


# REAL-TIME AUTHENTICATION

## CUSTOMERS DON'T LIKE THE AUTHENTICATION PROCESS

 **85%** of customers are **dissatisfied** with the authentication process 

customers think IVR authentication is highly **impersonal & frustrating** **77%** 

## THE AUTHENTICATION PROCESS IS TIME CONSUMING

 The average authentication process takes **30-45 seconds** 

customers think the process is **7 out of 10 too slow**



**THE AUTHENTICATION PROCESS COSTS A LOT OF MONEY**

 **52 cents** on every call spent on authentication  
**\$15 Billion** is spent each year on the authentication process in the United States

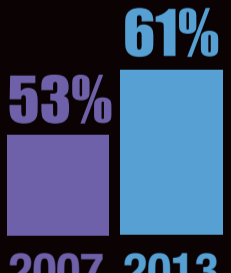




## LEGITIMATE CUSTOMERS ARE FAILING THEIR OWN AUTHENTICATION

 **3 out of 4 customers** have failed authentication at least once  The average agent has **one failed authentication every hour**  
**30%** Failure rates for IVR authentication 

## WHILE FRAUDSTERS ARE SAILING RIGHT THROUGH




Organized fraud rings comprise **74% of fraud in contact centers**  **47% institutions** are still using static authentication questions   
 **20-50%** of all authentication questions can be circumvented by fraudsters

## SO IT'S ONLY LIKELY TO GET WORSE

 **61%** MORE AND MORE CALLS ARE BEING AUTHENTICATED **61%** of all calls had to be authenticated  **ESPECIALLY ACROSS KEY INDUSTRIES**  
 **79%** in financial services  **78%** in insurance  **63%** telco

## THERE'S GOT TO BE A BETTER WAY!

## MAKE AUTHENTICATION

 **QUICKER.**  **EASIER.**  **MORE SECURE.** 