



The average authentication time shortened by

66 s

Multinational Consumer Bank

Illustrative Case Study

A large European consumer bank with branches in several countries takes care of all its clients through a contact center based in East Africa. The call center handles about 120,000 calls per day on average and needs to respond to clients speaking in a wide variety of languages.

 **PHONEXIA**

Goal

A multinational European bank approached a Phonexia partner with a request to improve and optimize its contact center operations. The requested improvements were to be focused on bettering customer experience and shortening the Average Handling Time (AHT).

The contact center's AHT was approximately 3 minutes, and the client wanted to reduce this number down to a maximum of 2 minutes, while at the same time keeping account security at an exceptionally high industry standard.

The bank measured the Customer Experience (CX) of its clients by following the Customer Satisfaction (CSAT) metric score. As the bank was very customer orientated, it wanted to raise the CSAT score by between 30% and 50%.

Solution

The client decided to use the Phonexia Voice Verify solution rather than individual Phonexia speech and voice biometrics technologies as they wanted to have a solution they could implement with relative ease into their existing telephony system and their Genesys contact center software suite.

The bank was particularly impressed by the solution's ability to create a person's unique voiceprint from just 20 seconds of net speech and then verifying that client's identity in just 3 seconds. The fact that the solution could be deployed in a short span of time and with relative ease was also welcome.

It took 6 months from the signed Proof of Concept (PoC) to the final production deployment.

The Customer Satisfaction (CSAT) score increased by 54%.



Results

The bank's contact center was able to dramatically reduce the amount of time required to verify a caller's identity over the phone. By using voice verification and only one security question, **the average authentication time was shortened by 66 seconds**, lowered from 90 seconds to an average of 24 seconds.

This positively affected the Average Handling Time (AHT) of both inbound

and outbound calls, keeping it to just under 2 minutes, and **increased the contact center's call handling capacity by 50%**.

The shorter average verification time also **improved customer experience** as customers didn't have to spend too long on verifying themselves over the phone. This resulted in **higher Customer Satisfaction (CSAT) scores**, which

improved by 54%, surpassing the original expectations of 30–50% CSAT score improvement.

The client was very pleased with the ability of the Phonexia Voice Verify solution to quickly detect whether a person calling in was trying to impersonate an account owner or not.



**Interested in Phonexia Voice Verify?
Try our free online demo!**



www.phonexia.com/en/product/voice-verify

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