

Fighting fraud on all fronts

A top 5 retail bank uses the outbound channel to provide multiple-factor authentication and verify suspicious transactions in real-time

BETTER PERFORMANCE



Best Caller Experience

With Tellme's extensive Audio and Grammar Libraries, it's easy to deploy powerful, professional outbound speech applications



Smarter Spending

By leveraging Tellme's on-demand Outbound IVR Service, the bank was able to launch with zero capital expense.



More Manageability

Launching inbound and outbound applications on the same highly-available platform allows the bank to provide a single, unified experience for all their customers.



See other case studies, learn more about the Tellme Outbound IVR Service and request a demo at www.tellme.com/fall09



Business and security challenge

A well-known bank was facing accelerating rates of fraud from increasingly sophisticated sources. They needed to evolve their online security practices to better protect their customers' information. At the same time, their customers were asking for innovative security solutions to protect their assets and transactions. As of last year, financial fraud cost individuals and institutions over \$5 billion.

A set of proactive outbound solutions

Tellme was already supporting this bank's inbound IVR traffic, managing the identification, authentication, and automation for almost 20 million calls every year. However, the bank needed to develop a complementary set of highly-reliable proactive phone applications to head off future fraud risk.

The first application the bank launched on the Tellme Outbound IVR Service addressed the need for a stronger multi-factor authentication model to protect high-value transactions. This service uses an outbound phone call to deliver an "out-of-band" (and on-demand) authentication factor, instead of relying upon expensive, hard to maintain, and easily lost keycode fobs.

For the second application, the bank developed an interactive outbound speech application that uses the audio libraries and speech grammars on the Tellme platform to verify suspicious activity on a customer's credit card. Callers are asked to verify details of recent transactions to either unlock the card or speak to an agent to protect against future unwanted use.

Reduced risk, and a sense of security

These applications actively monitor and protect the assets of the bank's most valued customers, connecting to tens of thousands of people every year. With increased visibility through alerts and stiffer, multi-channel security solutions, incidents of fraud are down, and more customers are purchasing identity protection services.