



WINNER:

TCS BANK'S REAL-TIME VOICE AUTHENTICATION SYSTEM

PARTIES INVOLVED:



Tinkoff
Credit System



NICE AND TCS BANK WIN THE BANKER MAGAZINE'S TECHNOLOGY PROJECTS OF THE YEAR FOR CUSTOMER SERVICE

A common frustration for customers calling their bank is the time it takes to get through all the security questions and remembering their personal identification numbers. Russia's **Tinkoff Credit Systems** (TCS Bank) tackled this problem head-on by implementing a solution that meant callers could be **authenticated by their voice alone**, saving the bank time and the customer from irritation.

As a branchless bank, it is critical for TCS Bank to have efficient remote service channels. The bank was looking to improve the service provided by its 1400 call-centre employees who handle approximately **1.5 million** inbound calls a month.

Asking security questions – which in some cases can be easy for impersonators to answer – was time-consuming. By using the **NICE Real-Time Voice Authentication solution**, TCS Bank was able to reduce the authentication of the bank customer to seven seconds, a reduction of 40 seconds on average per call.

TCS Bank's chief information officer, Viacheslav Tsyganov, says that NICE Systems was chosen for this project as it is a **market leader in voice-recognition technology** and the bank already has a partnership with the company for other solutions. "It understands us well," he says.

SEAMLESS IMPLEMENTATION:

One element that stands out with the implementation of this technology is that TCS Bank customers were passively enrolled in the scheme. TCS Bank's project was the first implementation of **NICE System's Seamless Passive Enrolment** process, which uses historic recordings of the bank's customers so that their voiceprint is created without any effort from the customer or the customer service agent.

The first stage of deployment was limited to 70 workstations and 100 operators between August and October 2013, which then went live during November and December 2013. The project was then expanded to the entire TCS call centre of 1000 work stations at the beginning of January 2014, with the deployment completed in May 2014.

Mr Tsyganov explains that one of the challenges in implementing this technology was how the technology would be adapted to work in the Russian language and how it would be influenced by local factors, such as the telecom providers.

The response of the customers to the system has been positive, says Mr Tsyganov, who points out that the need for security questions – such as 'what is your mother's maiden name?' – is now obsolete.

ABOUT REAL-TIME AUTHENTICATION:

Real-Time Authentication strengthens and streamlines the authentication process by utilizing voice biometrics to authenticate customers in real time during their conversation with an agent. With NICE Real-Time Authentication contact centers can:

- Securely authenticate customers in real time with no customer effort
- Expedite time to service and free up more time for revenue generating activities
- Passively enroll the vast majority of their customers seamlessly
- Improve fraud protection on all enrolled accounts

ABOUT NICE SYSTEMS

NICE (NASDAQ: NICE) is the worldwide leader of software solutions that deliver strategic insights by capturing and analyzing mass quantities of structured and unstructured data in real time from multiple sources, including, phone calls, mobile apps, emails, chat, social media, and video.

NICE solutions enable organizations to take the Next-Best Action to improve customer experience and business results, ensure compliance, fight financial crime, and safeguard people and assets. NICE solutions are used by over 25,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies.

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