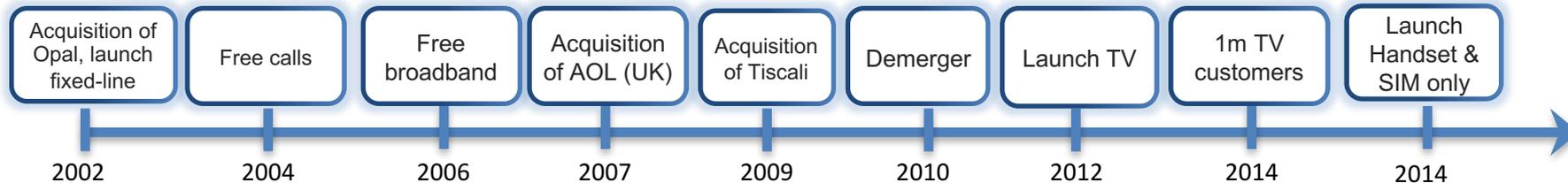# Who are TalkTalk?

➢ We are the leading value brand Telco in the UK

➢ 4m customers

➢ Quadplay provider
  ➢ Fixed line
  ➢ Broadband
  ➢ Mobile
  ➢ TV

➢ UK based core operations
➢ Global contact centre estate (UK, the Philippines, India and South Africa)
➢ 4.5k agents

Our journey

| Fixed Line | Broadband | TV | Mobile/Cell |

| Acquisition of Opal, launch fixed-line | Free calls | Free broadband | Acquisition of AOL (UK) | Acquisition of Tiscali | Demerger | Launch TV | 1m TV customers | Launch Handset & SIM only |

| 2002 | 2004 | 2006 | 2007 | 2009 | 2010 | 2012 | 2014 | 2014 |

Free broadband ...forever
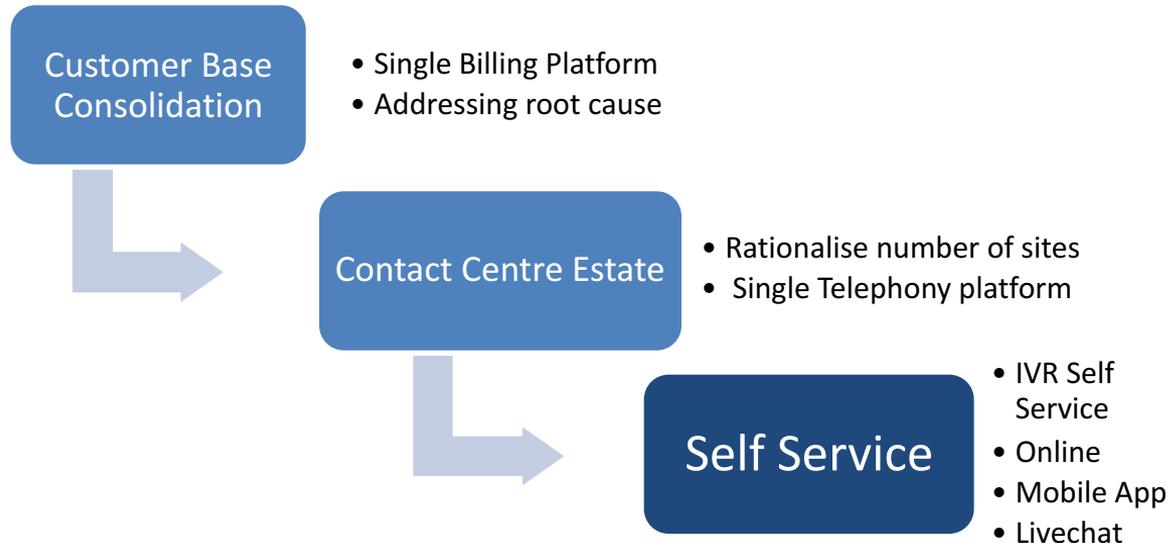When you join our Talk3 international plan
- Up to 8 Megabits per second download speed
- Unlimited calls to UK landlines
- Unlimited international calls to 28 countries
- Available to 70% of the UK

AOL
www.aol.co.uk

tiscali.

THE Carphone Warehouse

SKY SPORTS
Barclays Premier League
Watch 116 games with our Sky Sports Boost

We have been on something of a journey to transform customer experience

Customer Base Consolidation
- Single Billing Platform
- Addressing root cause

Contact Centre Estate
- Rationalise number of sites
- Single Telephony platform

Self Service
- IVR Self Service
- Online
- Mobile App
- Livechat

Three keys areas in customer journey

1. What does the customer want?

2. Who are they?

3. Let's get you to the right place first time..

592 Reasons (Intents)

Intelligent Self Service

Mobile Activations

AB&PYT

CLI Check

Order Check

Oscar

online

Deflection messages

Customer

OTV

UN & PW

Ernie

FAQ

Mobile Payments

Voice Appointing
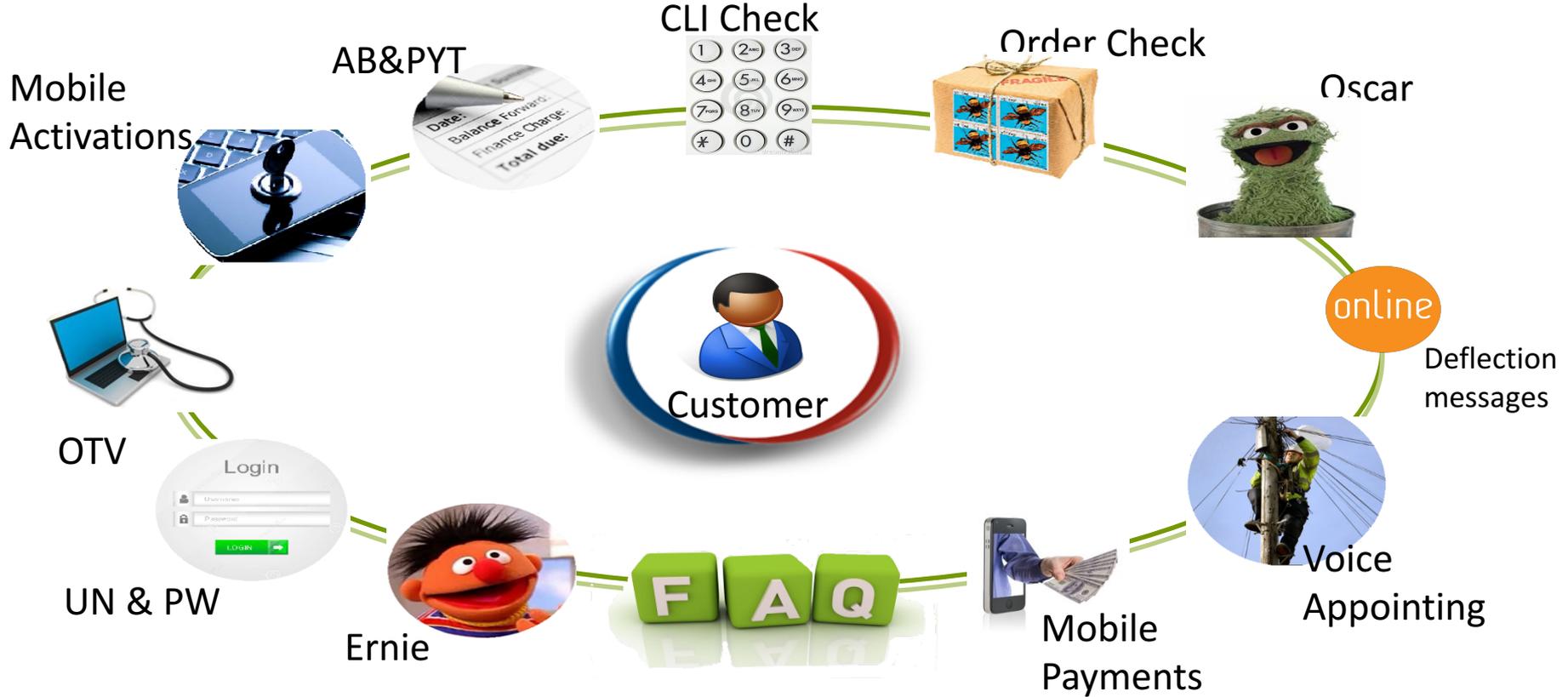
Ownership of the Customer and the Experience is the key to a successful transformation!

Self serve – Effective and Efficient

Security and Trust

Immediate fulfilment

Lower Effort

Omni Channel

Intelligent interactions

Unique branded experience

Great Customer Experience

Ahead of the game…
Why Voice Biometrics?

Increased intelligent automation

Reduced customer effort – no more PW&P

Reduced call handling time

Improved confidence in security

Omni channel security solution
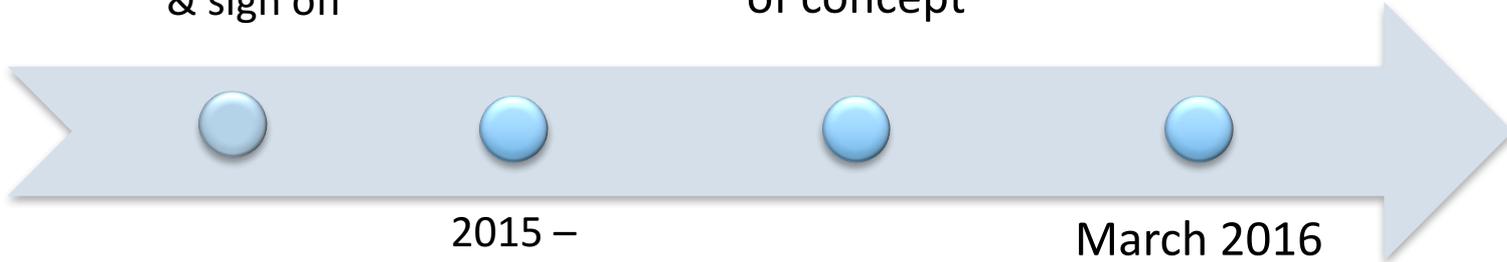
TalkTalk

TalkTalk Group

From a Marathon to a Sprint
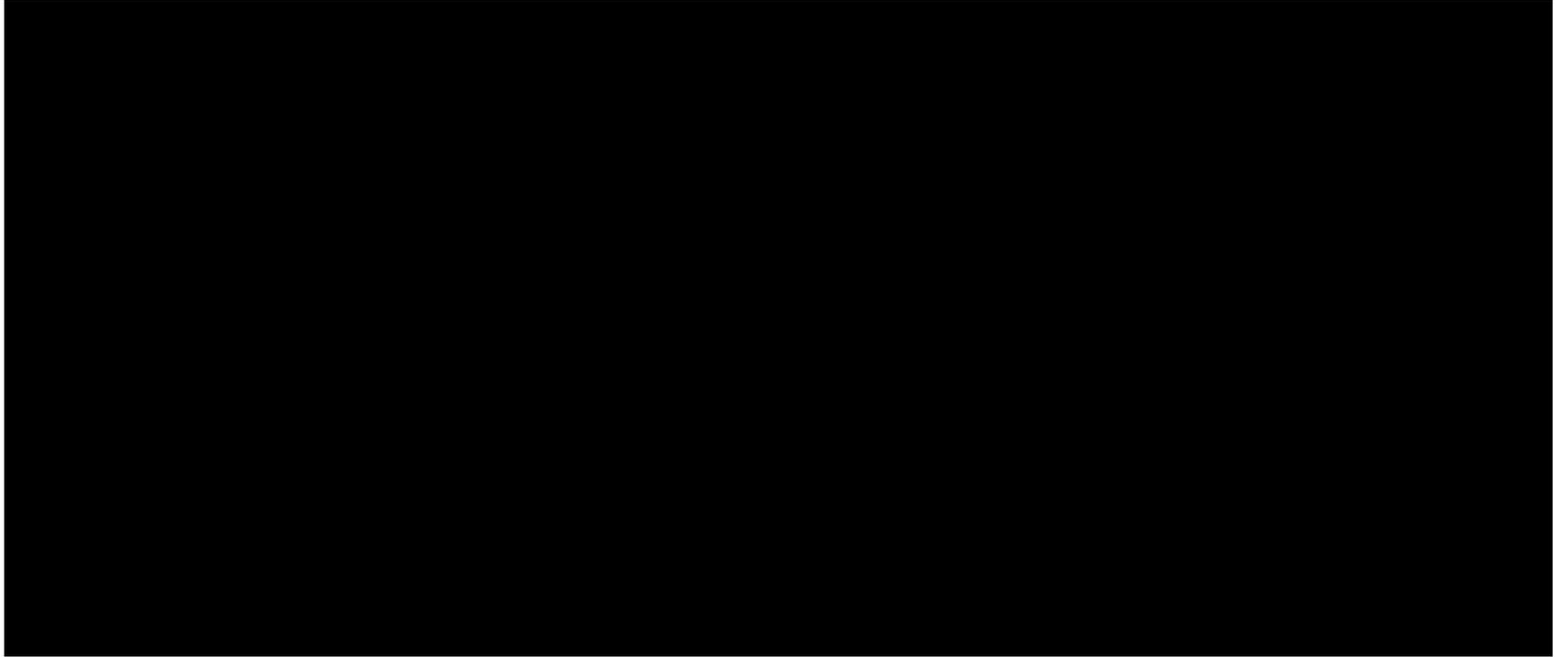

Winter 2014 – Business Case & sign off

January 2016 – Proof of concept

2015 – Technical design & delivery

March 2016 – Full launch

How does it work?

Results from Proof of Concept

Measure/KPI	Success
Customer adoption rate	85%
Successful enrolments	84%
Subsequent call successful verification by TalkSafe	95%
Time to authenticate	12 seconds
Agent handling time reductions	1 minute per call

Full launch successes

➢ **500,000+** customers enrolled

➢ **600,000+** customers verified

➢ **29,000,000** less seconds customer spent on the phone

➢ Enriched customer and agent conversation
➢ Enabler for new self service requiring authentication
➢ Improved confidence in security
➢ ROI on track as per business case

TalkTalk

PR campaign resulted in positive press

TalkTalk rolls out voice biometric technology

4 million customers can use their voice to prove their identity.

TalkTalk customers can now access their accounts over the telephone by using their voice to prove their identity.

The Telegraph

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⌂| › Technology

TalkTalk ditches passwords for voice recognition

By James Titcomb

17 MARCH 2016 • 10:29AM

TalkTalk is allowing its customers to access their accounts using

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Technology

TalkTalk replaces customer passwords with TalkSafe voice recognition biometric login

ISPreview

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TalkTalk Becomes First UK ISP to Offer Biometric Voice Passwords
Posted Friday, March 18th, 2016 (8:17 am) by Mark Jackson (Score 336)

TalkTalk

Collaboration   Engagement   Passion

"Trial first, learn fast… launch with confidence"

➢ The technology works!!

➢ Collaborative working with Nuance and joint agreement of KPIs

➢ Proof of concept – review and understand customer/business impacts

➢ Proof of concept – to refine and understand lessons learnt ready for launch

➢ Engagement with all business units

➢ Innovation School – agent involvement from concept to trial to launch

➢ Passion to deliver the right solution for the customer

TalkTalk

What next?

Self serve – Effective and Efficient

Security and Trust

Unique branded experience

Great Customer Experience

Immediate fulfilment

Intelligent interactions

Omni Channel

Lower Effort

Questions?