

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**



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

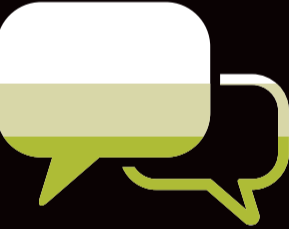
30% Failure rates for IVR authentication 

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.

