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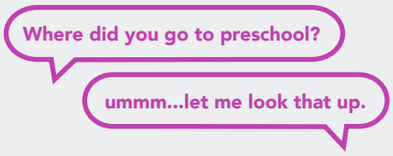
Speed, Security, Satisfaction: Call Center Inbound Authentication

Despite the rise of other communication channels, phones are still the best way to convey information quickly and securely. Current call center models rely on agent authentication, but there is a better way. Automated authentication methods can increase speed, security, and satisfaction of customer-employee interactions.

AGENT AUTHENTICATION VS INBOUND AUTHENTICATION

SPEED

Customers often have to recall or look up answers to arbitrary knowledge-based authentication (KBA) questions.



Inbound authentication occurs before the call is answered, saving operators and customers between 15 and 120 seconds per call.[1]

15 TO 120 SECONDS

SECURITY

60% of Customer Relation Management (CRM) databases are **outdated after only 2 years, increasing probability of wrong answers.[2]**

Inbound authentication links the phone number to the correct consumer using authoritative data, regardless of gaps in CRM records.[2]

Hackers can buy Personal Identification Information (PII) to spoof KBA answers.[3]

Inbound authentication establishes that the call is **trustworthy, decreasing risk for fraud.[2]**

CUSTOMER SATISFACTION

75% of business leaders think that reaching their company by phone is easy.[4]

But only 48% of customers agree.

11 BILLION daily updates to consumer data arms agents using Neustar to identify callers accurately and confidently.[2]

Learn more about how Neustar Inbound Authentication decreases wait times and increases satisfaction at: http://bit.ly/inboundauthentication

1. "The US Contact Center Decision-Makers' Guide 2017. http://www.contactbabel.com/pdfs/july16/US-CC-DMG-2017.pdf
2. "Inbound Authentication." https://ns-cdn.neustar.biz/creative_services/biz/neustar/www/resources/product-literature/risk/neustar-contact-center-anti-fraud-solution-sheet.pdf
3. "Equifax Hack: What's the Worst that can Happen?" https://money.cnn.com/2017/09/11/technology/equifax-identity-theft/index.html
4. "Grade Inflation: Businesses Overestimate Their Customer Service Quality." https://www.businesswire.com/news/home/20181016005255/en/Grade-Inflation-Businesses-Overestimate-Customer-Service-Quality