

PROTECTING INSURANCE CUSTOMERS IN THE CALL CENTER

WHAT DO 2 OF THE TOP 5 INSURANCE COMPANIES KNOW NOW THAT YOU DON'T?

Our insurance clients knew they had call center fraud, but when Pindrop analyzed their calls, they were **shocked** to find:

2x MORE UNIQUE FRAUDSTERS

3x MORE FRAUD CALLS

3x MORE TARGETED ACCOUNTS

DO YOU KNOW HOW PHONE FRAUD IMPACTS YOUR CUSTOMER INTERACTIONS?

VISIBLE FRAUD COSTS

65¢ FRAUD LOSS
per call at the average call center

\$4-7 OPERATIONS COST
per call for knowledge based authentication (KBA)

3x FRAUD EXPOSURE
Insurance exposes nearly 3x more customer account funds than the average call center

HIDDEN FRAUD COSTS

BRAND REPUTATION
Brand reputation is critical in hypercompetitive industries. What could a call center data breach do to your brand's reputation?

CUSTOMER EXPERIENCE
If your call center is spending too much time asking frustrating authentication questions, what does this do to your customer experience?

COMPLIANCE RISK
Is your call center leaking private customer data to fraudsters? If so, you could be risking fines and other penalties.



WHAT YOU DON'T HEAR CAN HURT YOU

YOU HEAR

What is the **loan cap** on my policy?

I forgot my **password**, can I change it?

Can you help me take out a **loan on my policy**?

FRAUDSTERS HEAR

This account is **high value**.

I can get **access** to this account.

Cha-ching.



PINDROP STOPS CALL CENTER FRAUD

Learn how at pindrop.com/insurance-industry