

Riyad Bank first in Middle East with Nuance voice banking.

Customers get easier, secure access to their accounts by voice.

Riyad Bank became the first bank in the Middle East and North Africa (MENA) to use natural language understanding and voice biometrics allowing customers to authenticate using their voice and access services through conversational speech – in both Arabic and English.

Customer | Riyad Bank

Challenge | Securely offer customers a more convenient way to access their accounts and other banking services, and improve the experience for its customers

Solution | Nuance Security Suite identifies the customer by their unique voiceprint, and Natural Language Call Steering allows the customer to navigate services using conversational speech

Results | Easy, secure authentication, and more time for agents to focus on delivering a high standard of customer service

“Voice authentication and natural language understanding is just the beginning. Soon, our customers will be able to use their voice for everything.”

**Shrouq Al-Hadyan, Senior Vice President
Digital Banking, Riyad Bank**

“Using Nuance’s Voice Biometrics has dramatically reduced login failures, which was taking agents away from other important activities.”

**Mohammed Al-Salman, VP Technology,
Riyad Bank**

بنك الرياض
riyad bank

Key results



90%
accuracy in
Natural Language
Understanding



97%
successful
verification rate using
voice biometrics



Higher
CSAT scores in its
IVR channels



1st
in MENA to roll
out NLU and voice
biometrics together

Challenge

From tradition to transformation.

When customers contact companies After sixty years as one of Saudi Arabia's largest financial institutions, Riyadh Bank had a traditional approach to its customer experience. Calls to its contact center required PINs and complex menu trees before the customer reached an agent—leading to long wait times, and hassle for the customer.

Riyadh Bank wanted to transform their phone banking with a differentiated customer experience. It no longer wanted to be seen as a traditional bank, and with the right technology it could create a better experience.

The bank wanted to find an easy-to-use authentication process that allowed it to verify customers with only their voice, access their accounts and services easily, and spend less time waiting for an agent. With no other banks in the region adopting voice biometrics or natural language understanding, the bank's team had their reservations—but they knew they needed to become pioneers in the industry.

Solution

Speech leads to success.

Nuance's Security Suite is trusted by hundreds of organizations around the world, operates in a wide range of languages, and securely verifies the identity of millions of people every day. It was an ideal solution for Riyadh Bank—and the project was a huge leap forward in the market.

"Rolling out natural language understanding and voice biometrics together was ambitious," says Shrouq Al-Hadyan, "but we knew it

was essential to stay ahead of our competition."

Riyadh Bank started work on the new service at the end of 2015, and worked hard to prove it could be effective in the region. Nuance supported the bank throughout the process to ensure the technology met the same level of accuracy and efficacy seen in other languages. And to make sure the bank could use the technology, Nuance even helped navigate the complex regulatory approvals.

In just under eight months, Riyadh Bank's customers were already setting up their voiceprints and accessing their accounts simply by saying: "Riyadh Bank Knows my Voice." And with Natural Language Call Steering, customers can now tell the IVR which service they need in their own words, and quickly get transferred to a self-service option or to the right agent.

With voice access, there's no password to remember, and no unnecessary pre-recorded announcements for customers to listen through—the experience is seamless, quick, and secure.

Results

Voicing a change in the market.

Since launching its 'Your Voice Does It All' campaign, Riyadh Bank has seen a huge shift in the Saudi banking market. Other banks in the region are now investing in similar customer experience strategies, while Riyadh Bank stands as the pioneer of the trend.

The bank is experiencing 97%+ success rate with its verification by voice, over 90%+ accuracy in natural language understanding for Arabic and English, and higher CSAT



scores in its IVR channels—a huge achievement for a new market with new languages.

With the major success of the initial deployment, Riyadh Bank is now working closely with Nuance to develop a second phase of the project. The goal is to achieve conversational voice for the entirety of the customer experience, as well as complete conversational ID, to create an even more seamless user experience.

"Our customers tell us that using their voice is much easier," says (Moayad Al-Moshawah - Act. Head of Customer Insight & Research Section). "We can't wait to create an entire conversational experience in our banking services."

Learn more

To learn more about how Nuance Security Suite and Natural Language Understanding can transform your customer service experience, while maintaining security for you and your customers, email us at customerexperienceexperts@nuance.com or visit <https://www.nuance.com/en-gb/omni-channel-customer-engagement>.



About Nuance Communications, Inc.

Nuance Enterprise is reinventing the relationship between enterprises and consumers through customer engagement solutions powered by artificial intelligence. We aim to be the market leading provider of intelligent self- and assisted-service solutions delivered to large enterprises around the world. These solutions are differentiated by speech, voice biometrics, virtual assistant, web chat and cognitive technologies; enabling cross-channel customer service for IVR, mobile and web, Inbound and Outbound; and magnified by the design and development skill of a global professional services team. We serve Fortune 2500 companies across the globe with a mix of direct and channel partner selling models.