

A woman with short dark hair, wearing a white sleeveless top, is shown in profile, talking on a grey smartphone. She is sitting at a desk in a bright, modern office. In the background, another person is visible, working at a desk with a laptop. The overall atmosphere is professional and collaborative.

Streamline
authentication to
enhance CX



A close-up photograph of a man with short-cropped hair and glasses, wearing a light blue button-down shirt and a dark tie. He is smiling and holding a white smartphone to his ear with his right hand. The background is a blurred office setting with a window. The text is overlaid on the lower half of the image.

“ Change your contact centre agent narrative from “who are you?” to “how can I help you?” with embedded voice biometric authentication.

”

Contact centre evolution

The contact centre has become a critical front-line engagement channel that enables businesses to interact with their customers. To remain competitive in the modern business environment, contact centre operations must meet the expectations of today's hyper-connected consumers, who demand quicker transactions and a frictionless experience.

Unfortunately, without the appropriate solution in place, the need to authenticate customers to ensure safety, security and regulatory compliance can compromise customer experience (CX). In this regard, remote biometric voice authentication technology is a veritable game-changer for contact centres.

Voice biometric authentication allows customers to easily and quickly verify their identity without the hassle of remembering PINs or passwords. This results in a streamlined and seamless CX that boosts customer satisfaction, without compromising on security.

Unique offering

By leveraging one of the most viable forms of remote authentication – a person's voice – Pivotal Data enables contact centre operations to authenticate callers over any form of voice communication, including landlines, mobile phones (both feature and smart phones) and voice over IP (VoIP).

Advanced authentication

Using multi-factor authentication, a person is first authenticated against a combination of validation techniques and then enrolled on the voice biometric solution.

A customer's voice biometrics are securely stored in an encrypted and centralised hosted voice bank and their voice then becomes a unique form of identification that is as accurate as their fingerprints.

When customers call the contact centre, voice biometric technology automatically verifies an individual's identity by analysing their unique physical and behavioural vocal characteristics, such as pitch, tone, pronunciation, emphasis, accents, and the rhythm of speech. These factors are combined to produce unique and language-independent voice patterns for every individual.

Business benefits



Enhance customer satisfaction

- Remove the complexity and frustration inherent in traditional authentication processes to reduce call times and improve CX.
- Negate the need to rely on passwords or PINs, which are often forgotten and can easily be compromised, or the need to verify clients using documents that can easily be forged.
- Reduce customer effort and frustration by streamlining the verification process to enhance CX and deliver better service.



Enhance security and decrease fraud

- Strengthen security to reduce company and consumer risks and safeguard against the threat of financial losses and reputational damage.
- Prevent fraud, identity theft and account take-overs due to social engineering and credential hacking.
- Eliminate collusion between ‘imposters’ and company agents.
- Complement established Internet security practices such as traditional security-based questions and pins.
- Robust authentication ensures repeat customer calls can be seamlessly and strongly authenticated.



Improve cost and operational efficiencies

- Offered as a value-added feature, embedded voice authentication reduces call time spent on authentication which reduces costs.
- Provisioned as part of Pivotal Data’s hosted solution, contact centres gain immediate access to an optimally configured voice authentication engine for rapid, simple deployments.
- Delivered as a service, the solution can scale on demand to handle spikes in caller volumes.
- Pivotal Data’s team of experts handle every aspect of the solution, from implementation and development, to on-going management and maintenance.



Ensure regulatory compliance

- The solution is compliant with PoPI, CPA, ECT, and other relevant regulatory standards to support organisational governance and compliance requirements by protecting private individual data.

Diverse capabilities

Once a Pivotal Data Contact Centre solution has been implemented, two forms of voice biometric authentication become available.



Active authentication

Active authentication automatically verifies callers using the text-dependent phrase, for example, “my voice is my password”. It is a form of automated authentication that is ideally suited to 24/7 self-service contact centre operations. These capabilities also improve contact centre efficiency by off-loading calls from contact centre staff, by authenticating callers in interactive voice response (IVR) queues.

Benefits of active authentication

- Improves operational efficiencies and boosts customer satisfaction.
- Limits fraudulent behaviour in the contact centre via authentication in the queue.
- Provides a robust, automated proof-of-life or certificate of existence services.
- Enables automated voice authenticated password resets.
- Supports voice log-ins to infrequently used sites.
- Enables financial transactions such as Card Not Present, confirmation of transactions or lost/stolen card notifications, among others.



Passive authentication

Agent-assisted passive authentication applies voice biometric verification in the background as the caller speaks naturally to the contact centre agent. The solution identifies and verifies the caller against their enrolled voice biometrics.

Customers and agents are not required to change their behaviour and knowledge-based authentication can be bypassed, which offers an ideal solution for use in customer and contact centre environments where superior CX is imperative.

Benefits of passive authentication

- Enables quicker transactions and a frictionless experience.
- Adds an additional layer to the contact centre's fraud prevention and security capabilities.
- Improves authentication success rates to 85%, compared to just 65% with knowledge-based authentication.
- Significantly reduces average handling time (AHT) by between 30-70 seconds to improve operational efficiencies and customer satisfaction.
- Reducing AHT by shifting from manual to passive customer authentication also reduces operating costs. A contact centre that handles 500 000 calls per month can realise savings of over R1 000 000 by reducing calls by 45 seconds.
- Enhances first-call resolution capabilities.

Contact us

Pivotal Data
Silverpoint Office Park
Building No. 1
22 Ealing Crescent
Bryanston
010 476 0300
info@pivotalgroup.co.za

pivotaldata.co.za

Authentication partner:

onevault
SECURE FOR LIFE

