Caller Authentication Strategy :: Balancing Security and User Convenience Relative to Corporate Goals

Nuance Business Consulting can help your business identify the best caller identification and authentication methods for your voice channel. Our experts will work hand-in-hand with you to outline a Caller Authentication Strategy. This strategy provides a customized report with quantifiable projections of savings and a plan that will yield high customer adoption and satisfaction. Learn how to improve your company's voice authentication process today with Nuance's Caller Authentication Strategy.

find out how voice can be the key

With incidences of fraud on the rise, regulatory agencies are recommending enhanced security and customers are being challenged to remember a multitude of passwords and account access procedures. As a result, companies are now re-evaluating their authentication strategies. The goal is to find solutions that balance the customer's need for enhanced security with ease of access.

Nuance's Caller Authentication Strategy provides you with a clear plan on how to move forward. Based on your business' specific needs and concerns, it identifies a solution for the appropriate use of touchtone, speech recognition, and speaker verification technologies during the ID and authentication process, while considering how these solutions work in concert with other channels of access. The end objective is to create an implementation plan that best aligns with caller, business, and security objectives.

The outcomes of the strategy process are:
- Clearly defined, measurable, and prioritized corporate objectives relative to increasing security, managing security costs, and/or improving the authentication process over the telephone
- Cross organizational agreement on the solution best aligned with your voice security and business objectives
- Quantifiable projections of automation savings and costs for phone-based security methods, leveraging prior deployments and industry information
- Identified project risks/barriers and strategies for managing risk
- An implementation proposal that will yield high customer adoption and satisfaction
- Audio/visual demonstrations to foster internal education, buy-in, and feedback

caller authentication strategy process

The process for developing a Caller Authentication Strategy for your organization includes two phases: Authentication Objectives Alignment Evaluation and Solution Recommendations.

Authentication Objectives Alignment Evaluation: In this phase, Nuance Business Consulting meets with key stakeholders in your organization to understand your key business objectives, assess current systems, and learn about in-process projects that may impact identification and authentication strategies. Specifically, we want to understand:
- Cross organizational perspectives on the tradeoff between security and convenient access
- Legitimate and fraudulent caller intention
- Caller demographics, including frequency of use of various support channels
- Success metrics on current identification and authentication processes
- Existing and evolving identification and verification standards and requirements across the enterprise

- Current host databases and CRM systems, including available customer attributes, robustness, and accuracy of data
- Operational requirements and issues related to maintaining security information, databases, voiceprints, etc.

Using industry benchmark information, Nuance will quantify expected results, identify potential risks and barriers, and develop recommendations for an authentication solution.

Solution Recommendation: In a comprehensive Caller Authentication Strategy report for your organization, Nuance will provide a detailed recommendation for authentication strategies over your telephone channel. The report may include:

Analysis Results
- Alternatives considered
- Cost/benefit summary, with transaction level breakdowns and benchmarks
- Project risk assessment

Recommendations
- Recommended identification and verification strategies that best meet your organization's strategy and objectives
- Identification of stakeholder priorities
- Recommended enrollment method
- Technical considerations (Touchtone, Speech, or Biometrics)
- Recommended deployment phasing plan

In addition to the Caller Authentication Strategy report, Nuance will also provide sample calls illustrating the enrollment and verification process of the proposed solution. The goal of the demonstration is to foster education, secure buy-in, and obtain feedback.

what Nuance needs from your team
The key stakeholders should be available for review of the recommendations and deliverables from the Caller Authentication Strategy, including the Application Roadmap, ROI analysis, and sample call demos. To get started, contact your Nuance Account Representative.

about Nuance Communications
Nuance is in the business of helping companies better support, communicate with and understand their customers while maintaining operational efficiency goals. Nuance currently supports over 8 billion care interactions around the world. No other company has as much experience as Nuance in understanding how customers interface with a care operation. Our vision is to make every customer interaction a winning experience. For more information about our customer interaction solutions, business consulting and professional services, please visit www.nuance.com/care.