

A New Authentication Paradigm: Call Center Security without Compromising Customer Experience

Financial institutions can reap significant financial gains by using voiceprints to authenticate through the phone channel. By our calculations, a large money center bank will see over \$100 million in economic benefit from reducing fraud loss in the contact center, lowering operating costs, and providing a more pleasing customer experience.

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Courtesy of



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Key Findings:

- **Passive voice biometrics is poised to disrupt traditional “active” multi-factor authentication in contact centers** – Many past attempts to popularize voice biometrics subjected to unnatural, opt-in dialog sequences. Not surprisingly, callers rejected these attempts at forced enrollment. Passive voice biometric platforms, like Victrio’s, allow callers to proceed in a comfortable call flow dialog with an agent while being passively enrolled and, later, authenticated in the background.
- **Dual-screening against “blacklist” as well as “whitelist” is key enabler** – The historic approach – tuning a single voice biometric system for high detection of fraudsters – could give rise to a high “false-reject” rate, leading to caller frustration. By contrast, tuning for higher acceptance rates allows access to fraudsters. Victrio has adopted an approach that separates the screening process for customers and fraudsters, and eliminates the crucial failure of single-screen biometric systems.
- **Field results show that passive voice biometric authentication leads to significant savings from reduced fraud and operating costs** – Victrio has built case studies that demonstrate an 80% reduction in call center fraud and an average 25-second reduction in call duration. These benefits can translate into over \$100 million in annual savings for large institutions with significant call center operations such as major banks.
- **Passive enrollment and authentication has a positive impact on customer satisfaction as well** – In studies conducted by Opus Research, customers indicated frustration with the cognitive load required by current authentication processes

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