

Barclays Voice Security Service

Voice Bio Con – San Francisco – 9 May 2013



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Head of Strategy and Change

Wealth and Investment Management Client Experience



Corporate, Investment Banking,
Wealth and Investment Management
(CIBWIM)

Investment
Banking

Corporate
Banking

Wealth and Investment
Management

Retail and Business Banking
(RBB)

UK Retail and Business
Banking

Barclaycard

Europe Retail and
Business Banking

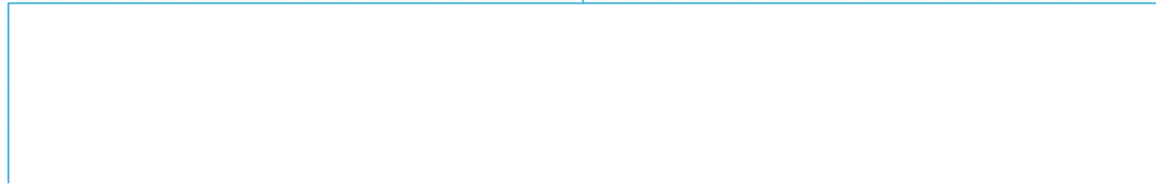
A world map with a light blue background and white outlines of continents and countries. Two dark blue rectangular callout boxes are overlaid on the map. The first box is positioned over North America and contains the text 'Wealth Management'. The second box is positioned over Europe and Asia and contains the text 'International, Intermediaries and Direct'.

Wealth
Management

International,
Intermediaries and
Direct



Client / Customer



Barclays colleague



DIY

“ The employee-customer encounter is the crucible where value is created in sales and service organisations. ”

- John Flemming, Chief Scientist for Marketplace Practice, Gallup

“

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



Purpose

Support our clients' **emotional**, **urgent** and **complex** needs

Need

How should these services feel?

Capability

How do we design, build and run our services?



Hours of service

Telephony

Identify

Understand Context

Interaction

Language

Email

Authenticate

Identify Solution

Colleague

Location

Physical Mail

Authorise

Execute Solution

Process

Match Demand

Secure Mail

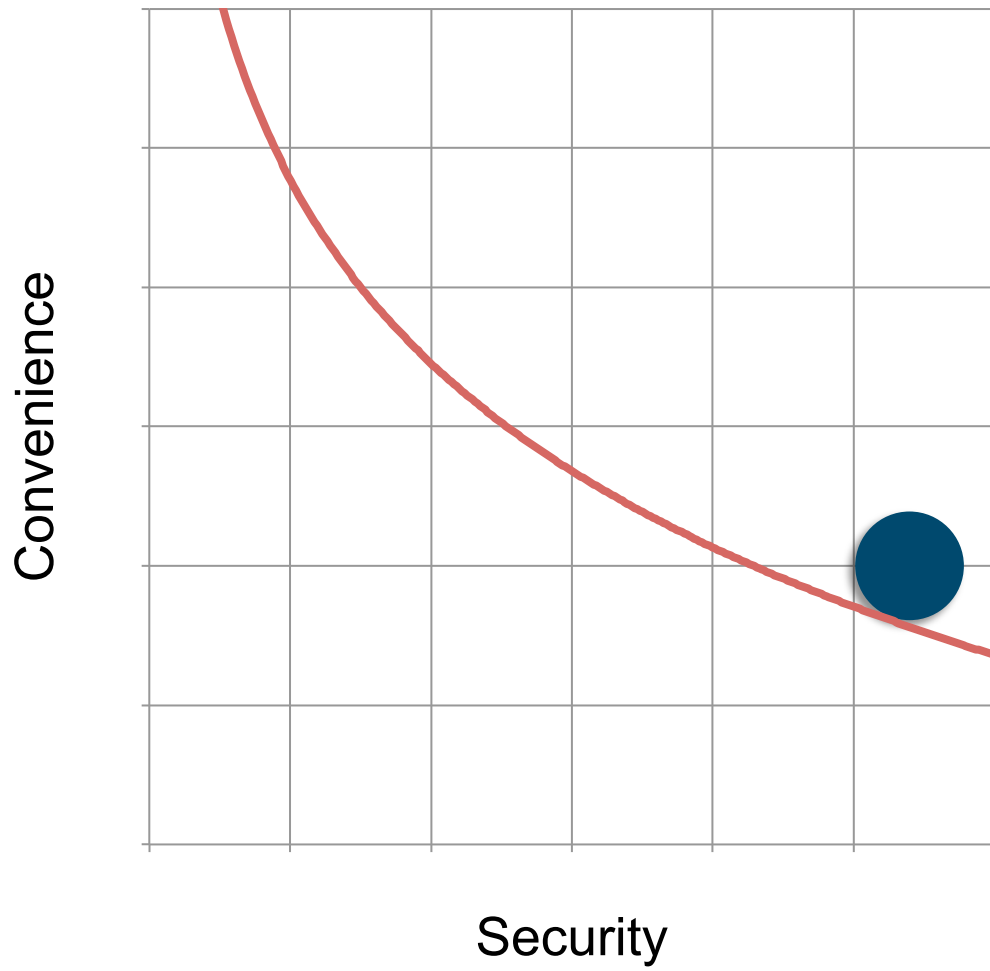
Audit

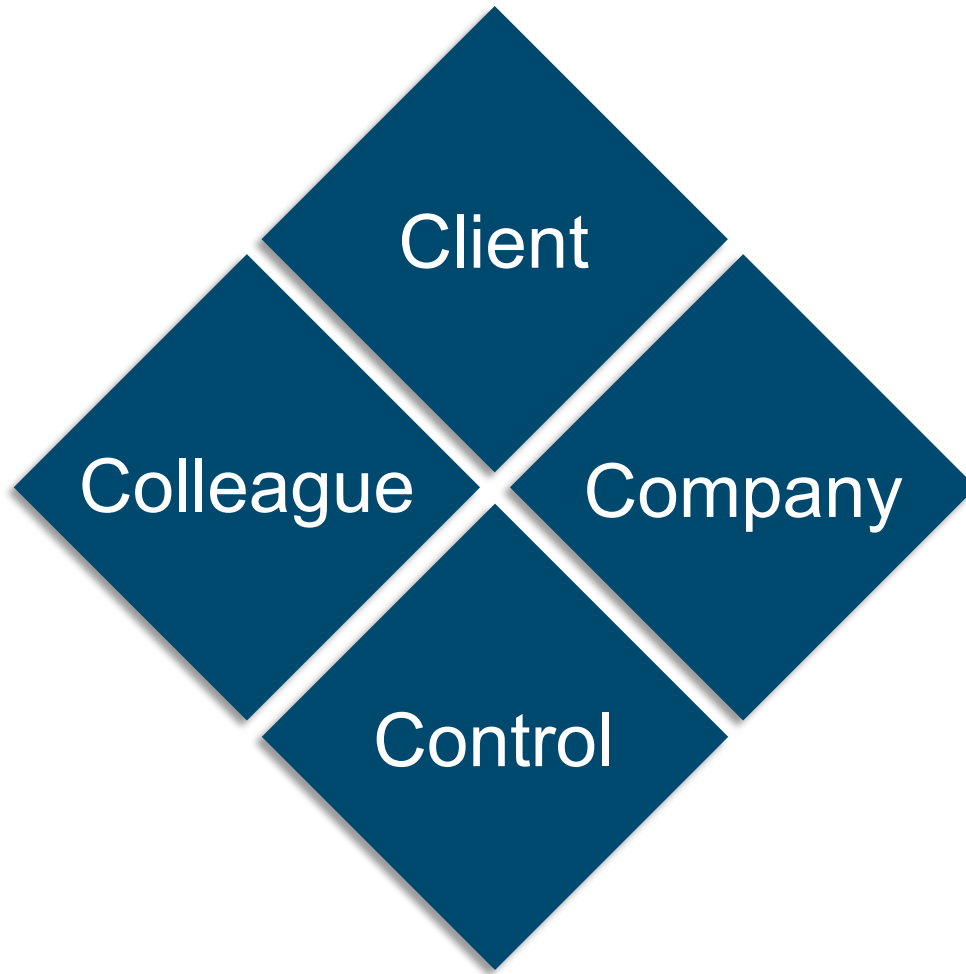
Identify Opportunity

Client

Execute Opportunity

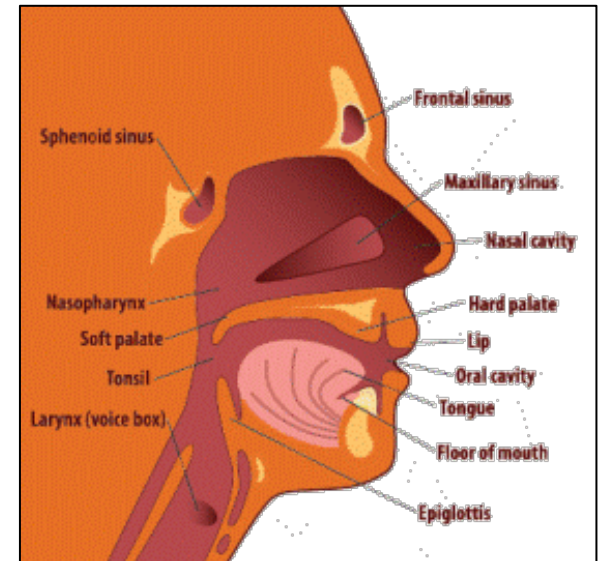






Voice Biometrics 101

- Voice Biometrics –
 - **Verification**
 - Identification
- Modes of operation –
 - Text Dependant
 - **Text Independent**
- Key Processes
 - Enrol
 - Verify



2011

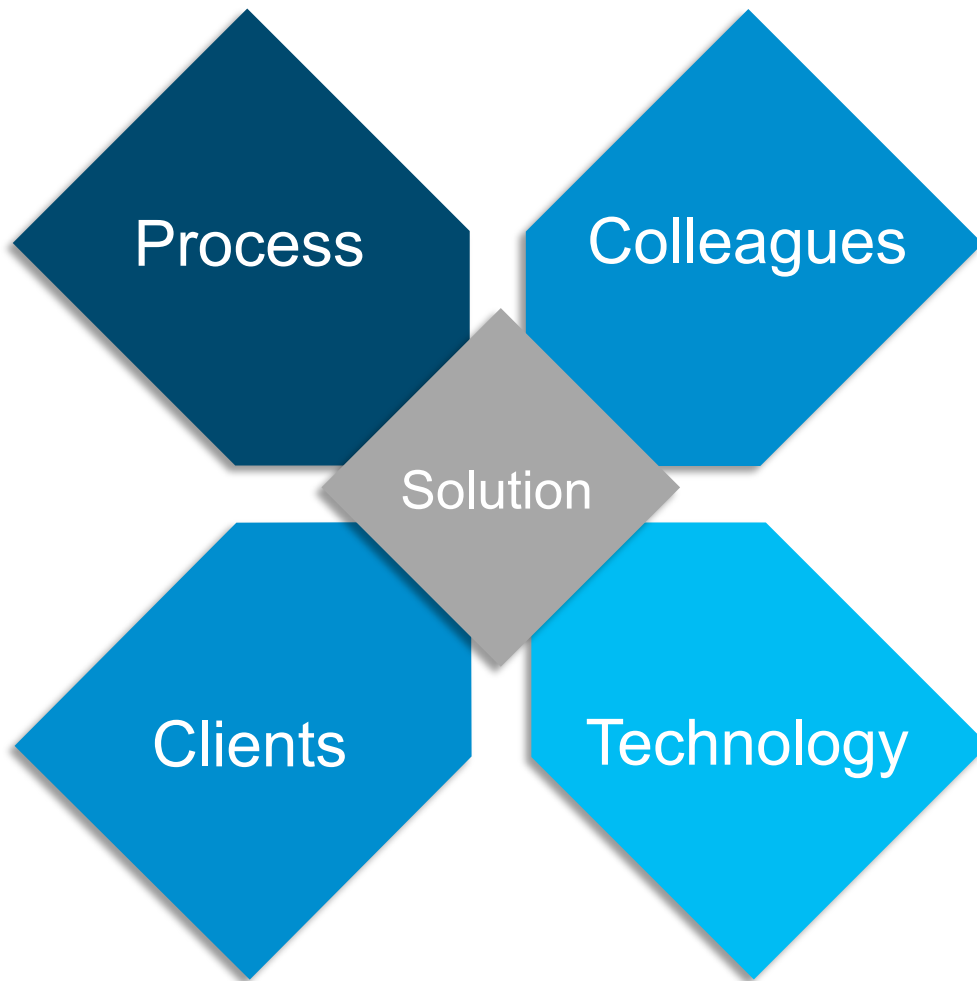


2012



2013





Process

Colleagues

Solution

Clients

Technology



“

If you are not serving the customers
you better be serving someone who is.

”

- Karl Arbrecht, Co-Founder of Aldi

Thank You

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