

# PHONE CHANNEL SECURITY & IDENTITY

## INSURANCE INDUSTRY



### Comprehensive Phone Channel Protection

High-confidence risk scores for all calls and built-in intelligence sharing across enterprises

### Identity Assessment

Assess whether callers are who they say they are and customize authentication procedures based on call risk scores

### Phone Fraud Detection

Detect 80% + of inbound fraud calls on the first call well before approving and carrying out transactions

## Do You Know Who's Really Calling?

Insurance customers use the call center for help solving their most complicated issues, often at unpleasant and stressful times. However, providers have few ways to determine whether the person they are speaking to on the phone is the actual policyholder. This means customers must waste time and energy proving their identity before they can get the help they need. At the same time, many of today's phone security solutions are easily bypassed, and criminals continue to use the phone channel to exploit insurance companies.

Pindrop solutions protect insurance call centers by combining authentication and fraud detection technology to assess identity while detecting malicious callers. Pindrop solutions monitor and analyze phone call audio, caller behavior, and phone number reputation, providing a risk score for each call. With Pindrop, organizations can:

**PREVENT ACCOUNT TAKEOVER:** Criminals commit identity theft by impersonating customers over the phone to complete fraudulent policy surrenders, account liquidation, and loans against policies. Pindrop identifies these callers during the early reconnaissance phases of the attack.

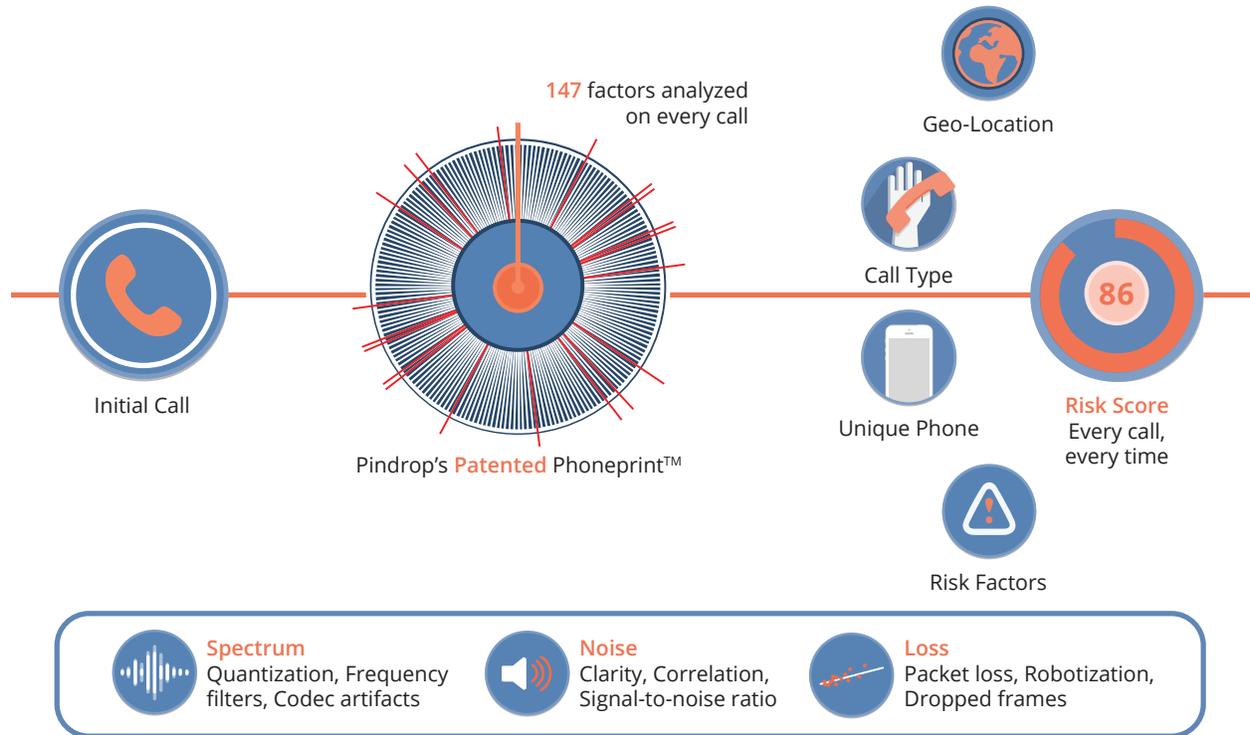
**STOP FRAUDULENT CLAIMS:** Criminals also use stolen identities to file false claims for quick reimbursements or replacement devices and equipment. Pindrop identifies and flags these suspicious calls.

**IMPROVE CUSTOMER EXPERIENCE:** Customer service is a key differentiator for insurance companies. With Pindrop, call centers reduce frustrating authentication processes for low risk callers, letting agents get straight to solving problems without sacrificing security.

**PROTECT BRAND REPUTATION:** In insurance, brand trust and reputation is critical. Pindrop helps insurance companies protect their reputation by filling in the call center security gaps that can lead to major data breaches or customer identity theft.

# How It Works

## Call Center Anti-Fraud and Authentication in Action



**PHONEPRINTING** takes approximately 30 seconds of call audio and breaks it down into 147 unique call “features.” Pindrop solutions use these features to create a distinctive identifier for each caller. This analysis is highly revealing, determining a caller’s true location and device type, and more. The Phoneprint is highly resilient and able to detect voice distortion, caller ID spoofing, gateway hijacking, and other obfuscation techniques. In addition, Pindrop solutions identify multiple callers associated with the same phoneprint, which allows enterprises to detect and track fraud rings.

### Pindrop solutions also examine these additional call elements:

- **Phone number reputation** - This data includes a number’s past fraud attempts, complaints, and more.
- **Voice print** - Characteristics of a speaker’s voice can be analyzed and compared against a database of known fraudsters.
- **Secondary risk indicators** including:
  - Invalid number
  - Inactive number
  - Provider geography
  - Provider complaint
  - Network type
  - Phone number complaint
  - Carrier
  - Phone geography
  - Number block geography
  - First seen/last seen

# Identity Assessment + Fraud Detection

## Smart Call Center Solutions

Pindrop solutions combine customer authentication and fraud detection for a uniquely smart call center solution that can tell you whether a caller is who they say they are. Until now, call centers have been forced to apply the same level of security to each incoming call. This method is expensive, frustrating for customers, and ineffective at stopping fraud.

“Phoneprinting combined with voice biometrics provides the strongest method for detecting fraudsters who call into enterprises.”

-Avivah Litan  
Gartner Vice President &  
Distinguished Analyst

Pindrop scores calls according to risk associated with the audio characteristics, geo-location, phone number reputation, and other factors. Within 30 seconds of the start of the call, the agent is shown a pop-up window displaying risk score and custom instructions for how to authenticate the call.

This allows CSRs to assess the true identity of callers, reducing authentication processes for low risk callers, cutting up to 20 seconds off the time of each. At the same time, high risk callers can be subject to greatly increased scrutiny, reducing fraud by 80%.

The screenshot displays the Pindrop Fraud Detection System Case Manager interface. At the top, there's a navigation bar with options like Dashboard, Analysis, Cases, Policies, Overrides, Data, and Administrative. Below this is a table of cases with columns for Case #, Created, Policy IDs, Analyst, ANI, Case Status, Fraud Status, Call Ref ID, and Risk Score. The table shows several cases with their respective details. Below the table, there's a section for 'UPDATE CHECKED CASES' and a pagination control. The bottom part of the screenshot shows a detailed view of a case, including Case Details (Case #, Policy IDs, Analyst, Case Status, Fraud Status, Custom Status, Created, Last Updated) and Call Details (Call Ref ID, Call Start Time, Agent Extension, Agent Name, ANI, TFN, DNIS, Call ID, CNAM, Service Provider, Risk Score / Conf, Risk Reasons, ANI Type / PD Type, VoIP / Cell, ANI Geo / PD Geo). There are also buttons for 'ADD NOTE', 'NOTES SHOW / HIDE', 'HISTORY SHOW / HIDE', and 'DELETE CASE'.

## Case Manager

## Fraud Workspace

Pindrop solutions provide cutting edge tools to fraud analysts and call center technologists. On-demand call playback, advanced machine learning, and analytics enable fraud teams to effectively identify and predict fraudulent activity.

Pindrop's Case Manager and Fraud Workspace features allow users to easily manage call data and investigation activities, offering unparalleled visibility into call center audio events. Pindrop dramatically increases the productivity of fraud analysts.

For more information on Pindrop solutions, please contact us at:

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## ABOUT PINDROP

Pindrop Security provides enterprise solutions to secure phone and voice communications. Pindrop solutions reduce fraud losses and authentication expense for some of the largest call centers in the world. Pindrop's patented Phoneprinting™ technology can identify, locate and authenticate phone devices uniquely just from the call audio thereby detecting fraudulent calls as well as verifying legitimate callers. Pindrop has been selected by the world's largest banks, insurers, brokerages and retailers, detecting over 80% of fraud, even for attackers never seen before. Our solutions are allowing our customers to reduce call time and improve their customers experience even while reducing fraud losses. Pindrop is restoring confidence in the security of phone-based transactions.

[pindrop.com](http://pindrop.com)