Major telco provider disrupts organized fraud with Nuance.

Voice biometrics 'watchlist' blocks known fraudsters.

With over 150 million subscribers on its network, a large telecommunications provider in North America is the chosen carrier of around a third of US citizens. And that means it has a major responsibility when it comes to protecting its customers, partners, and business from fraud—so it scans every telesales call using Nuance Security Suite.

Customer | Large Telecommunications Provider

Challenge | Protecting the business—and its customers—from telephone fraud

Solution | Nuance Security Suite uses voice biometrics to compare callers to known fraudsters

Results | Dramatically reduced financial losses, increased security for customers and partners, an effective deterrent for fraud

"Nuance's voice biometrics gives us a whole new level of visibility into our calls that we simply didn't have before. Now, we have all the data we need to prevent fraud attempts and improve the experience for our customers, too."

Business Leader within Large Telecommunications Provider

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v Key results
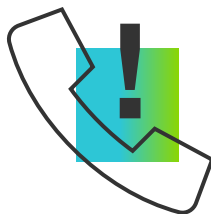
~$2,000
saved with every prevented fraud attempt

>4,000
confirmed fraud attempts prevented

$1-3 million
annual savings

NUANCE

Challenge

The high cost of high-end fraud.
High-end smart phones and mobile devices such as tablets have become a popular target for organized fraud groups in recent years—and it's easy to see why. They're pricey, sought-after, and can be easy to get if the company doesn't have the right level of security.

Telesales is a key channel for telecoms providers—unfortunately, it's also a prime target for fraud. With only number verification in place previously, the teams needed a new method to defend against the organized fraud groups, which could cost them an average of $2,000 per fraudulent transaction. Combine that with further fraud attempts through warranty and support channels, and this figure can rapidly snowball and affect the provider's partners and customers directly.

This type of fraud can also cause major reputational damage, both among partner companies and customers. And, in an environment where it's easier to change provider than ever, brand reputation is a key differentiator, and that means working hard to protect it.

However, combatting this type of fraud isn't always a simple process. The telecommunications provider was looking for a way to fight fraud without making the customer experience more difficult for its legitimate callers. As a long-term Nuance client in other areas of its business, such as employee and customer verification, the provider chose Security Suite for its ability to balance the dueling dynamics of fraud prevention and friction.

Solution

Combatting fraud with the power of audio.
With Security Suite, the organization can now screen every call that comes through its sales, activations or claims lines. Every hour, it processes all calls and creates voiceprints for each caller, monitoring characteristics such as pitch and cadence. Then, the new voiceprint is compared to 'the Watchlist'.

The Watchlist is a list of known and suspected fraudulent voiceprints, and it's managed daily to enhance its accuracy and keep it up to date. Security Suite automatically generates an hourly report for internal analysts, rating suspicious calls from highest to lowest risk based on how closely it matches to existing voiceprints. With this report, the analyst can make more informed decisions about which concerns to escalate, and which to simply keep an eye on.

Alongside the Watchlist, the telecommunications provider uses Nuance voice biometrics to authenticate its customers. Not only does this make service experiences smoother, faster, and more effortless for the customers, it also gives them fraud protection.

Once a customer has an established voiceprint, they're added to the whitelist of verified voices, and secured against future fraud attempts. Plus, the organization can then pass this information on to its partners—helping make authentication easier throughout the ecosystem. This pulls the double duty of strengthening relationships, with partners and customers alike.

> "We're seeing immense value from Security Suite's fraud prevention capabilities. Next, we're hoping to expand the deployment into our other lines of business, and take advantage of Nuance's new biometric technologies."
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> **Business Leader within Large Telecommunications Provider**

Results

Cost-effective security.
Since deploying Security Suite, the organization has prevented over 4,000 confirmed fraud attempts in under three years, making significant savings of as much as $7 million in transactional losses alone. Due to its lean setup, the operational costs are low and the benefits were rapid—which means the team is seeing major ROI.

"We've even seen potential fraudsters stop making calls to us entirely," says a member of the leadership team within the telecommunications provider. "That means it's not just working as a reactive measure, but a preventative one, too—it's a really effective deterrent."

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/fraud.

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.