

Don't treat your customers like criminals.

VoIP Inbound Anti-Fraud and Authentication.

Pindrop® Passport - Authentication:
Passive Multi-Factor Authentication
for the Contact Center.

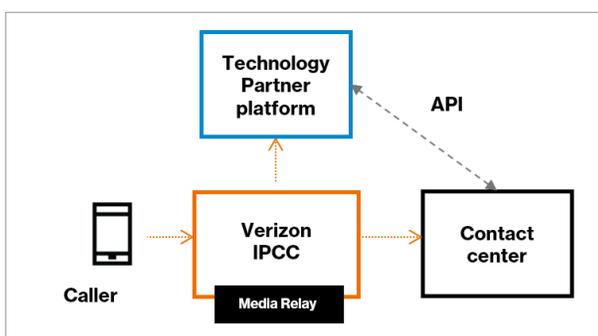


Contact centers are designed to deliver fast, direct and highly personalized customer service. While many enterprises are using technology to deliver more self-service options, there are times when your customer wants or needs to talk to a live agent. Reducing the risk of fraud and removing the need to force authentication of your end users can provide significant improvements to your customer's experience as well as your contact center's productivity.

Verizon has been providing the critical infrastructure and solutions to tie enterprise businesses to their customers for over 25 years. Our IP Contact Center (IPCC) suite provides IP Toll Free and local origination as well as advanced features such as intelligent network routing and Voice Call Back options. Extending the IPCC feature set, Verizon has teamed with Pindrop to provide a multi-factored authentication solution to help balance the need for security, while still providing frictionless customer experiences.

Media Forking From Verizon.

A new technology from Verizon called media forking provides replication of an inbound call metadata which can then be "forked" to third party technology providers. This allows Verizon to provide proprietary enriched call header information which integrates the Verizon network with other technology partners. This passive and secure solution does not interfere with the call path to your call center and allows additional information to be delivered to the call center via established APIs. Solutions that traditionally required on-premises appliances can now be offered from Verizon within our network.



Pindrop Passport - Authentication.

An inbound call is replicated and sent to Pindrop for analysis. Using a multi-factor authentication solution that passively authenticates callers as they naturally engage with a call center.

Running in the background of every call, Passport combines patented Phoneprinting technology, Deep Voice biometrics, and behavioral analytics to analyze each call.

Benefits of Verizon Authentication:

Help Reduce Average Handle time: Authenticating legitimate callers before they reach an agent decreases average handle time (AHT) by up to 60 seconds. Reducing AHT can decrease the total cost per call by up to \$1.00.

Help Improve Containment Rates: Eliminating the need to force an authentication event in the IVR can increase enrollment rates and decrease opt-out rates. With a robust set of multi-factor credentials, call centers can securely contain callers in the IVR while giving customers more self-service options.

Safeguard Customer Accounts: Mitigate risk by assessing every caller for anomalies, including phone number validation.

Drive Better Customer Experience: Reduce friction in the call center with seamless authentication. Passively authenticating callers in the IVR and before sending call to agent can reduce obstacles to caller resolution, resulting in a low-effort service experience when engaging with the call center.

VoIP Inbound Authentication.

Pindrop Passport Authentication technology from Verizon is based on a set of attributes and risk criteria extracted from a call. Risk scoring is performed by a powerful and configurable risk decision engine. These decisions are automated and governed through a flexible policy engine to build trust for genuine callers. Pindrop Passport Authentication also provides critical insight into authentication performance, as well as key actionable intelligence about how callers are interacting with the IVR and agent

Call Capture.

The Verizon VoIP Inbound Authentication service is deployed in the cloud to simplify the integration and data acquisition needed for a call. Verizon has eliminated the need to purchase and deploy any extensive hardware infrastructure – helping enterprises to avoid capital expenditures historically tied to on-premises equipment.

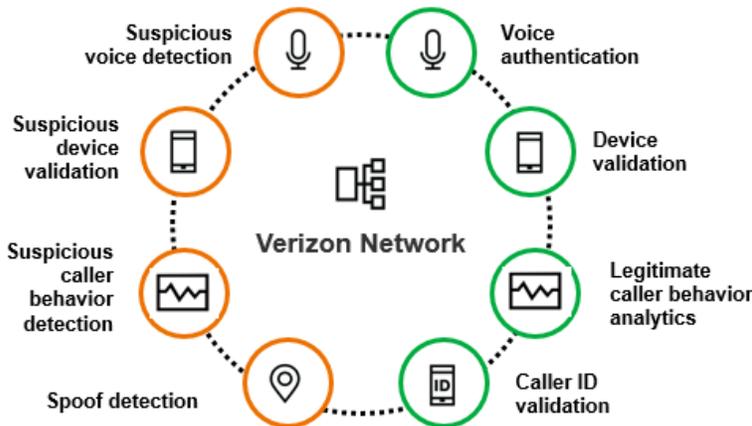
Quick Results.

Pindrop Passport Authentication from Verizon generates credentials for every inbound call in real-time. These credentials ultimately impact an authentication score, giving an IVR or agent the data necessary to make a confident decision about the caller.

Integrated Decisions.

To obtain authentication information for a caller, Pindrop Passport Authentication from Verizon has exposed APIs to interface with an IVR system or agent-CRM system. During a caller’s interaction with the call center, the IVR or agent software can confirm the identity of the caller at any point via an API request to the Pindrop cloud.

A Balanced and Integrated Solution.



Device, Voice and Behavior.

Pindrop Passport Authentication from Verizon evaluates call center interactions in real-time to passively authenticate legitimate customers. Passport runs in the background of every call, combining patented Phoneprinting™ technology with proprietary Deep Voice™ biometrics to determine if a caller has the right device, voice, and behavior to access an account. Whether callers use voice or touch-tone interactions within the IVR – or opt to speak to an agent – Pindrop credentials follow customers across the lifecycle of each call.

Device: Using Pindrop's proprietary technology - Phoneprinting, a unique credential of a caller's device is made by analyzing a call's full audio:

- Creates a unique deviceprint credential for each caller
- Extracts over 1,300 factors of each call to identify a caller's device type, carrier, and geo-location.
- Analyzes unique signal characteristics from every keypress.

Voice: Verizon Pindrop Passport uses the proprietary Deep Voice biometric engine's technology to extract unique characteristics from a caller's voice:

- Creates a voiceprint credential for each unique caller
- Invisibly enrolls and authenticates speech without prompting an authentication event
- Machine learning technology delivers persistent voice credential development throughout the call

Behavior: Verizon Pindrop Passport Authentication analyzes behavioral interactions into a call center to establish patterns for genuine callers:

- Creates a behaviorprint credential for each individual caller
- Determines if a phone number is valid before the caller engages with an IVR or speaks to an agent
- Analyzes anomalous calling patterns to remove potential fraudsters from the enrollment process

Pindrop Panorama - Anti-Fraud and Authentication Together.

Pindrop Protect - Anti-fraud from Verizon is an additional component that can help call centers identify potential fraudulent callers analyzing thousands of indicators across the fraud event lifecycle – from IVR account mining and reconnaissance to social engineering attacks against agents. Pindrop Panorama - Anti-fraud and Authentication from Verizon combines both services into a single economical offer.

Verizon + Pindrop = Better Together.

Media forking from Verizon along with Pindrop's technology allows enterprises a single integrated network based solution for inbound transport and anti-fraud protection. Providing anti-fraud detection prior to agent presentation helps reduce risk and increase efficiencies.

Find out how a balanced integrated solution can help you reduce risk and increase customer satisfaction. Contact your account representative today or visit us at: www.verizonenterprise.com