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INSPIRE TO ASPIRE

# Tatra banka

Case Study

## Background

Over a long period, Tatra banka has shaped itself into the most innovative bank on the Slovak market. For example, in 2012 it was the first bank in the European Union to introduce a credit card integrated into customers' mobile phones. Voice biometrics has perfectly clicked with Tatra banka's profile. It enables callers to the contact centre to verify their identity based on their unique voice characteristics. No other bank in Slovakia, Central or Eastern Europe, has offered anything similar.

Several successful projects worldwide suggest that biometric technology is sufficiently mature for deployment in the banking sector. Managers at Tatra banka have considered using of voice biometric authentication for a long time. There was just one last thing to decide on - to choose one of two technology options.

## Solution

- 1** The first voice verification option works in a way that the customer records an exact phrase, which must then be repeated by the customer during the authentication process.
- 2** The second option is that the system compares the caller's voice to a saved voice sample taken through the course of a normal conversation and analyses the individual voice characteristics.

***“We decided for the second option because it is more natural. We are one of the few banks in the world that do not have an interactive voice system (IVR) in our contact centre DIALOG Live. Customers get directly through to an operator and therefore we want them to be verified during the course of a natural conversation with the agent,”*** explains **Luboš Kováč**, former Head of Contact Centre DIALOG Live at **Tatra banka**.

## A different approach

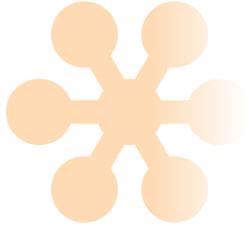
A customer that wants to 'log on' biometrically by calling the contact centre DIALOG Live must first record a sample of their voice for the system to later analyse. The next time the customer calls, the contact centre agent sees their profile and a "traffic light" appears in the corner of the screen. At first, the light is red, but as soon as the biometric system verifies the identity of the caller it turns green and access to individual applications is unlocked for the agent, allowing them to perform the necessary transactions.

*"The most important part of the project is to find the right balance between the level of verification and reliability and speed,"*

said **Martin Hummel**, Voice Biometrics Consultant at **Soitron**.

*"In other words, the system must not 'let in' any unauthorised people, but on the other hand it cannot prevent legitimate access. And it must do both these in a timely fashion."*

## Popular among customers



*“Customers are tired of remembering passwords to all systems and they welcome the simplicity of using their voice for verification,”*

said **Juraj Bojkovský**, Director of Electronic Distribution Channels Division at **Tatra banka**.

When customers need to perform several tasks within a single call they do not need to - as in the past - verify themselves more than once. The initial authentication is sufficient for all operations that the customer wants to perform. The biometric solution is not only beneficial for customers but also for the bank itself. As voice verification is faster than using a card or Card Reader, the contact centre's efficiency has increased and fewer agents are required to deliver the same level of service. Tatra banka, however, uses the extra resource and staff capacity to focus on increasing sales activities.

Biometrics technology for voice recognition is not used only in banking. Abroad it is used, for example, to recharge prepaid mobile phone cards, validate web transactions, or to authenticate mobile phone applications containing sensitive personal or corporate data.



*“Sometimes, we need to perform a financial operation or transaction quickly and unexpectedly, either during a business trip or on vacation. Thanks to voice biometrics, we do not have to worry whether the necessary authentication ‘device’ is missing, as we have our voice, available anytime, anywhere,”*

concludes **Martin Hummel**, **Soitron**.

## Highlights

\* **Tatra banka** became the first bank in Slovakia as well as in Central and Eastern Europe to deliver a seamless, secure and personal authentication service through voice biometrics



\* In the two years since its launch **Tatra banka** has registered over **250,000** voice samples

\* This resulted in a shortening of the average length of calls and an increase in the efficiency of the contact centre, enabling operators to provide a more personal service and sell other financial products

\* ***“The average time of customer identification is 1 minute, 21 seconds, in comparison to 27 seconds with voice biometrics. We saved 66% of the time allocated to identifying customers.”***

**Ľuboš Kováč**, form Head of contact centre DIALOG Live at **Tatra banka**