Survey Data Mitigating Fraud & Consumer Acceptance of Voice Biometrics

Peter Galloway
Head Of Voice Self-service

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What is the number one consumer fear in the UK? Identity Theft

73% of respondents said it was biggest concern

How many unique passwords do you think you use in your everyday life today?

My security map

Personal

Current Account
Credit Card
Insurer (x3)
Mortgage Provider
Merchant Security
(Visa)
Pension Providers
* 5
Inland Revenue
Local Authority
Government Portal
Telecoms
BT Television
Electricity Supplier
Portal

Access

Home building
Work Access
OOO Code
Parking Barrier
Marina
Marina Electric
Gym Card

Temporary

Documents
Bookings
References
Ticket Collection
Fine Reference

Work

Network Domain
CRM System
HR System
VPN Access
Information Portal
Professional Body
Partner Websites *
Document & Drive
Payslips
Salesforce

Devices & Technology

Work PC
Home PC
E-mail * 2
OpenZone
Work Handset
Conference
Bridge
Voicemail * 2
Mobile Phones
IPAD
Router
Facebook
LinkedIn
Twitter
Itunes
Ringo
Amazon

98
passwords or access codes in use today

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Consumers at risk

Mail Online

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Bank fraud could soon be YOUR fault: New rules demand more care with cards and PINs

- Banks are making changes to small print that will allow them to block compensation to fraud victims
- Customers could be liable if they use a weak PIN or fail to adequately shield their number at a cashpoint
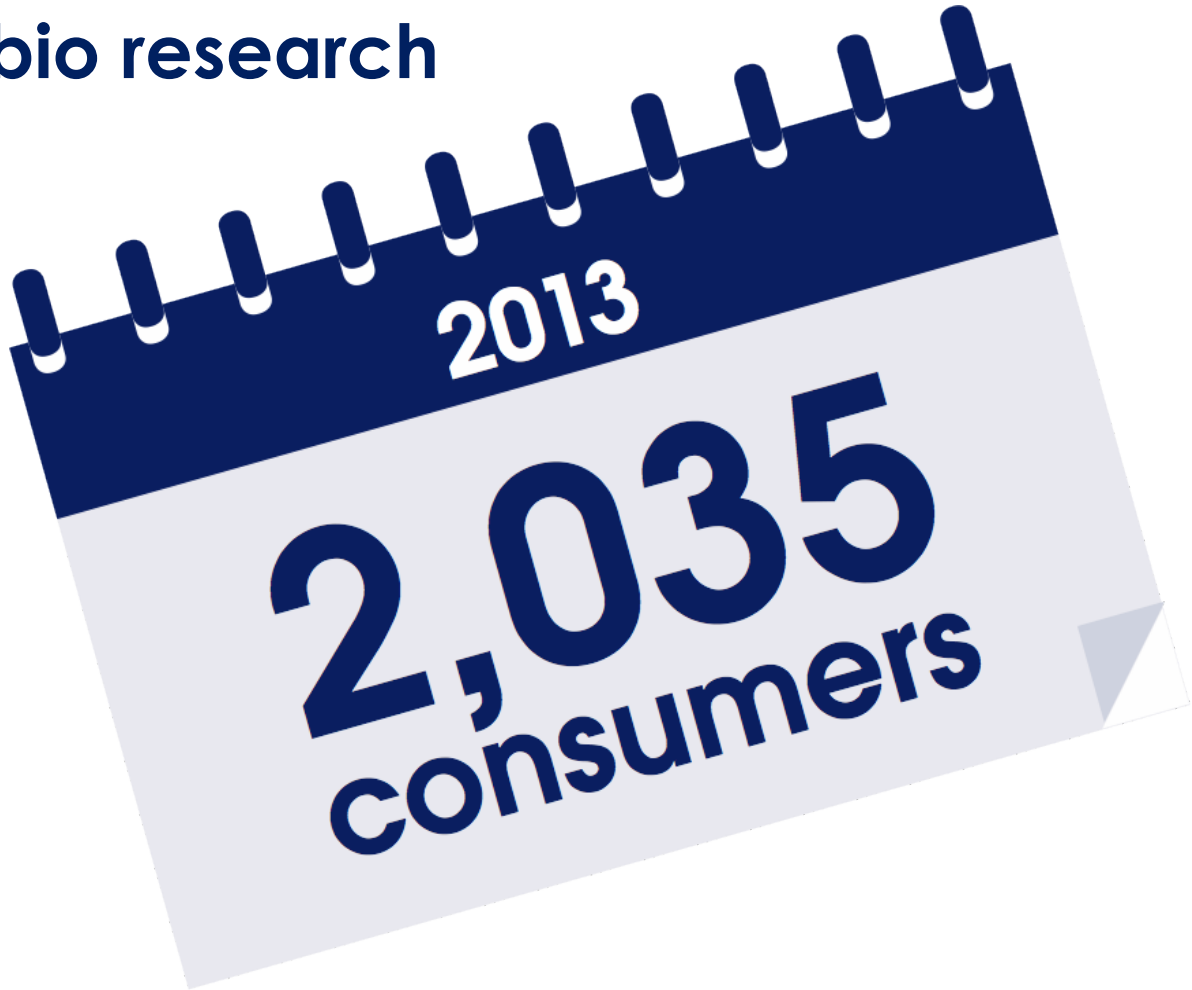- Moves have been condemned as 'unfair' and 'unreasonable' by a card security expert

By SEAN POULTER

PUBLISHED: 01:09, 10 November 2012 | UPDATED: 01:36, 10 November 2012

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Sabio research

2013
2,035 consumers

Consumer interest in subject is high

Over 50 news articles published on the research so far

Broadsheets keen focus on this subject

Driven by consumer fear

Riding on the mistrust of Financial Services organisations

Core conclusions

Broken Trust

We Don't Keep Data Secure

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How confident are you making payments with these channels?

18% — Online payments secure site

12% — Chip n pin in shop

5% — Speaking to an agent in a call centre in the UK

2% — Web chat conversation

2% — Smartphone app

2% — Speaking to an agent in an overseas call centre

1% — Card details sent via email

95% of people are concerned about credit card payments in UK call centres!
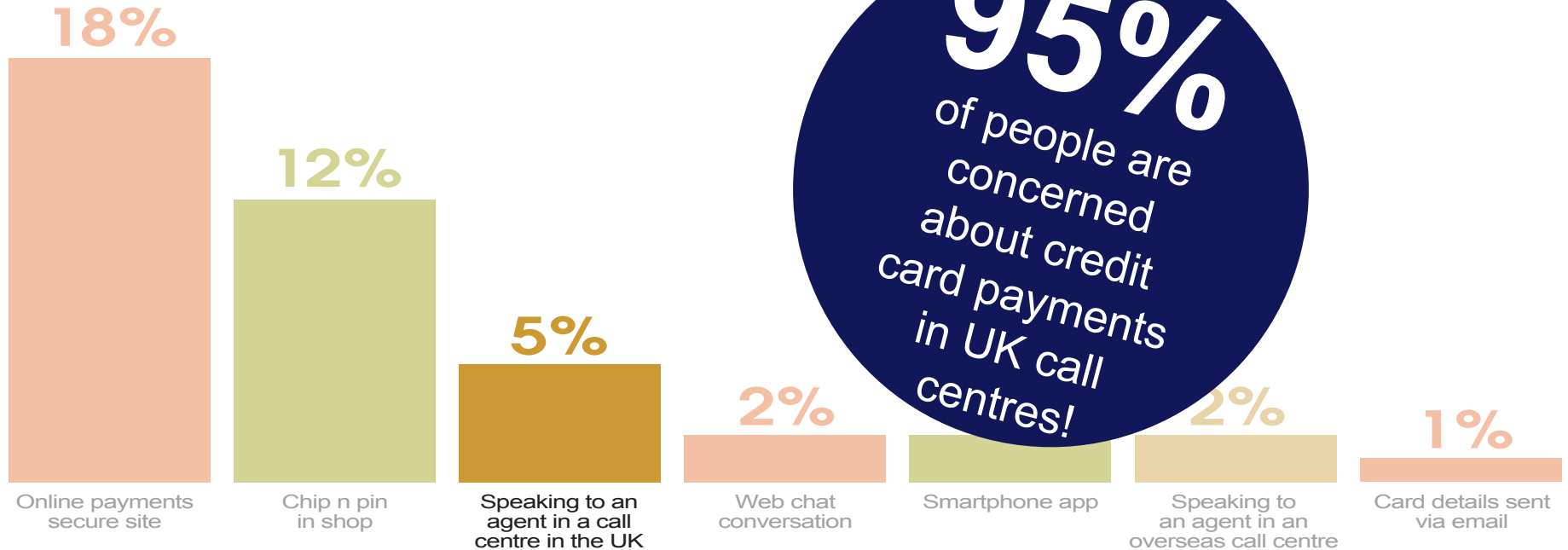
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Core conclusions

Broken Trust

We Don't Keep Data Secure

Access Control Is Tough

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3 in 4 are concerned about ID security

Overall:

24% very concerned

53% fairly concerned

21% not very concerned

2% not at all concerned

% of different age groups who are concerned about ID security related to technology use

Legend: ■ 16-34 ■ 35-54 ■ 55+

Very concerned: 26%, 23%, 22%
Fairly concerned: 52%, 51%, 54%
Not very concerned: 19%, 22%, 21%
Not at all concerned: 2%, 3%, 3%

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Do you know it is really me?

2:5
worry about security over the phone

6 million
have stopped using an organisation because of poor security in its call centre

1:2
say criminals likely to target agents

63%
suspect identity fraud caused by organisations misplacing customer personal data

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But why do you make it so hard?

1:2 frustrated with agent if they have security/ID problems
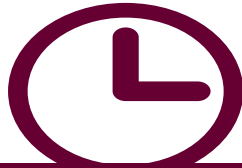
1:2 say it takes too long to identify me

60% organisations ask for security details when there is no need

41% use an easy password that I already use regularly

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How do people see security?

More Risky

Bank Password

Chip & PIN

E-mail

Work Login

More Frequent

Mobile Phone Account

Gate Code

Internet Shopping

Facebook

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So people cheat ☺
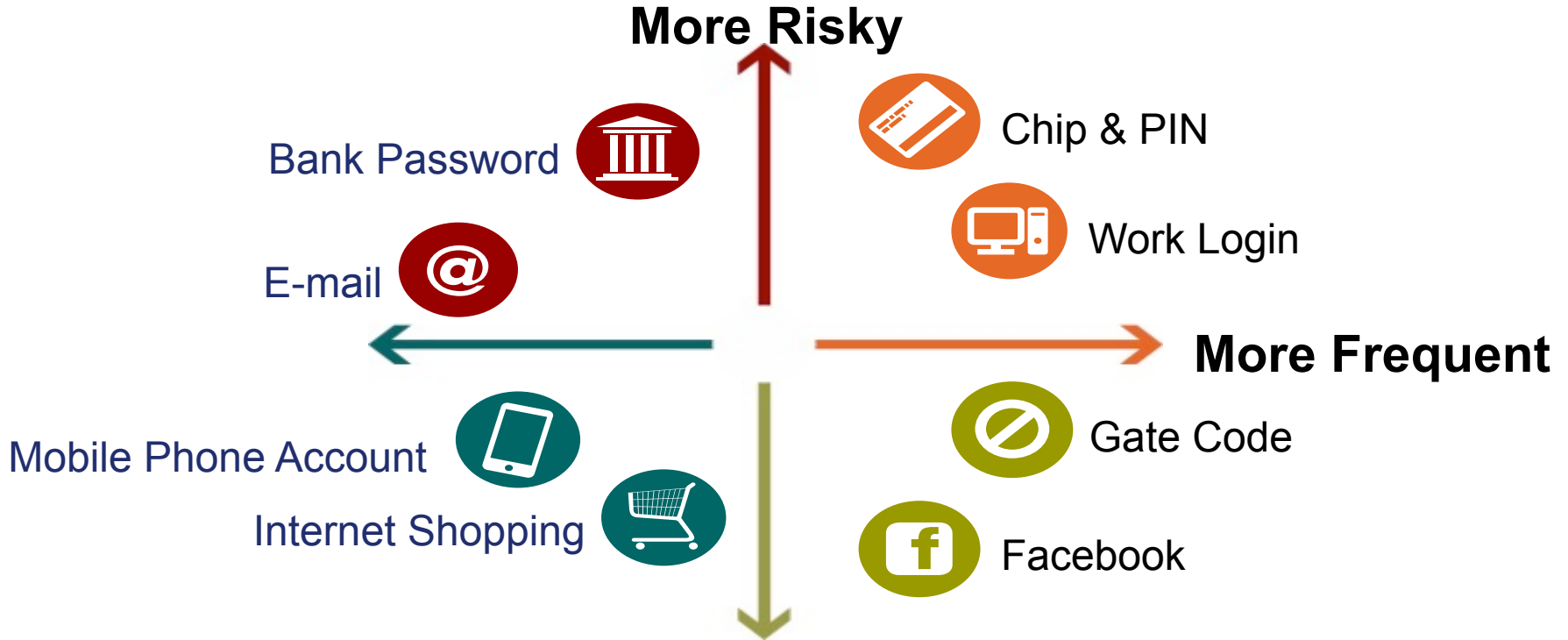
21% — in a special notepad
10% — on a PC or tablet
9% — on a sheet of paper
8% — on my phone
8% — locked up
4% — USB
3% — Post it
1% — Notice board
<1% — Purse / wallet
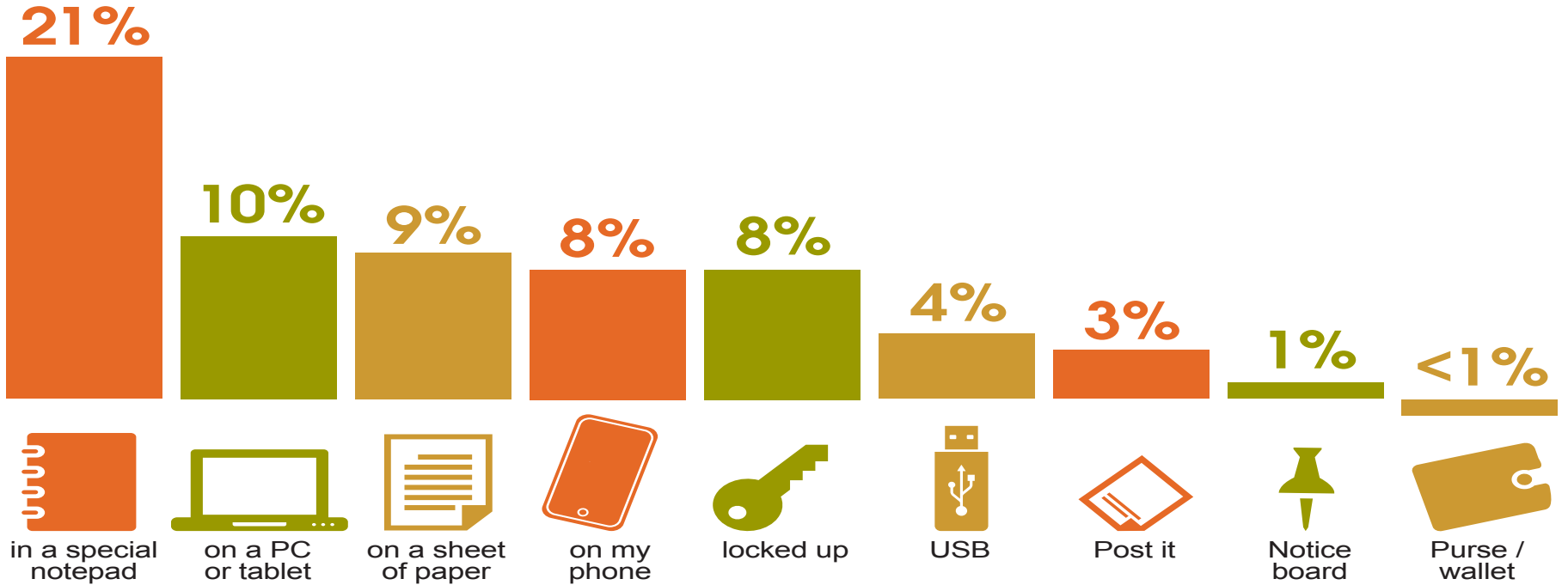
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In truth, it's a trade off

security

ease of use

Verification approaches used

Open Wallet

Secret Question

Telephone PINS

Secret Password

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Everything is a compromise

Open Wallet

- Most common
- Normally easy to use
- High pass rates

But

- Easy to impersonate
- Open to agent judgement
- Incorrect data causes issues
- Same data – many organisations

Secret Password

- Secure
- Easy to block if needed

But

- Increases AHT
- Callers forget
  - Too many passwords
  - Forced changes
  - Password structure constraints

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Results in

Normal **Agent time** to identify between 10 and 60 seconds

Customers often get **frustrated** with having to remember things

Excessive call handling and frustration when **data is forgotten, or wrong**

Expensive **password / details** recovery

Lost business when customers give up!

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Impacts everyone!

"Going through password hell. The day is coming when you'll need a password to use your password."

Gary Lineker, August 2013

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Its broken really!

Can biometrics help?

highly secure
check against data that is you!

ease of use
asked for information you already know

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One more stat ☺

73%

say a voice biometrics system that recognises your voice and confirms your identity would be reassuring

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Q&A

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