

Don't treat your customers like criminals

VoIP Inbound Anti-Fraud and Authentication

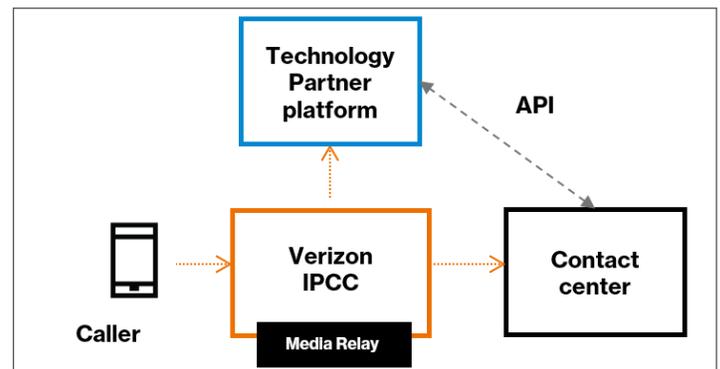
Pindrop® Passport - Authentication:
Passive Multi-Factor Authentication for the Contact Center

Contact centers are designed to deliver fast, direct and highly personalized customer service, but authentication can be a time-consuming and clunky experience. While many enterprises are using technology to deliver more self-service options, there are times when your customer wants or needs to talk to a live agent. Reducing the risk of fraud and removing the need to force authentication of your end users can provide significant improvements to your customer's experience as well as your contact center's productivity.

Verizon has been providing the critical infrastructure and solutions to tie enterprise businesses to their customers for over 30 years. Our IP contact center (IPCC) suite provides IP Toll Free and local origination as well as advanced features such as intelligent network routine and voice call back options. Extending the IPCC feature set, Verizon has teamed with Pindrop to provide a multi-factored authentication solution to help balance the need for security, while still providing frictionless customer experiences.

Media forking from Verizon

A new technology from Verizon called media forking provides replication of inbound call metadata which can then be "forked" to third party technology providers. This allows Verizon to provide proprietary enriched call header information which integrates the Verizon network with other technology partners. This passive and secure solution does not interfere with the call path to your contact center and allows additional information to be delivered to the contact center via established APIs. Solutions that traditionally required on-premises appliances can now be offered from Verizon within our network.



Pindrop Passport - Authentication

Pindrop Passport is a multi-factor anti-fraud solution that helps you identify valid customers, improve the contact center experience and keep customer accounts safe.

Running in the background of every call, Passport combines patented Phoneprinting technology, Deep Voice biometrics and behavioral analytics to analyze each call so you can offer a faster, more secure and more personalized caller experience.

Benefits of Pindrop Passport - Authentication

Help reduce average handle time

Authenticating legitimate callers before they reach an agent can save 45 seconds per call of average handle time.¹

Help improve containment rates

Eliminating the need to force an authentication event in the IVR can increase enrollment rates and decrease opt-out rates. With a robust set of multi-factor credentials, contact centers can securely contain callers in the IVR while giving customers more self-service options.

Safeguard customer accounts

Mitigate risk by assessing every caller for anomalies, including phone number validation.

Drive better customer experience

Reduce friction in the contact center with seamless authentication. Passively authenticating callers in the IVR before sending calls to the agent can reduce obstacles to caller resolution, resulting in a low-effort service experience when engaging with the contact center.

VoIP inbound Authentication

Pindrop Passport Authentication technology from Verizon is based on a set of attributes and risk criteria extracted from a call. Risk scoring is performed by a powerful and configurable risk decision engine. These decisions are automated and governed through a flexible policy engine to build trust for genuine callers. Pindrop Passport Authentication also provides critical insight into authentication performance as well as key actionable intelligence about how callers are interacting with the IVR and agent.

Call capture

The Verizon VoIP Inbound Anti-Fraud and Authentication (VIAA) solution is deployed in the cloud to simplify the integration and data acquisition needed for a call. Verizon has eliminated the need to purchase and deploy any extensive hardware infrastructure – helping enterprises avoid capital expenditures historically tied to on-premises equipment.

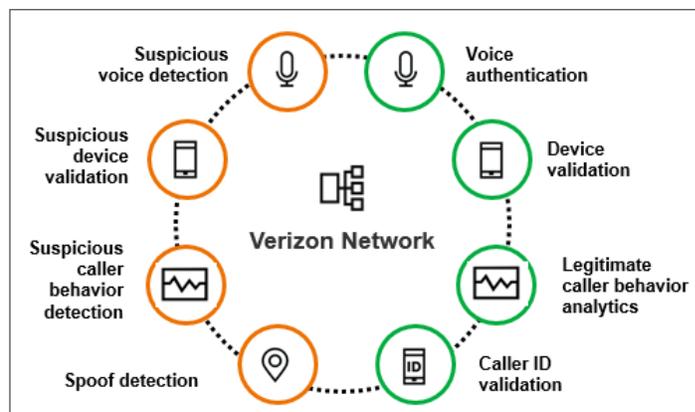
Quick results

Pindrop Passport Authentication from Verizon generates credentials for every inbound call in real-time. These credentials ultimately impact an authentication score, giving an IVR or agent the data necessary to make a confident decision about the caller.

Integrated decisions

To obtain authentication information for a caller, Pindrop Passport Authentication from Verizon has exposed APIs to interface with an IVR system or agent-CRM system. During a caller's interaction with the contact center, the IVR or agent software can confirm the identity of the caller at any point via an API request to the Pindrop cloud.

A balanced and integrated solution



Device, voice and behavior

Pindrop Passport Authentication from Verizon evaluates contact center interactions in real-time to passively authenticate legitimate customers. Passport runs in the background of every call, combining patented Phoneprinting™ technology with proprietary Deep Voice™ biometrics to determine if a caller has the right device, voice, and behavior to access an account. Whether callers use voice or touch-tone interactions within the IVR – or opt to speak to an agent – Pindrop credentials follow customers across the lifecycle of each call.

Device

Using Pindrop's proprietary Phoneprinting technology, a unique credential of a caller's device is made by analyzing a call's full audio:

- Creates a unique device print credential for each caller
- Extracts over 1,300 factors of each call to identify a caller's device type, carrier, and geo-location
- Analyzes unique signal characteristics from every key press
- Determines if a phone number is valid before the caller engages with an IVR or speaks to an agent

Voice

Extracts unique characteristics from a caller's voice with Pindrop's proprietary Deep Voice biometric technology:²

- Creates a voiceprint credential for each unique caller
- Invisibly enrolls and authenticates speech without prompting an authentication event
- Machine learning technology delivers persistent voice credential development throughout the call

Behavior

Analyzes behavioral interactions into a contact center to establish patterns for genuine callers:

- Creates a behavior print credential for each individual caller
- Analyzes anomalous calling patterns to remove potential fraudsters from the enrollment process

Pindrop Anti-Fraud and authentication

Pindrop Protect - Anti-Fraud from Verizon is an additional component that can help contact centers identify potential fraudulent callers analyzing thousands of indicators across the fraud event lifecycle – from IVR account mining and reconnaissance to social engineering attacks against agents. Pindrop Panorama - Anti-Fraud and Authentication from Verizon combines both services into a single economical offer.

Verizon + Pindrop = Better together

Media forking from Verizon along with Pindrop's technology allows enterprises to create a single integrated network based solution for inbound transport and anti-fraud protection. Providing anti-fraud detection prior to agent presentation helps reduce risk, increase efficiencies and create seamless customer experiences via passive authentication.

Find out how a balanced integrated solution can help you reduce risk and increase customer satisfaction. Contact your Verizon Account Manager today or visit us at <https://www.verizon.com/business/products/contact-center-cx/voice-security/voip-inbound-anti-fraud-authentication/>



1. <https://www.pindrop.com/whos-it-for/pindrop-for-call-centers>

2. Features may not be available for use in all states