Protect Call Centers with Phoneprinting™ 2.0 Technology

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

-Avivah Litan, Sr Analyst, Gartner

Today, many of the world's largest enterprise call centers are using Phoneprinting™ technology to help protect customers and detect fraud, while reducing costs and improving customer experience. Read on to learn why analysts and executives are looking to Pindrop's patented Phoneprinting technology as the future of the call center.

WHAT IS PHONEPRINTING 2.0?

Just like your fingerprint, your call audiohas a unique signature. Whenever you pick up the phone, your device, yourcarrier, your geographic location, and your network routing contribute verysubtle audio characteristics to your call. These traces of valuable informationare invisible to most people - and it's important to note that, unlike yourvoice or your phone number, you can't manipulate, spoof, or otherwise disguise them.

Pindrop's patented, second generation Phoneprinting technology analyzes over 1300 features of a call's full audio to create a high definition fraud profile, detect the subtle anomalies that indicate fraud, and determine its true device type, geo-location, and carrier.

PHONEPRINT 2.0 REVEALS

- **Unique Device** What is the audio " fingerprint" of this caller's device?

- **True Geo Location** Where is this call really coming from?

- **True Device Type** Is this caller using a mobile, landline, or VoIP device to place the call?

- **Matching fraud profiles** Has this phoneprint been associated with previous fraud attempts?

NEXT-GEN PHONEPRINTING FOR EVERY CALL

Unlike other solutions, Phoneprinting technology provides universal protection for all calls encountered within the call center. Using real-time anomaly detection, Phoneprinting allows call centers to identify unknown potential attackers on an initial call. At the same time, Phoneprinting 2.0 technology produces a high definition telephony fraud profile of the caller, using 1300+ audio characteristics, including those undetectable by the human ear, such as packet loss, frequency filters, and codec artifacts.

JOIN US FOR A DEMO
to learn more about
Pindrop's solutions.

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FIRST TIME CALLERS
REAL-TIME RISK SCORING FOR CALL CENTERS

Risk Factor Detection

Certain geo-locations, networks, technologies, and behaviors are strongly associated with fraud. Phoneprinting helps identify these risk factors in real time.

Anomaly Detection

Phoneprinting technology allows call centers to compare information about a call's true geo-location, device, network, and behavior with information associated with the caller's phone number. If a caller ID record doesn't match the call's true characteristics, the call is likely fraud.

REPEAT CALLERS
UNIQUE IDENTIFICATION & INVESTIGATIVE TOOLS

Unique Identifier

The phoneprint provides a way to uniquely identify the caller and create a high definition fraud profile, regardless of fraudulent obfuscation techniques.

Tools for the Fraud Analyst

Fraud analysts can use information from the phoneprint and other sources to investigate fraudulent phone calls and identify which accounts are being targeted. Phoneprints that are very similar can even indicate sophisticated fraud gang activity.

Reduce Fraud Loss	Protect Brand Reputation
High-risk callers represent potential fraud attacks. Agents can be directed to use step-up authentication, forward the call to a fraud specialist, or even put the requested transaction on hold. This helps stop attacks in their earliest stages, before the attacker gains any information or funds.	Call centers that can't tell the difference between legitimate and fraudulent callers put themselves at risk for breaches and data security challenges, which can seriously damage to their brand. Phoneprinting provides a level of assurance that customer data and identities are being protected across the organization.
Reduce Operations Costs	**Improved Customer Experience**
For calls with low risk scores, call centers can elect to streamline their verification process, which reduces the average call handle time. For many call centers, even reducing call times by a five seconds can mean millions of dollars in annual savings.	By separating legitimate callers from fraudsters, Phoneprinting allows your call center agents to stop unnecessarily interrogating your legitimate callers and get back to what they do best - providing quick and friendly customer service.