Voice biometrics in the contact centre

Identity verification for global customer base

Industry
Contact Centre as a Service

Multiple End-User Markets

Challenges
Net Promoter Score

Fraud Mitigation

Multiple Clients

Diverse Geographies

Solution
Voice Biometric ID Verification

Multi-Factor Authentication

Benefits
Customer experience

Fraud Mitigation

Cost savings and ROI

Brand differentiation

The challenge

A pioneer in the communications market, our partner operates a cloud-based, omni-channel solution that delivers contact centre services to businesses across the globe.

In an environment dominated by digitisation, ease of use has become a primary contributor to customer loyalty. Our partner serves customers from a broad range of industry sectors. Whilst their end-user markets are diverse, they share a common desire to deliver an exceptional customer experience (CX).

Knowledge-based interrogations are a frequent source of customer complaint, negatively impacting Net Promoter Scores. In response, our partner was motivated to provide an effortless alternative to manual, agent-led identity verification.

Customer satisfaction is a complex mix of practical and emotional experiences. First impressions count for a lot, but there are also the more practical elements of privacy and data security to consider.

Any organisation seeking a competitive advantage through customer experience excellence needs to balance efficiency with security and personality.

> "The pull from our customer base for an alternative to manual, agent-led ID&V was mounting. Voice biometrics seemed to be the ideal option to address our users' concerns."

VoiSentry

The solution

Having reviewed a number of competitive solutions, our partner chose to integrate VoiSentry, the API-driven speaker verification system from Aculab, as a feature of its core communications integration platform. Specifically, VoiSentry would be utilised within its contact centre as a service proposition.

Customers have come to expect organisations and service providers to be available 24/7. They also expect to be able to use any combination of device and channel that suits them to provide fast and secure access to services. Paradoxically, these same customers resent any intrusion that takes up their time, despite it being necessary for their protection.

Speaker recognition involves the digital analysis of a caller's voice, providing a unique method of identity verification. Acting in a similar manner to fingerprints and ocular detection, voice biometric technology has the notable advantage of being less invasive and less expensive than other biometric forms of authentication. Moreover, it is the only biometric that is suitable for use remotely, over any communications channel, regardless of the device or facility used.

The outcome

In order to deliver an excellent customer experience within the contact centre, organisations also need to deliver an excellent agent experience. With VoiSentry providing voice biometrics for caller authentication, our partner's platform enables agents and customers alike to focus on the specifics of the enquiry. The rigmarole of manual identity verification is no longer part of the conversation and callers benefit from enhanced security without being driven to distraction.

> " We became convinced of the benefits of voice biometrics after integrating with the VoiSentry sandbox and experimenting with the technology, prior to integrating it into our platform. "

VoiSentry

The proactive approach evidenced by our partner's use of VoiSentry has resulted in a number of benefits for its business users, and their customers.

- A frictionless customer experience, leading to a meaningful increase in NPS

- Enhanced fraud prevention, mitigating risk for businesses and customers alike

- Improvements across a range of call centre metrics, including average call duration and first contact resolution

- Operational cost savings, improving year-on-year ROI as a result of reduced ID&V time

- Improved agent morale, with motivated agents having more time to engage with callers

- Greater customer retention, with the dual benefits of security and convenience acting as a key service differentiator

Taking full advantage of the multi-tenant architecture of VoiSentry, our partner is able to offer voice biometric authentication to all of its business customers via its cloud-based, contact centre as a service platform.

These benefits are available to all, without having to engage in a costly implementation exercise, as the VoiSentry system is now integral to the service delivery platform.

About partner

Our partner operates one of Europe's largest communications integration platforms. Offering cloud-based, omni-channel contact centre solutions and bespoke integration systems, our client uses cutting-edge technology to transform communications and make mass personalisation a reality.

Innovation's include the development of artificial intelligence and modelling to create seamless, end-to-end customer journeys that inspire consumer loyalty and power the success of its business customers worldwide. Customers include utilities, healthcare, financial services, leisure, property and publishing companies.
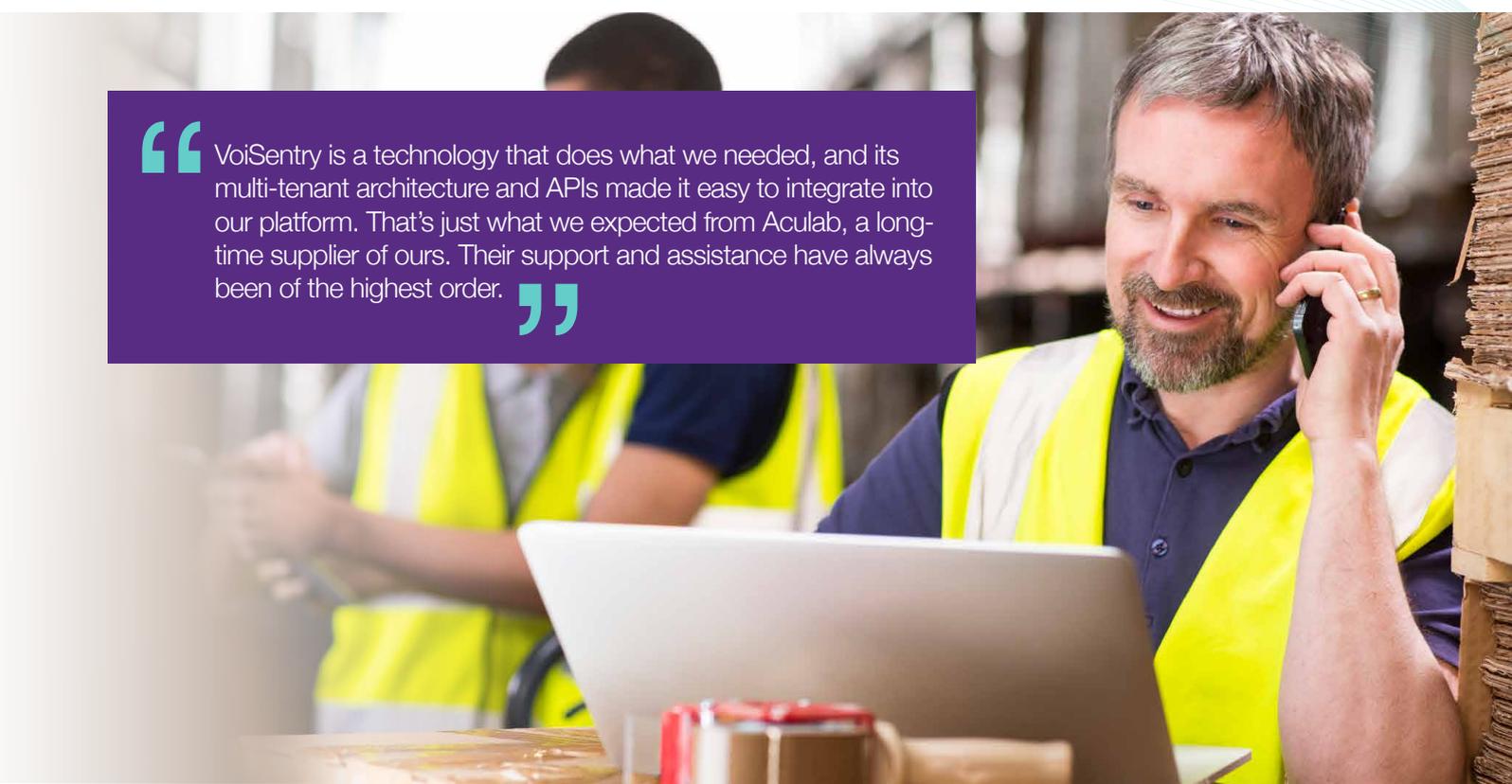
"VoiSentry is a technology that does what we needed, and its multi-tenant architecture and APIs made it easy to integrate into our platform. That's just what we expected from Aculab, a long-time supplier of ours. Their support and assistance have always been of the highest order.

VoiSentry

> "Using VoiSentry, the ID&V process is now simple, transparent, and immediate, for both caller and call taker. Agents no longer have to suffer the tedium of posing the same old security questions, customer by customer, day after day."

About Aculab

Aculab is an innovative company that offers deployment-proven technology for any telecoms related application. Its advanced speech and enabling technologies serve the evolving needs of automated and interactive systems; whether on-premises, data centre hosted or cloud-based.

With over 1,000 customers, across more than 80 countries worldwide, Aculab technology has been integrated into a wide variety of business-critical services and solutions.

Development APIs for voice, speech, data, fax and SMS are available for hardware, software or cloud-based platforms, offering a choice between capital investment and cost-effective, pay as you go alternatives.

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