Dispelling the myths of voice biometrics

eBook

VoiSentry
by Aculab

Introduction

90%

According to industry analysts, as many as **90% of users express a preference for biometrics** over traditional ID&V.

4%

However, adoption rates remain low within contact centres, with **just 4% penetration**.

This raises the question:

"if it's proven to deliver a more seamless customer experience, and save agents' time, why isn't everyone using it?"

In this eBook, we address some commonly held myths that could be acting as barriers to adoption.

Voice Recognition
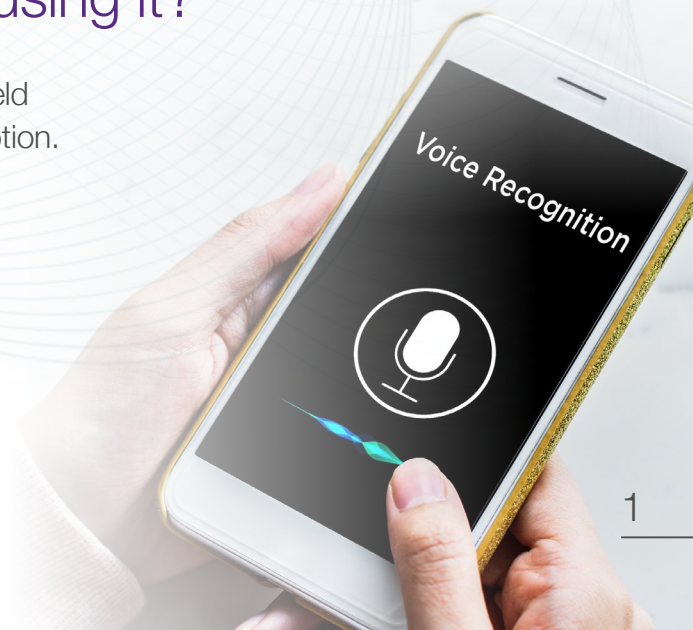
It is too expensive

When weighing up the pros and cons of any new technology implementation, the discussion will inevitably come around to price at some stage. However, price, in isolation, is not a valid comparison. Value, on the other hand, is.

When assessing the value of voice biometrics, it's important to consider all the broader benefits of the technology:

- **Increased data security**
- **Enhanced fraud protection**
- **Streamlined customer experience**
- **Shorter call duration**
- **Improved agent morale**
- **Positive brand differentiation**

VoiSentry is a cost-effective method of adding voice biometrics; its available for contact centre operations for as little as **£1 per agent per day**.

It is too complicated

The voice applications market is large and diverse, with hundreds of vendors offering thousands of applications. How could you create a new application that would work with any existing technology stack?

When creating new applications to support this market, it's important to ensure ease of integration. Considerations include:

- **Use of REST APIs**
- **Multi-tenant capabilities**
- **Scalable architecture**
- **Multiple verification modes**
- **Language independence**

VoiSentry is provided as a VM image and can be deployed effortlessly on your platform of choice; as on-premise hardware or in the cloud.

Onboarding is painful

When it comes to introducing new processes and technologies, ease of use is the most significant contributor to user adoption. If customers feel the process of onboarding is too restrictive, or time consuming, they won't see the value.

Accuracy and reliability notwithstanding, the design of your voice biometrics solution is critical to its acceptance. Pay particular attention to:

- **Enrolment**
- **Verification**
- **Authentication**
- **Error handling**
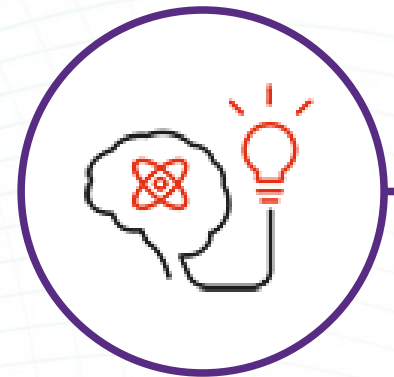
Choose from text-dependent, active onboarding of users using phrase repetition, or passive onboarding during normal conversation.

It is only for big business

The myths regarding price, complexity and deployment challenges have contributed to a perception that voice biometrics isn't a good fit for smaller organisations.

Modern consumers are cash rich but time poor. Regardless of business size, voice biometrics offers a faster alternative to traditional ID&V techniques, helping to reduce verification time by as much as two-thirds.

For smaller businesses, voice biometrics offers a range of benefits:

- **Scale rapidly to handle increased call volumes**
- **Deliver a more frictionless customer experience**
- **Reduce average handle time and improve FCR (First Call Resolution)**

Smaller organisations are leveraging voice biometrics to provide a genuine point of differentiation and helping them rapidly scale in response to changing demands.

It has limited applications

In a digital age, the way we communicate and authenticate, has implications for a wide range of business and consumer applications. The remote nature of most of our day-to-day communications means we are frequently required to prove who we are to gain access to systems and data alike.

Voice biometrics has been gaining traction because of its robust, fraud mitigation characteristics. However, its scalability and user-experience benefits have broadened its appeal to include a range of applications:

- **Contact centres**
- **Fraud prevention**
- **Workforce management**
- **Financial services**
- **Healthcare services**
- **Public services**
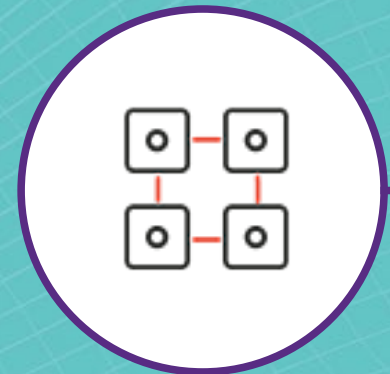
The applications of voice biometrics are many and varied, including contact centre operations, workforce management, healthcare and fraud prevention.

There is a lack of choice

The domination of a single vendor in the market historically has led to a lack of competition within the sector, leading many customers to be challenged in finding viable alternatives.

The adage of "No one ever got fired for buying IBM" has had its day. Organisations are now looking for technology partners that provide additional value in terms of flexibility, usability and cost efficiency.

Solutions like VoiSentry are challenging the status quo and providing viable alternatives to "big brand" solutions.

Although the market has been dominated by one vendor, VoiSentry is one of several challenger brands that are providing both price and product competition.

For a bite-sized edition of voice biometric myth-busting, check out our companion infographic.

view infographic

Looking for inspiration?

It's clear that legacy barriers to adoption have fallen.

If you're looking for help building a business case for the introduction of voice biometrics, or simply want access to a sandbox to see what the technology can do, contact us today.

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