

# SESTEK VOICE VERIFICATION FOR AVEA CALL CENTER



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# About Sestek

Sestek is the leader company of speech technology market in Turkey with its

- ❖ rich product range
- ❖ dominator role in the market
- ❖ pioneer role in the university-industry collaboration
- ❖ financial power which is proven in Deloitte's Fast500 program since 2008
- ❖ social responsibility projects for the visually disabled

**2001**

## 'First's of Sestek

**2013**

speech  
recognition  
implementation  
of Turkey

voice  
conversion  
application  
of the  
world

voice  
controlled  
white goods  
integration  
in Turkey

Turkish  
speaking  
Internet  
newspaper  
with TTS  
technology

Turkish  
Speech  
Analytics  
software  
in the world

patented  
Seamless  
Agent that  
combines  
ASR with  
hidden live  
agents

Voice  
Verification  
implementati  
on of Turkish  
banking  
industry:  
DenizBank

# Solutions of Sestek



Voice Verification



Text-To-Speech (TTS)



Speech Analytics

# About Avea

- ❖ Avea is a **subsidiary of Turkish Telecom Group** which is the fifth largest company in Turkey and fifteenth largest telecom company in the world!
- ❖ Covers **>98%** of Turkey's population
- ❖ In order to expand globally Avea has signed agreements with **644 operators in 197 countries**
- ❖ Avea is the first and only mobile operator which is **R&D certificated** in Turkey

One of the leading R&D projects of Avea is «**Voice Verification**», which was accomplished with **Sestek** .



avea

# Avea Call Center



Avea Customer Services Call Center answers various questions and complete transactions of its customers

- ❖ Provides 7/24 customer service
- ❖ Hires **>2500 employees**
- ❖ Receives **thousands of calls** each day (100K Daily)
- ❖ Owns **tens of rewards** from various corporations such as;
  - International Business Awards
  - Contact Center World
  - IMI Istanbul Call Center Awards
  - Consumer Academy Awards

# We invest in IT infrastructure & speech technologies

2010

Inbound IVR (500)

Outbound IVR

Home agent

2011

CRM system (Siebel)

Billing system

Flex IVR

Credit management

**VOICE  
VERIFICATION**

2012-2013

Knowledge  
management

Speech Analytics

Call Steering

CTI Replacement

Mobile app.

# Before Sestek Voice Verification

Prior to the deployment a large volume of calls required identity verification via a manual agent-assisted procedure which causes;

- ❖ time loss
- ❖ **customer dissatisfaction**
- ❖ long call duration
- ❖ increased telecom costs

**RESULT:** Search for an alternative security solution & solution provider



# Decision Making

We need to answer the following questions:



- What do we need?
- **A new intelligent technology solution**



- Which technology solution?
- **Voice Verification**



- Which provider?
- **Sestek**

# Which Solution & Technology ?



# Motivations of Voice Verification

## CUSTOMER

Safe & secure customer information  
No need to remember a password  
No expiry of the password  
Customer satisfaction  
Saving of time

## AVEA

Keeping customer data more secure  
Easy to identify the line owner  
Shorter Call handle time  
Efficiency & Less fraud risk  
Reduced repeat calls  
Increased loyalty

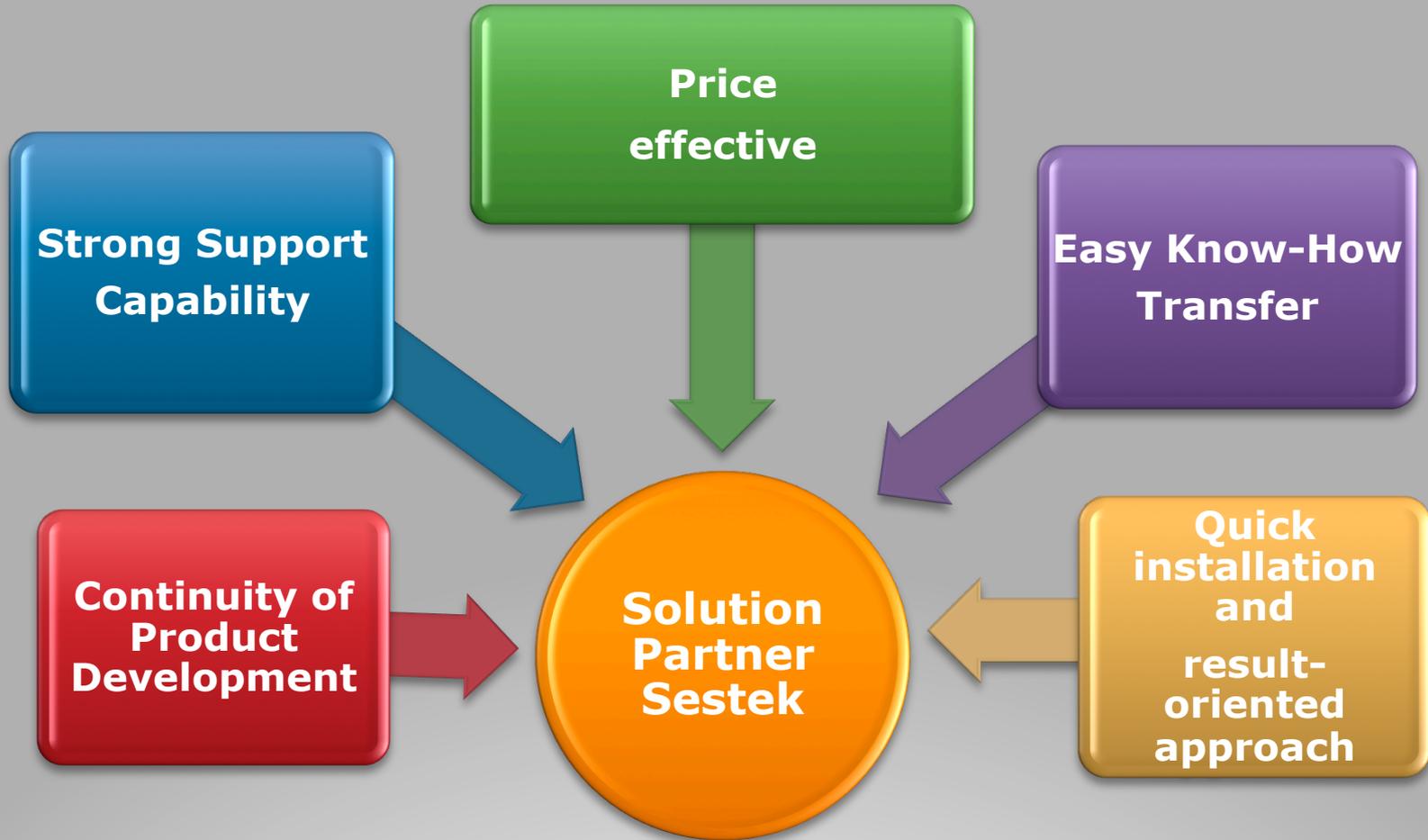
**Win**

**Win**

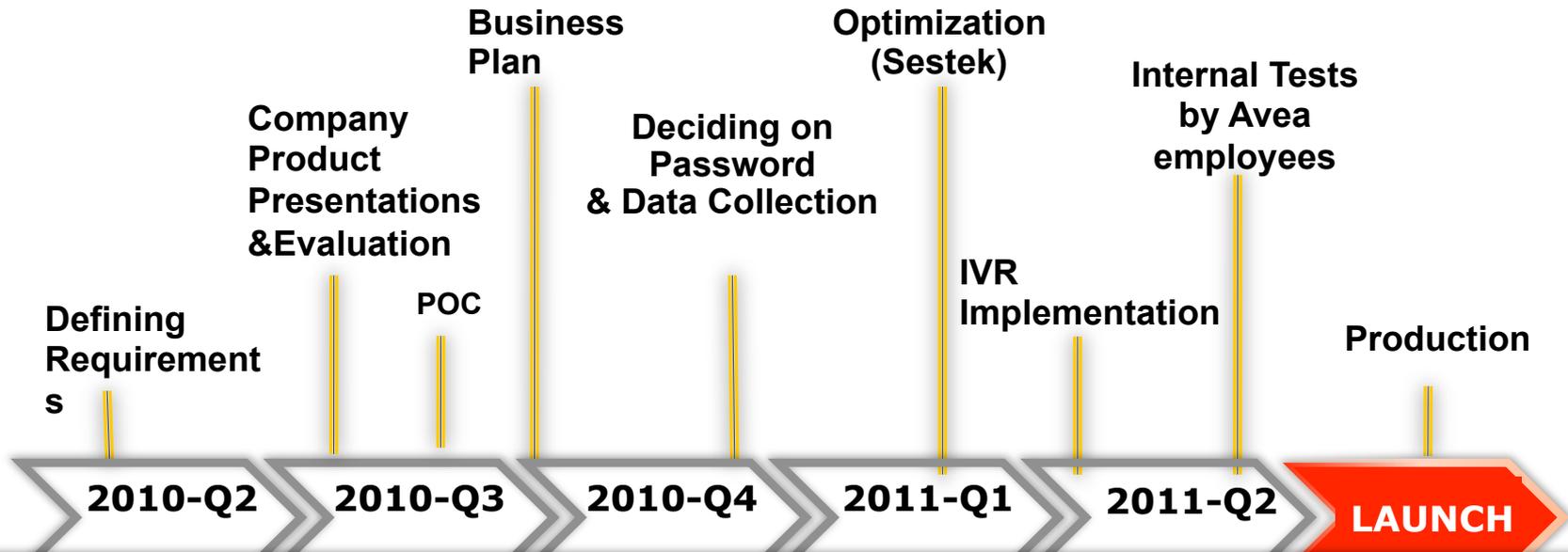
## EMPLOYEE

Easy authentication  
No need to ask customer information  
Get over complicated security process  
Higher motivation and performance  
Less average handle time

# Which Solution Partner?



# Project Roadmap



For the voice verification project, all products in the market have been investigated

Voice Verification system has been implemented by Avea R&D team and Sestek

@BabySitting ; Built a Strong&Flexibility support between Avea R&D and Sestek

# IVR Integration

- ❖ R&D teams of Avea and Sestek worked **together during the process**.
- ❖ **User-friendly IVR scripts** were prepared.
- ❖ Evaluation results were able to be seen on screens of agents with the help of **CRM integration**.



# POC

- ❖ In order to evaluate feasibility of the project whole system was tested during POC.
- ❖ **Password Selection** is important;
  - ❖ Easy to pronounce
  - ❖ Easy to remember
  - ❖ Also Brand name included
- ❖ The attendance of **volunteer employees** accelerated testing process.
- ❖ Performance tests with **identical twins were applied** to check out the security level of the implementation via **professional studios**



# Implementation: Live Project



# Main Steps & Challenges

## Technology

- In order to evaluate feasibility of the project whole system was tested during POC.
- Stress tests with identical twins were applied to check out the security level of the implementation.
- Evaluation results were able to be seen on screens of agents with the help of CRM integration.

## Process

- Passphrase was recorded by 300 people using 10 different phones
- The attendance of volunteer employees accelerated the process.
- The most efficient IVR process for customers has been developed in 6 months.

## Customer

- OPT IN
- Using voice prints was optional. Technology adoption was increased by providing various promotions to customers.

# Promotional Activities



30% of customers  
OB IVR



1 million SMS &  
MMS



Banners on  
invoices



Banners at Avea  
web site



**Strategy ;  
Only OPT  
IN  
Customer  
First !**

**Promotion:  
Free  
minutes**

**Define your voice  
print for the first  
time and Avea will  
never forget you**

E-newsletter



Bu gönderiyi düzgün görünlüleyemiyorsanız lütfen [tıklayınız.](#)

**SESİNİZİ  
BİR KEZ TANITIN,  
SİZİ HİÇ  
UNUTMAYALIM!**

Sesli İmza ile Avea Çağrı Merkezi görüşmelerinizde sesinizi şifre olarak kullanabilir, işlemlerinizi daha hızlı ve güvenli biçimde yapabilirsiniz.



↑ AVEA.COM.TR

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🌐 ONLINE İŞLEMLER

Detaylı bilgi için [tıklayınız.](#)



TWITTER'DA  
TAKİP ET



FACEBOOK'TA  
BEĞEN

**SES**)))**TEK**

**avea**

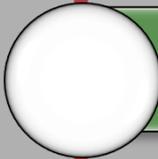
# After Sestek Voice Verification



**1 million voice prints in 1 year.**



**2012 target: 1,5 million voice prints.**



**2013 target: 2 million active voice prints.**



**1 out of 5 calls use voice prints.**



Each call is shortened by **15 seconds.** (min  
**250.000 \$** annual saving)

# Tips

- ❖ Design your requirements clearly
- ❖ Set the password cleverly
- ❖ Change management is critical
- ❖ For Customer satisfaction run as OPT-IN
- ❖ Give benefits to your customers
- ❖ Technology Partner is important !!
- ❖ Design your products and processes based on customer demands
- ❖ Train and motivate your staff
- ❖ Train your customers also & Listen to in all channels
- ❖ **Be innovative and invest on Voice Verification, trust yourself :o)**

# Results

## CUSTOMER

customer satisfaction  
no need to remember password

## EMPLOYEE

no time loss  
no need to ask extra questions  
easier security process  
non repeating calls  
higher motivation

## AVEA

less fraud risk  
increased security  
efficiency  
shorter call duration  
lesser telecom costs

**THANKS FOR LISTENING**

