

Adiós to PINs, passwords, and **security** questions.

Millions of Santander customers simply use their voice to access their accounts.

Challenge

- Compliance with government regulations
- 60-65% authentication failure rate
- End-user dissatisfaction with current authentication method
- AHT for authentication by an agent of 1.2 minutes

Solution

- VocalPassword™ active authentication
- Integrated with IVR
- No PIN's, passwords, and security questions
- "En Banco Santander mi voz es mi firma" (At Banco Santander my voice is my signature)

Results:

- 2.1 million voice-prints enrolled in less than 9 months
- Over 4.1 million successful verifications
- AHT for authentication reduced by 42 seconds
- 53 agents repurposed
- Over \$1 million annual savings

Background

In July 2010, the Mexican Government announced legislation for new security parameters by which all Mexican banks must abide when identifying and authenticating their customers. These included the use of personal questions, a 6-digit telephone PIN, OTP (one time password), or biometrics.

The 6-digit telephone PIN that customers were allowed to use in the IVR under the new legislation was highly restrictive because customers could not use more than two consecutive numbers, nor repeat the same number, nor use a series of



Company: Banco Santander México

Sector: Banking

Number of call center agents:
4200 (across two call centers)

Number of customers:
+10 million in Mexico

Number of calls per month:
+3 million (55% IVR services/45% agent-served)

“As the first bank in México to deploy a voice biometrics solution in this way, we are able to offer our customers the exceptional experience that they deserve. The ability for customers to use their voice to gain access to their accounts is an easy and natural process, allowing the first point of contact with our bank to be enjoyable and hassle-free.”*

José Ignacio Zorrilla
Executive Director for Multichannel and Innovation
Banco Santander Mexico

*View video with more details at <https://www.youtube.com/watch?v=sHE6stYhfNQ>

personal numbers related to personal data, such as birthdate. Consequently, more often than not, the 6-digit PIN that customers selected was very quickly forgotten. At the time, out of 1.4 million customer calls that were answered by live agents, 60-65% failed authentication, resulting in agents having to verify identity with the help of security questions. On average, agents spent 72 seconds on this verification process before being able to assist the customer with their needs. This time-consuming process impeded the caller from quickly completing their transaction and negatively impacted customer satisfaction.

The road to voiceprint

The bank decided to explore an alternative to the six-digit PIN. The matrix of criteria they evaluated to arrive at a PIN-replacement choice included customer satisfaction, security, legal acceptance, cost, distribution, portability, and future technological potential. Santander's leadership concluded that biometrics was the best option that met their multiple criteria requirements. After extensive analysis, voice was selected

because it afforded convenience for the customer, coupled with a high level of security, at a reasonable price to the bank.

Technology used

– VocalPassword 8.3 with liveness and playback detection

Rollout and execution

In preparation for the external launch, the first step was to educate and train the internal staff, including contact center agents and customer-facing employees, such as tellers and account managers, and bank personnel. Additionally, Banco Santander conducted a very effective external communication campaign to its customers and media. External campaign included TV, internet, and printed advertisement educating Santander's customers. Media campaign included interviews and press releases. As the first financial institution in México to offer a voice biometrics solution, Banco Santander established its position as the industry leader in technological innovation.



En Santander mi voz es mi firma

To enroll, customers are first authenticated with knowledge-based questions (account number and PIN number) and are then prompted to repeat the passphrase “En Banco Santander mi voz es mi firma” (At Banco Santander my voice is my signature) three times, a seamless process. The next time an enrolled customer calls, they are asked to provide their account number, and after repeating the passphrase, they are authenticated with their voice.

The numbers

As of September 2014, Banco Santander had successfully enrolled 2.1 million customers with voice prints, and conducted over 4.1 million voice authentications.

Prior to using Nuance VocalPassword™ technology to authenticate, agents spent an average of 72 seconds identifying and verifying the customer. VocalPassword enabled the bank to reduce time spent on authentication by 42 seconds, to only 30 seconds. Customer surveys indicate that the majority of the customers are highly satisfied with the new system. They consider Firma Vocal to be more convenient and secure than a telephone PIN, and because agent handling time has been significantly reduced, they are able to conduct their transactions more quickly and efficiently.

As a result of this technology, Banco Santander has been able to repurpose 53 agents to focus on other tasks, and it has attained annual cost savings of \$1 million.

Santander plans to enroll 4.2 million of its customers into the system by the end of 2015. It is on target to recoup its investment in 3 years. This 3 year payback takes into account all costs associated with the implementation, including promotion, training, and system installation and integration costs.

Banco Santander México is poised to implement other innovative offers that leverage the Nuance VocalPassword solution. For example, Santander is now providing a ‘proof-of-life’ authentication service for various government agencies in Mexico to verify pensioners’ identity using voice biometrics which will allow them to receive their pension checks. This service eliminates the need for in-person verification at branches for pensioners, reduces pension fraud for the government and creates new services and revenue streams for the bank.

“I consider Nuance more than a vendor, but a partner.”

José Ignacio Zorrilla
Executive Director for Multichannel and Innovation
at Banco Santander Mexico, said during the Opus Conference
in San Francisco, CA, May 15, 2014

Santander México

Santander México, the Mexican unit of Spanish bank Santander, is a universal bank providing banking and other financial products and services to a range of customer segments, including personal, private, corporate, and SME banking customers. The bank offers personal banking products such as home loans, credit cards, personal loans, pension fund services, and insurance. Santander's business solutions include pension fund services, financing services, treasury management, trust management, and foreign trade services. Santander México is the country's third largest financial group by business volume, with market shares of 14.8% in deposits and 13% in loans. Visit www.santander.com.mx to learn more.

About Nuance Voice Biometrics

Nuance is the global leader in voice biometric solutions, with over 45 million enrolled voiceprints and a global customer base that spans all major industries. Nuance has developed over the last 12 years unrivaled experience in delivering successful voice biometric solutions that enable organizations to improve customer satisfaction reduce costs and improve security. For more information about Nuance's Voice Biometrics solutions, please visit our Web site at Nuance Voice Biometrics.

About Nuance Communications, Inc.

Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit nuance.com.

