



# VOICE BIOMETRICS IMPROVING THE CUSTOMER EXPERIENCE & SECURITY

## AN INTRODUCTION

Customers engaging with contact centres are increasingly frustrated with lengthy and complicated identification & verification (ID&V) processes, creating a negative customer experience from the very beginning.

Current security processes often begin with an automated IVR system requiring PINs, complex passwords and answers to knowledge based questions. With multiple passwords for a growing range of consumer devices, services and accounts, approximately 30% of these calls necessitate further authentication by an agent. The process must then be repeated, creating customer friction and a poor experience.

Voice Biometrics accelerates and simplifies the authentication experience, increasing customer satisfaction while also improving security and reducing costs.

## THE VOICEPRINT

Each person has a unique voiceprint which is made up of 150+ distinct attributes including;

- physical characteristics such as the shape and size of a person's vocal tract
- behavioural characteristics including accent, speed of speech, pronunciation and emphasis

Our Voice Biometrics solution captures personal voice patterns and creates a unique voiceprint, storing it as a hashed string of numbers and characters. Callers are identified based on these encrypted vocal attributes rather than the "sound" of the call, eliminating concerns with background noise or the caller having a cold.

The encryption also ensures that the voiceprint cannot be reverse engineered, and data privacy is upheld as no voice recording is ever stored.

## DIGITAL TRANSFORMATION: CHANGING THE CUSTOMER EXPERIENCE

As more people utilise virtual assistants in their daily lives (e.g. Siri and Alexa), voice authorisation has been more widely accepted.

Removing the need for multiple, forgettable security answers, our Voice Biometrics simply requires callers to a phrase or random set of digits and their identity is verified almost instantly by comparing their speech attributes to a stored voiceprint. The Connect Solution ensures that voice prints captured in the Telephony Channel can be used in the Digital Channel. Customer privacy is maintained as no personal information is shared with the agent, and call centre agents can focus on the business of the call more quickly and efficiently.

The authentication process is faster and more convenient, reducing frustration and improving customer satisfaction.

## FRAUD PREVENTION – INCREASED SECURITY

An encrypted voiceprint, even if cracked, is far more difficult to compromise because at present you couldn't reverse engineer it to create the person's entire voice.

Using both active and passive processes to verify callers, our Voice Biometrics solution identifies fraudulent calls from the mismatched voiceprint. The unpredictable nature of live conversation prevents the use of voice recordings, and the solution listens passively to ensure the voice doesn't change.

Fraudulent voiceprints are stored, reported and added to a blacklist for future comparisons.

## EFFICIENT & COST EFFECTIVE

Our Voice Biometrics can reduce average call handling times, freeing up resources. When used to replace the initial ID&V stage, the call length can be reduced by up to two minutes and further authentication is less likely to be unnecessary, allowing business to be conducted faster and more efficiently. Additionally, increased customer satisfaction corresponds with improved agent job satisfaction, which can also reduce staff turnover.

Our Voice Biometrics solution includes a single engine platform with open APIs and multiple deployment options. Whether used to complement existing 2 factor authentication or as a standalone solution, it requires fewer internal resource commitments, can be integrated more quickly and deployed

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