

Deutsche Telekom innovates customer experience with Nuance.

Voice biometrics delights German customers with quick and secure verification.

Deutsche Telekom is one of the world's leading integrated telecommunications companies, with some 168 million mobile customers, 28 million fixed-network lines, and 19 million broadband lines (www.telekom.com/en). Telekom recently became the first German company to adopt voice biometrics in its contact centres. Now, the company's customers can simply speak to be authenticated, without having to remember a 10-digit customer number.



Customer | Deutsche Telekom



Challenge | Offer a secure but convenient way for customers to access their accounts

Solution | Nuance voice biometrics securely identifies and authenticates callers, in seconds

Results | Fast, seamless customer authentication, and more time for agents to focus on delivering great customer service

Key results



1st

German company to implement voice biometrics



200,000

voiceprints registered within the first 5 months



75%

of customers say it's more convenient

Challenge

Tackling an age-old customer problem.

When customers contact companies by phone for advice on contract matters, they must identify themselves with their customer number, password or answer to a question. With many contracts that customers have, it is almost impossible for them to remember every ID for every company they deal with. Deutsche Telekom has addressed this. Their customers can now simply identify themselves with their voice on the hotline.

Despite the difficulty of remembering a lengthy customer number, authenticating with a unique identifier has always been necessary to protect accounts and personal information, and ultimately prevent fraud.

Telekom Deutschland's Service Unit wanted to find a solution that allowed Deutsche Telekom's customers to have a fast, seamless experience without making it more difficult for its contact centre agents to authenticate who's calling. That meant becoming the first German company to adopt voice biometrics technology from Nuance to recognize and verify customers over the phone.

Solution

It's as simple as speaking.

The human voice is as unique as a fingerprint. Nuance's voice biometrics software uses more than 100 physical and behavioural characteristics,

including accent and rhythm, to create a unique voiceprint for each individual. At Deutsche Telekom, this unmistakable voiceprint is then used to authenticate callers the next time they get in touch—and all they have to do is speak.

To set up their voiceprint, the customer calls Deutsche Telekom's dedicated hotline, and repeats the phrase "my voice is my password at Telekom" three times. From that repeated phrase, Nuance's voice biometrics system creates the customer's unique voiceprint. When that individual next calls in to Deutsche Telekom, they state the passphrase, and their voice is matched with their voiceprint, authenticating them in seconds for access to their account.

By implementing SprachID, and eliminating the complexity and time associated with the previous methods of customer ID verification, Deutsche Telekom isn't just improving the experience for the customer. It's also empowering its contact centre agents to focus on helping the customer with their query, rather than wasting time with an outdated authentication process.

The system isn't just faster and easier—it's also vastly more secure than conventional passwords or ID numbers. A hacker can steal a password, but they can't steal a voice.

The system doesn't actually store a recording of the voice itself. Instead, it stores an individual result that the software produces from the caller's voice using an algorithm. So, even if a hacker were able to retrieve the voiceprint from the server, they couldn't reverse-engineer it into a recording of the customer. The software can also tell if a voice is live by monitoring sound frequencies, so the system is also secure against fraudsters using pre-recorded snippets of a customer's voice.

Results

Making a difference—fast.

In just five months, over 200,000 customers registered with SprachID—and this shift is already paying off. As well as reducing friction in the customer service journey, Deutsche Telekom is freeing up contact centre agents to spend more time helping customers directly. This is boosting customer satisfaction, with 75% of voice biometrics users saying it's more convenient than using an ID number.

Learn more

To learn more about how Nuance voice biometrics can help you protect your customers and your business—and make every customer interaction simpler, email us at cxexperts@nuance.com or visit www.nuance.com/security-suite.



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.