

# Tatra banka delivers secure, effortless service.

Voice biometrics reduces authentication time by 66% without compromising security.

## Challenge

- Improve low customer satisfaction with authentication experience
- Reduce 90 seconds AHT for authentication by an agent
- Free more agent time for up-selling and cross-selling
- Ensure uncompromised security levels

## Solution

- Nuance® FreeSpeech™ passive voice biometrics solution
- Authentication completed in seconds with no call interruption
- Integrated with contact center telephony and agent desktop systems

## Results

- 66% reduction in average call handling time
- 85% of callers now authenticate using voice biometrics
- 200,000 customers registered voiceprints in the first year
- Net Promoter Score (NPS) of 62

## Background

Tatra banka was established in 1990 as the first private bank in Slovakia and is now that country's third largest bank, serving more than 760,000 clients. Through continuous innovation and superior customer service, Tatra banka leads the Slovak market in corporate investments and private banking, and has earned 88 prestigious industry awards over the past 24 years.



“Client servicing trends in banking are contradictory at first glance—fast and simple services for clients with the highest possible level of security. We succeeded in meeting these two conditions thanks to voice biometrics. As the first bank in Central Europe to deploy a voice biometrics solution in this way, we allow our clients to access our banking services with a unique security tool they carry with them at all times—their voice.”

Igor Vida, CEO and Chairman of the Board of Directors  
Tatra banka

An ongoing commitment to exceptional customer experience and robust fraud prevention motivated Tatra banka to become the first bank in Central and Eastern Europe (CEE) to implement voice biometrics for caller authentication in its DIALOG Live contact center system. The voice biometrics solution verifies the caller's identity during the initial seconds of natural conversation with the agent to dramatically speed and streamline interactions while ensuring a high level of security.

#### **The challenge**

Before implementing voice biometrics Tatra banka had been noticing some concerning trends: inbound contact center traffic was steadily declining and average call handling time was increasing. After looking into root causes, management determined that the bank's multi-factor, knowledge-based caller authentication process was simply too arduous and time-consuming.

When customers called into the contact center, they had to prove their identity by using a payment card with a card reader and entering a Personal Identification Number (PIN). This approach to caller authentication

took an average of 90 seconds, resulting in lengthy phone interactions that frustrated customers, limited opportunities for agent sales activities, and drove up contact center costs. At the same time, it hampered convenience by requiring that customers have their card and card reader with them in order to perform banking transactions over the phone.

#### **The solution**

As an innovation leader, Tatra banka chose to implement voice biometrics technology because it offers the most convenient and secure method of caller authentication available today. But because Tatra banka does not use an automated IVR, it was critical that the solution enable caller authentication during conversation with a live agent. After careful evaluation of numerous options, Tatra banka decided that Nuance's FreeSpeech voice biometrics solution was the best fit for authenticating customers by voice — automatically, seamlessly and securely — during natural conversation with a DIALOG Live agent. Soitron, a leading systems integrator serving the European market, was selected to integrate Nuance FreeSpeech within the bank's contact center.

“Clients...consider the method of being verified just by their voice a welcome simplification...our clients responded very positively to the new service; within four months of operations we had already registered close to 90,000 voiceprints.”

Juraj Bojkovský, Director of the Electronic Distribution Channels Division  
Tatra banka

“We are one of the few banks in the world that does not have an Interactive Voice Response (IVR) system in our contact center, DIALOG Live. Clients get directly through to an operator, and therefore, we want them to be verified during the course of a natural conversation with the agent. Nuance FreeSpeech makes this effortless authentication possible.”

Ľuboš Kováč, Head of DIALOG Live Contact Center  
Tatra banka

Trusted by some of the largest financial institutions around the world to secure high-risk transactions, Nuance FreeSpeech delivers the ultimate customer experience through a natural conversation. Enrollment is performed automatically while the customer speaks with a contact center agent; once enough audio has been acquired by the system, Nuance FreeSpeech automatically generates a unique voiceprint for that customer and stores it in a secure database.

Today, when customers call Tatra banka's contact center, they simply engage in a brief, natural conversation with an agent to verify their identity by voice. As the customer speaks with the agent, FreeSpeech voice biometrics technology transparently analyses over a hundred unique voice characteristics and compares them to that

customer's unique voiceprint on file with Tatra. A green light on the agent desktop signals when the customer's identity has been verified, allowing the agent to access DIALOG Live and continue with the transaction. Caller authentication via voice biometrics now takes an average of only 30 seconds — a process that's dramatically faster than using the Card and Card Reader solution with PIN. The completely voluntary voiceprint registration process is effortless and transparent for Tatra banka customers.

In addition to delivering a better experience, voice biometrics technology provides strong security. Nuance FreeSpeech sidesteps all the security problems traditionally associated with knowledge-based verification.

### **Business benefits**

Voice biometrics reduces the time it takes to authenticate Tatra banka customers by 66 percent, streamlining phone interactions and allowing agents to focus on providing quality service and driving sales. Faster, more efficient interactions not only increase agent productivity, but they reduce the bank's contact center operating costs for bottom-line results.

### **Customer benefits**

Enrollment results indicate that Tatra banka's voice biometrics solution delivers a preferable authentication experience. Customers started adopting the new solution quickly and enthusiastically; 75,000 customers (10% of the bank's active client base) enrolled their voiceprints within six weeks and that number more than doubled to 170,000 customers within the first 12 months post-implementation. Additionally, voice biometrics simplified authentication for customers who didn't have access to their card readers.

Today, 85% of customers calling into DIALOG Live authenticate using voice biometrics. Because the authentication process is faster and easier, inbound calls are on the rise again; contact center traffic increased 12% within 12 months of implementing voice biometrics.

Satisfaction survey findings show that customers are pleased with Tatra banka's new approach to caller

authentication. The Net Promoter Score nowadays reaches 62 points. Survey results also reveal:

- 96% believe that the initial recording of their voice sample went smoothly
- 95% believe that voice authentication is convenient
- 90% believe that voice biometrics is a preferable alternative to the previous system of cards, card readers and PIN codes
- 74% believe that voice authentication is a unique service that banks typically do not provide

Based on successful customer adoption of its voice biometrics solution, Tatra banka is expanding its use of FreeSpeech to more agents and clients. To date, an impressive 200,000 customers have enrolled their voiceprints in the system to take advantage of faster, easier and more secure authentication.

### **About Nuance Voice Biometrics**

Nuance is the global leader in voice biometrics solutions, with more than 40 million enrolled voiceprints and a global customer base that spans all major industries. Over the past 12 years, Nuance has developed unrivaled experience in delivering successful voice biometric solutions that enable organizations to improve customer satisfaction, reduce costs and enhance security. For more information please visit [www.nuance.com](http://www.nuance.com).

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### **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](http://nuance.com).

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