

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**


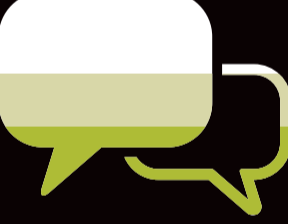
THE AUTHENTICATION PROCESS COSTS A LOT OF MONEY

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

53% (2007) vs **61%** (2013) **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.** 