Barclays improves their customer experience.

Voice biometrics makes authentication painless; reduces average call time by 15%.

Challenge
– Improve telephony security service
– Improve customer advocacy and satisfaction
– Reduce the average call time
– Improve employee engagement scores
– Improve risk profile

Solution
– Nuance FreeSpeech – voice biometrics solution
– Customer's identity determined during course of natural conversation
– Verification completed in seconds without call interuption
– Integrated with Barclays CRM system

Results
– 15% reduction in average call times
– 93% of clients scored at least 9 out of 10 for its voice authentication system
– 97% of Barclays clients are now enrolled on the FreeSpeech solution
– 90% reduction in complaints regarding security service

Background
Barclays Wealth and Investment Management (W&IM) is a leading global wealth manager, the UK's largest and amongst the top 10 globally. With offices in over 20 countries, it focuses on private and intermediary clients, providing international and private banking, investment management, advisory and fiduciary services and brokerage.

BARCLAYS

NUANCE

"The use of Nuance's voice biometric technology has been integral in our mission to deliver an excellent customer experience. The customer and employee satisfaction results speak for themselves. We're looking forward to working with Nuance in the future to use voice biometrics to authenticate even more processes."

Anne Grim, Head of Global Client Experience,
Barclays Wealth and Investment Management

"In our implementation of voice biometrics, we focused on the clients and carried out some really valuable focus groups to understand the issues. We found that between 7% and 10% of customers calling in were actually being rejected by the security processes, prior to voice biometrics. We ran some client satisfaction surveys after the implementation and clients rated the service at least 9 out of 10 in all cases, which translated into a customer advocacy rating of 60% – a significant uplift on our previous ratings."

Iain Hanlon, Client Experience and Strategy,
Barclays Wealth and Investment Management

"Regardless of industry, standout customer service is going to be an important differentiator. Customers have the choice of a variety of channels, mobile, online, telephone and face-to-face, so technology like voice biometrics is critical to give the sense that we know our clients at all touchpoints."

Anne Grim, Head of Global Client Experience,
Barclays Wealth and Investment Management

Barclays's passion towards the delivery of world class customer service and an outstanding client experience has been a key motivator in the decision to implement a passive voice biometrics solution for verification. As a result Barclays Wealth and Investment Management has become the first organization to use this technology globally to transform the client experience.

Challenge
Results from Barclays' client satisfaction research indicated that its clients wanted a better experience from the telephone channel security processes, reducing the time it takes to complete the authentication process for them to be authenticated before their query can be dealt with. Barclays' client service center-based relationship managers also voiced concerns about the process, explaining they did not feel comfortable asking their clients a comprehensive set of security questions when they had already established a relationship. Historically, clients could walk into a branch and be recognized by the manager by name; a major experience requirement for Barclays' solution would be to deliver the same easy,

personalized service experience in the most controlled, efficient and secure way possible.

On a broader scale, no single wealth manager has greater than a 7% share of the global market. Increasing the productive capacity of its relationship managers is critical to Barclays' ambitions to become one of the world's top five wealth managers. This focus is especially important when running an agent-only service center with no telephony automation, in which case optimizing the agent interaction is a major lever in scaling the business.

Solution
Barclays implemented FreeSpeech from Nuance Communications, an innovative speaker verification solution. The technology authenticates the caller while ensuring the flow of the call is not interrupted.

During the opening seconds of any call with an agent, Nuance's FreeSpeech voice biometrics solution checks a client's voice against a voiceprint they previously enrolled with Barclays, returning a verification result to the agent and – assuming it is positive – the Barclays

"We chose Nuance for several reasons; firstly, they are the industry leaders and were able to provide us with several examples of successful implementations. The second benefit was about the ease of integration. The third piece was around the proof of concept that was delivered. This helped us to overcome some internal scepticism and really gain the confidence to move to a full deployment. And finally the strength of the Nuance team – the service they promised and delivered has been of high quality. I would definitely recommend Nuance FreeSpeech, it's more future-proof, more secure and it makes for a better experience for the client. It's really a win-win for everyone."

Anne Grim, Head of Global Client Experience,
Barclays Wealth and Investment Management

"Over 65% of calls are now verified by voice biometrics and instead of having to wait two to seven minutes to be verified, the opportunity is now there to have a much better conversation with customers earlier in the experience. A big positive result is that we've had a 90% reduction in complaints regarding our security service since we've implemented voice biometrics."

Paul Scales, Customer Services Supervisor,
Barclays

CRM system loads the client's account management information instantaneously.

The experience benefits of this solution are numerous. The verification data is acquired passively in the background, eliminating cumbersome authentication questions. The process is also therefore completely non-intrusive and is content-independent, which minimizes the effort on both the customer and agent. The technology is also language- and accent-independent. The closeness of a match to the stored voiceprint is determined by subtly unique characteristics, such as vocal tract length and shape, pitch and speaking rate which contribute to more than one hundred evaluated characteristics.

The authentication process is now more secure. By its very nature, the speaker's voiceprint is unique and non-transferable, making the technique safer that any password-based or "challenge question" process.

Business benefits
The solution now enables Barclays to deliver the same experience and enhanced relationship that customers used to have with their bank when visiting in person. Barclays' aim is to have an agent answer each call and deal with the client in real time. Being able to identify the client in the background seamlessly using FreeSpeech while the customer is speaking, makes the identification process easy for the agent and painless for the customer.

Currently, over 57,000 Barclays' customers have opted for full enrollment in the system. Since the deployment went live in August 2012, on average of 65% of calls are now voice authenticated by the solution, allowing customers much easier access to check their balance or get updates on payments.

As its International Banking customers are automatically verified as they speak with a service center agent,

authentication time has been cut significantly. In addition, the new approach enables agents and relationship managers to focus on clients' needs rather than the mechanics of authentication.

Other benefits, gained from post-call customer service surveys, include:

– 71% of clients are more satisfied with voice authentication compared to their previous security process (22% are as satisfied)
– Barclays has had a 90% reduction in complaints regarding their former security service since implementation of voice biometrics
– Using the old security processes, between 7% to 10% of clients had been rejected after going through security questioning
– 93% of clients scored at least 9 out of 10 for the speed, ease-of-use and security of voice authentication. This translates into a client advocacy rating of over 60%
– Barclays has enjoyed a 60% reduction in client complaints and a 60% reduction in call handling times
– Barclays initially anticipated an 80% client uptake in voice biometrics, in reality they have seen a 97% uptake
– Over 65% of client calls are now authenticated using voice biometrics
– The new ID&V process has seen colleague engagement scores increase by 5% with over 92% of colleagues providing feedback
– A reduction in complaints and vulnerability to fraud
– A 15% reduction in average call handling time. Call center agents can authenticate the voice within 20 seconds which frees up capacity in their global service centers

– The old authentication process could take between 2 and 7 minutes—voice biometrics has reduced this service to 20 seconds
– Clients call the service centers far more frequently because of the improved service, freeing up bankers and relationship managers to focus on revenue generation

Since the deployment in late 2012, the solution has been selected by numerous industry experts for various awards including:

– **FS Tech Awards 2013** – Best Use of Technology in Customer Service
– **The Banker 2013** – Wealth Management Technology Project of the Year – for Voice Biometrics
– **European Call Center & Customer Service Awards 2013** – Best Application of Technology – Voice Biometrics
– **Banking Technology Awards 2013** – **Best Security Initiative** – Voice Biometrics

About Nuance Voice Biometrics
Nuance is the global leader in voice biometric solutions, with over 40 million enrolled voiceprints and a global customer base that spans all major industries. Over the past 12 years, Nuance has developed unrivaled experience in delivering successful voice biometric solutions that enable organizations to improve customer satisfaction, reduce costs and improve security.

About Nuance Communications, Inc.
Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit nuance.com.

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