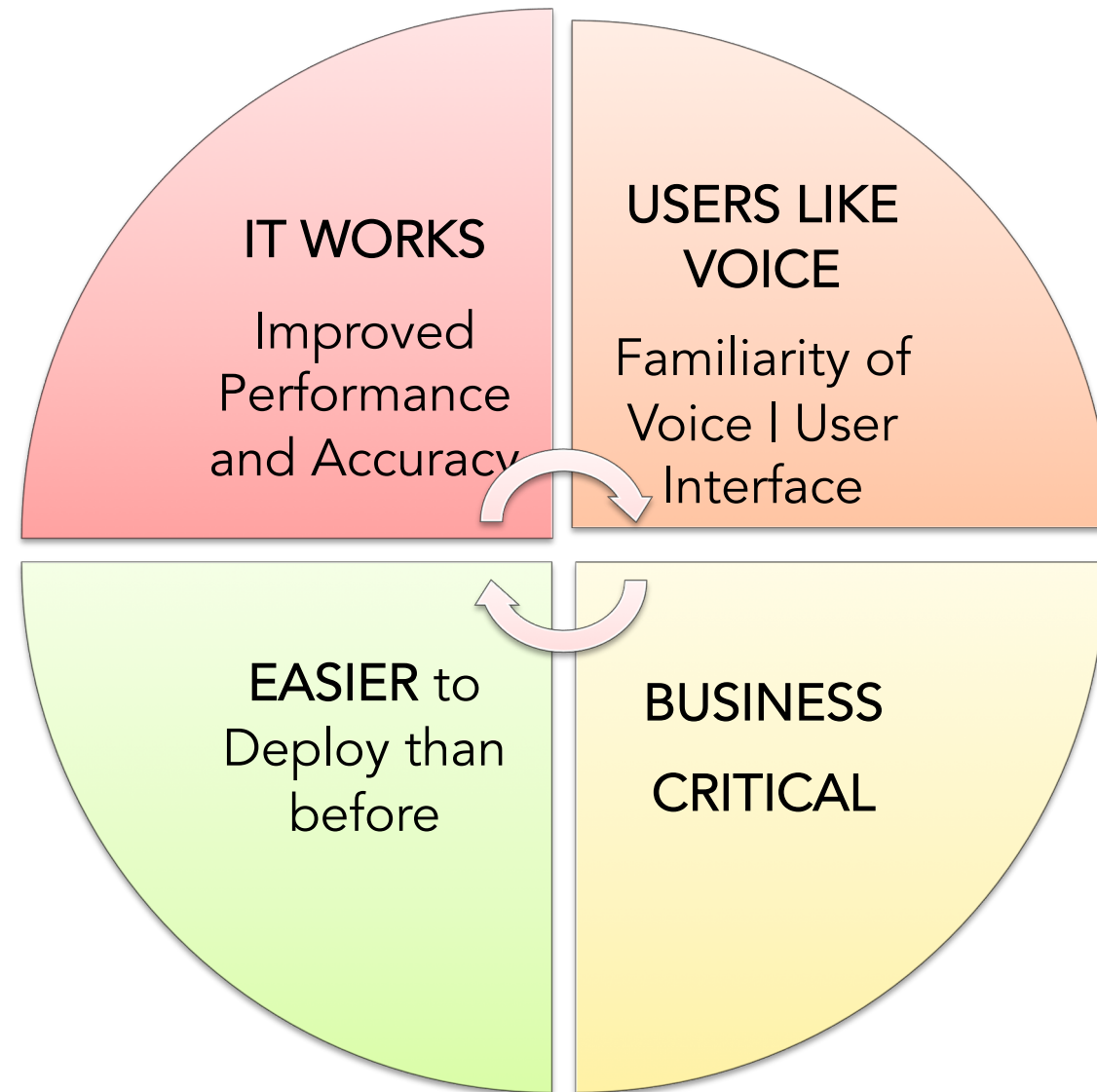
- ✓ Continuous
- ✓ Adaptive
- ✓ Multi-modal
- ✓ Channel-aware
- ✓ Context-aware



And Voice Has Its Place

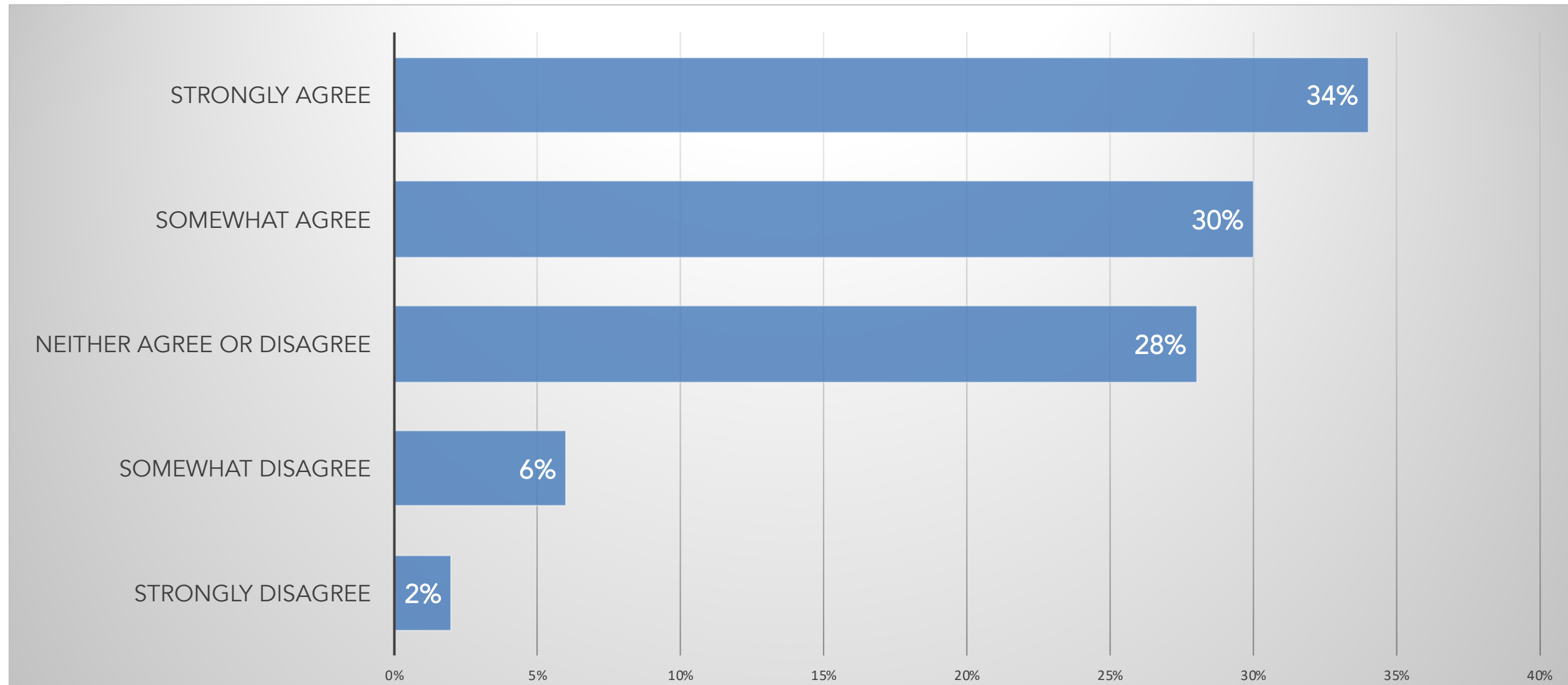


Why Now?



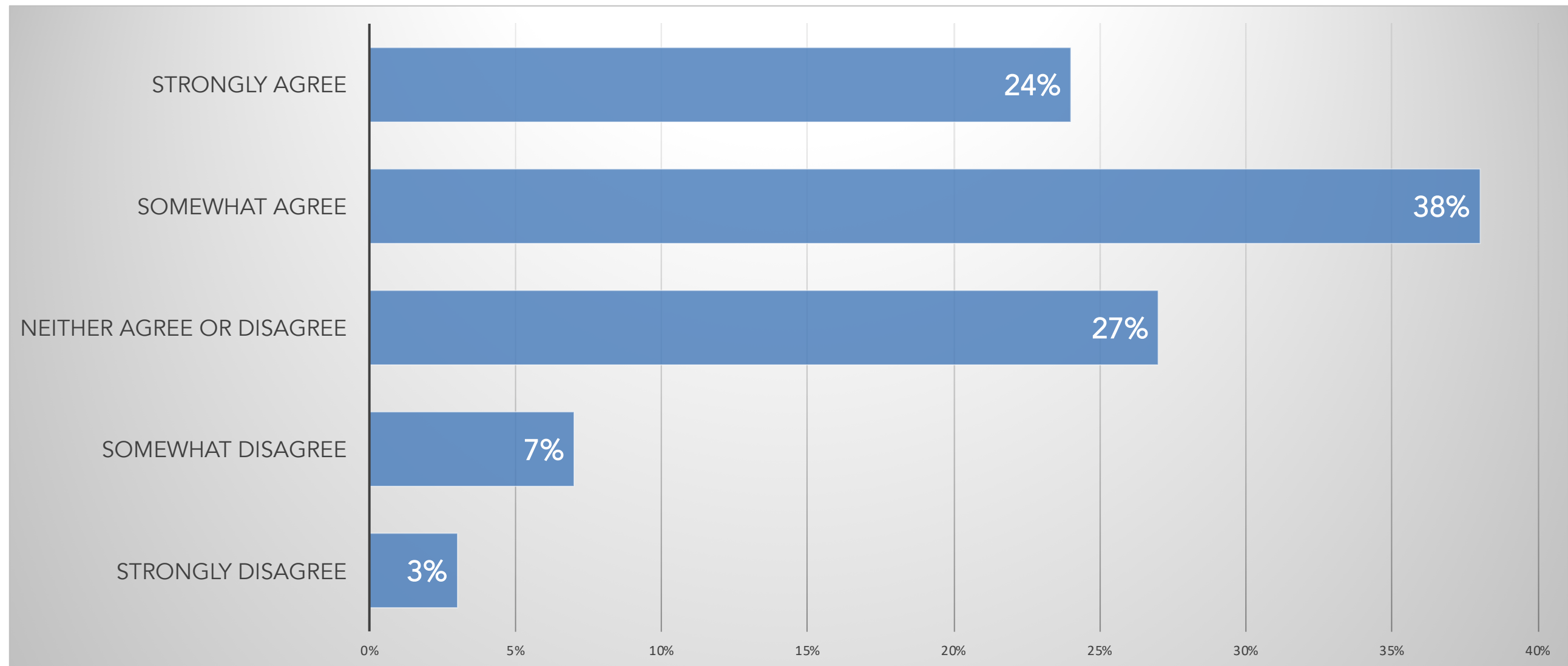
Recent Survey Results

My company needs to authenticate customers with minimum time & effort



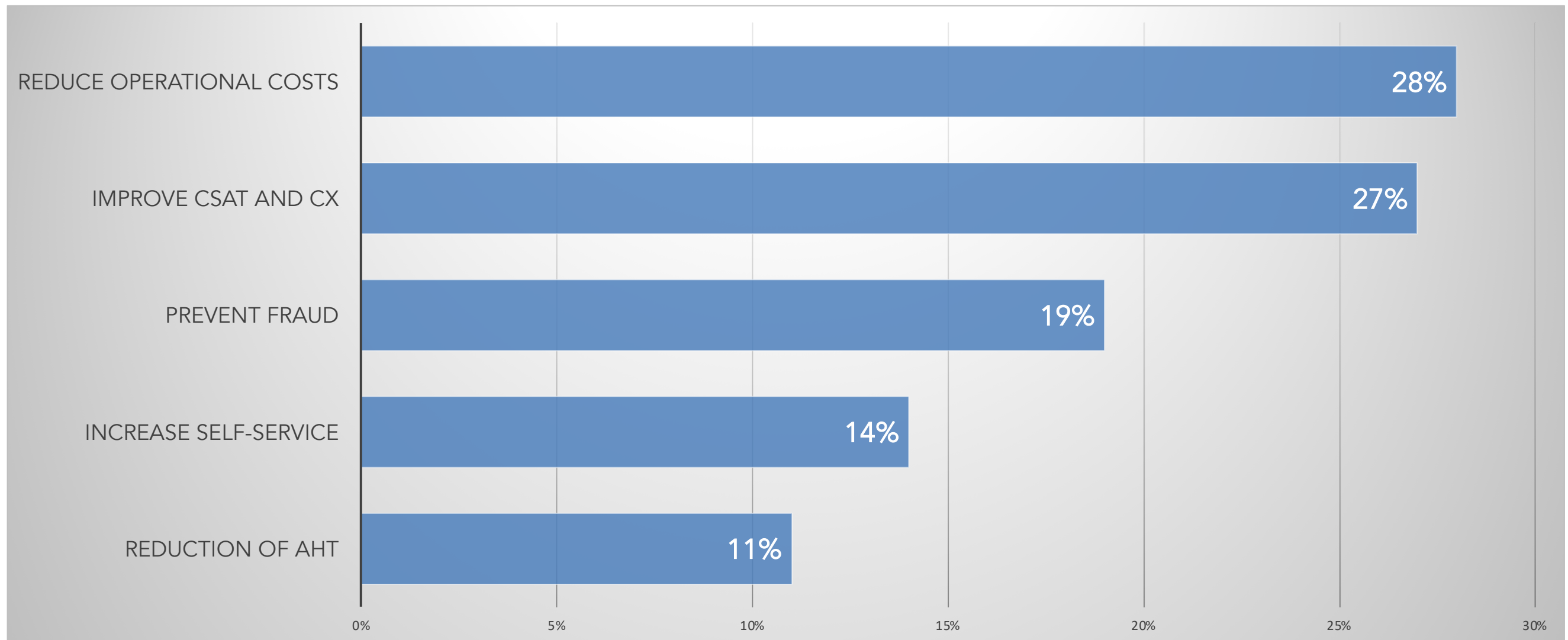
Recent Survey Results

Effortless, strong authentication is key for offering personalized service



Recent Survey Results

Primary driver for implementing IAuth solutions for contact centers



What to listen for

- The Lessons from Real WorldCase Studies
 - Lloyds
 - Deutsche Telekom
 - Allianz
- How to Balance Customer Experience with Security
 - Embracing multiple factors
 - Across multiple channels
- Overcoming impediments
 - Enrollment must be as painless as possible
 - Follow up with failed/abandoned transactions
 - Taking on privacy concerns

Thanks!



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