RBS Group fights fraud and protects customers with Nuance voice biometrics

How do you protect 19 million banking customers from fraud? RBS Group uses Nuance voice biometrics technology to quickly detect fraud attempts coming into its call centre, and disrupt organised crime activities across all its customer engagement channels.

Customer | Royal Bank of Scotland Group plc

Challenge | Increasingly sophisticated fraud attempts on the voice channel and beyond.

Solution | Nuance Security Suite scans all inbound calls and alerts agents to potential fraud.

Results | Protection for customers, reduced financial losses, fewer fraud attempts, disrupted criminal activities.

"With Nuance voice biometrics, we get a clearer view of customer and fraudster behaviour, so we can keep genuine customers protected and take the fight to the criminals who are targeting their accounts."

Jason Costain, Head of Fraud Strategy and Relationship Management, RBS Group

RBS
The Royal Bank of Scotland

Key results

17 million
calls screened

23,000
fraud alerts

>300%
ROI in one year

Challenge

Protecting customers from fraud.
Like any bank, the call centre is an important customer service channel for the Royal Bank of Scotland Group (RBS), which serves 19 million customers across 12 banking and financial services brands.

But the voice channel is also a prime target for fraudulent activity. To combat criminal behaviour—both from lone-wolf attackers and organised crime networks—RBS was looking for ways to get a clearer view of fraud indicators across all its customer engagement channels.

The bank needed to put more effective security mechanisms in place while still delivering a fast, smooth experience for genuine customers. That meant finding ways to rely less on passwords and other static identifiers that can be stolen or forgotten, and it knew that voice biometrics could be an important piece of the anti-fraud puzzle.

RBS had been using Nuance voice biometrics in its Coutts private banking brand, so it had seen how effective the technology could be, both for providing a seamless experience for customers and for protecting them from fraud.

Solution

Fighting crime in the call centre and beyond.
RBS deployed Nuance Security Suite, which screens every incoming call and compares voice characteristics (including pitch, cadence, and accent) to a digital library of voices associated with fraud against the bank. The software quickly flags suspicious calls and alerts the call centre agent to potential fraud attempts.

As well as a library of 'bad' voices, RBS now has a whitelist of genuine customer voices that can be used for rapid authentication, without the need for customers to remember passwords and other identifying information.

The Nuance solution also enables the bank to take a holistic approach to fraud detection and prevention. By combining Security Suite data with information from other criminal activity detection tools, RBS has discovered that fraudsters on the voice channel also perpetrate a lot of fraud on digital channels. Armed with that knowledge, the bank has been able to identify and disrupt organised crime activities to protect its customers and assist law enforcement.

Results

Saving money and disrupting organised crime.
In less than a year, RBS has screened 17 million inbound calls. Of these, 23,000 have led to alerts, and the bank has found that one in every 3,500 calls is a fraud attempt. Stopping fraudsters in their tracks is already paying off financially, as Jason Costain, the bank's head of fraud strategy and relationship management, explains: "Although this initiative isn't just aimed at reducing losses, we expected to save a reasonable amount of money, and we've already saved one and a half times that."

"It's not just about stopping financial loss—it's about disrupting criminals," says Jason. "For example, one prolific fraudster identified through Security Suite was connected to suspect logins on 1,500 bank accounts. That's helped us protect potential fraud victims and identify the 'mules' being used by the crime network to perpetrate fraud, leading to two arrests so far."

> This isn't just about reducing fraud losses in the telephony channel—Nuance is helping us protect our customers and disrupt the activities of organised criminal networks.
>
> **Jason Costain, Head of Fraud Strategy and Relationship Management, RBS Group**

> The ROI from the tool is probably well over 300%, so as payback from a technology deployment, it's been very impressive.
>
> **Jason Costain, Head of Fraud Strategy and Relationship Management, RBS Group**

Learn more
To learn more about how Nuance security solutions can help you protect your customers and mitigate fraud, email us at cxexperts@nuance.com or visit www.nuance.com/voice-biometrics/.

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.

NUANCE

Copyright © 2019 Nuance Communications, Inc. All rights reserved. Nuance, and the Nuance logo, are trademarks and/or registered trademarks, of Nuance Communications, Inc. or its affiliates in the United States and/or other countries. All other brand and product names are trademarks or registered trademarks of their respective companies.

NUAN–CS–3662–01–CS, Feb 27 2019