



# THE CASE FOR VOICE BIOMETRICS IN THE CONTACT CENTRE

OPUS INTELLIGENT AUTHENTICATION  
CONFERENCE - MUNICH

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We are independent experts in the design, delivery and management of speaker recognition systems for secure customer contact experiences in call centres, automated and mobile applications.



**MAKE THE  
CASE**



**ACCELERATE  
DELIVERY**



**MAXIMISE  
IMPACT**

10 million + users

# Where are you?



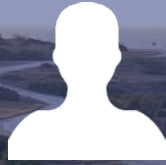
MAKING THE  
CASE



DEFINING THE  
SOLUTION



BUILDING THE  
SOLUTION





48%

Complex self service interactions  
**failed** or **required customer to**  
**contact** organisation in another way

A woman with glasses and a pearl necklace is shown in profile, singing into a microphone on a stage. The background is dark and out of focus, suggesting a concert or performance setting. The lighting is dramatic, highlighting the woman's face and the microphone.

Tone of Voice

5.5x

more important than words

A blue-tinted photograph of a steam locomotive at a station. The locomotive is on the left, with a man leaning out of the driver's window. The number '9F' and '92203' are visible on the side of the locomotive. Steam is rising from the engine. In the background, there is a station platform with a few people and a wooden bridge structure. The overall scene is set in a rural or historical environment.

Designed for a  
different age

9F

92203



Easy to Use?

85%

**Dissatisfied** with authentication  
experience



# Quick?

61%

"It takes too long to identify me"



Secure?

6.64%

Of all consumers **victims** of  
Identity Fraud in 2017

# First Impressions Count

30 secs

Time to make a **decision** on  
competence and trustworthiness





Intent

+



Identification

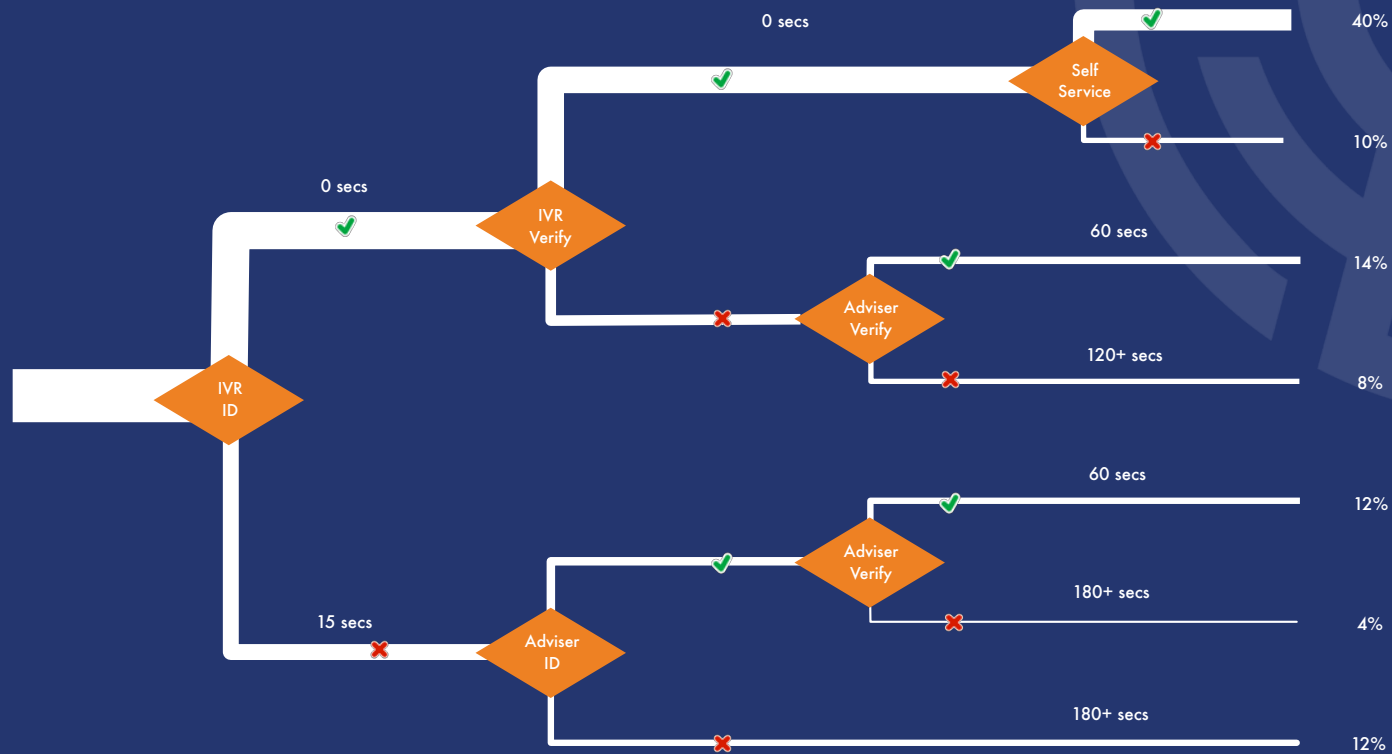
+



Verification



# How do you do?



# Expensive !



Don't ask me to  
remember your stuff





Recognise me by the  
sound of my voice

70%

Would like **Voice Biometrics** for  
ID&V





No longer novel

60%

UK population able to use **Voice Biometrics** with one or more service provider

# Transformational

A man in a dark tuxedo with a white shirt and bow tie is shown from the chest up. He is holding a large, rolled-up white document or certificate. The background is a solid dark blue color.

93%

At least 9 out of 10 for **speed**, **ease of use** and **security**

Time for a  
reality check





Not quick

2.5 yrs

Average **time** to procure, design,  
build and deploy

Source: SymNex Market Analysis 2018



Or cheap!

3x

Average implementation cost as multiple of **vendor costs**

Finding the  
tipping point





Avoiding fear of  
Regulations

GDPR

Biometric data requires **sensitive**  
handling

# Hybrid Approaches





# Cloud Delivery

The background of the slide is a clear blue sky filled with several fluffy, white cumulus clouds of varying sizes. The clouds are scattered across the frame, with a larger, more prominent one in the center-right area. The overall aesthetic is clean and modern.

# Intelligent Authentication





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DELIVERY**



**MAXIMISE  
IMPACT**

You can register your interest in our identification and verification diagnostic at:  
[www.symnexconsulting.com](http://www.symnexconsulting.com)

