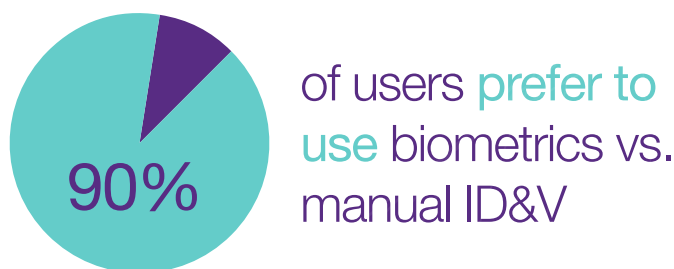


# The case for voice biometrics in the contact centre

## The customer experience

**80%** of contact centres believe they don't deliver a CX that matches brand promises

## Customer preferences



## Failure rates

**7-10%** of manual identity verifications

## Manual authentication time

(Up to) **3** minutes



To verify a caller's identity

## Manual authentication cost

**250 HOURS** ID&V can take up to 250 hours per year

## The voice channel

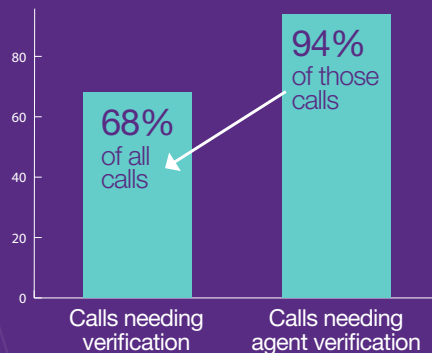
**67%** of all calls are to live agents



## Process automation

**2/3** Voice biometrics can reduce verification time by as much as two-thirds

## Calls needing verification



## Cost savings



Per call saving from using voice biometrics

**£2.1bn**



“The estimated, industry-wide cost of agent-handled security and identity verification in the UK is £2.1bn per year.”



CUSTOMER EXPERIENCE IS THE KEY TO SUCCESS

Many executives and contact centre professionals have plans to improve automation and encourage customers to switch to more cost effective digital channels, the majority report that their customers still prefer to use traditional channels, such as voice.

Streamlining processes and operational efficiency remain a focus, risking the customer experience. Instead, gaining and maintaining customer trust through exceptional customer experience is key to survival.

Sources for the information in this infographic include industry case studies, the Biometrics Institute, the CCA, Symnex Consulting, and Contact Babel's Contact Centre and Customer Experience Decision Makers' Guides.

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+44 (0) 1908 27 38 38 | [www.voisentry.com](http://www.voisentry.com)

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