



Protect Call Centers with Phoneprinting™



“Phone printing 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 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 A Phoneprint?

Just like your fingerprint, your call audio has a unique signature. Whenever you pick up the phone, your device, your carrier, your geographic location, and your network routing contribute very subtle audio characteristics to your call. These traces of valuable information are invisible to most people - and it’s important to note that, unlike your voice or your phone number, you can’t manipulate, spoof, or otherwise disguise them.

To create a phoneprint, Pindrop examines the call audio, and breaks it down into 147 unique call “features.” This analysis is highly revealing. In addition to allowing fraud analysts to create a unique identifier for fraudulent calling devices, phoneprinting also determines the caller’s true geo-location, device type, and more in real-time.

The Phoneprint 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 cell, landline, or VoIP device to place the call?

Known Fraudsters

Has this phoneprint been associated with previous fraud attempts?

First Call, Every Call Protection

Unlike other solutions, phoneprinting provides universal protection for all calls within the call center. This allows

the call center to identify unknown attackers on their very first call, while also creating an intelligent blacklist of known attackers, based on phone number, phoneprint, and voiceprint.

First time callers

Real Time Risk Scoring for the CSR

Risk Factor Detection

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

Anomaly Detection

Phoneprinting 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 and Investigative Tools

Unique Identifier

The phoneprint provides a way to uniquely identify the caller, regardless of fraudulent obfuscation techniques.

Tools for the Fraud Analyst

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

Pindrop combines phoneprinting with voice biometrics and consortium data to protect call centers

Phoneprinting + Voiceprinting + Consortium

Phoneprinting is one of three core technologies in Pindrop's call center solutions. Pindrop combines phoneprinting with voice biometrics, or voiceprinting, to create two entirely distinct unique prints - one that measures device and background call audio, and another that measures the voice of the person speaking. Together, these prints work as powerful tools for matching and tracking fraudsters.

These prints are enhanced by the Pindrop Network, which combines caller metadata information from a consortium of many of the largest call centers in the world with cutting edge research. The Pindrop Network provides reputation and caller information on any phone number in the world.

By comparing and combining the Pindrop Network information on a call's metadata to the information in the phoneprint and voiceprint, Pindrop provides a real time risk score for each call. This score can integrate with existing call center CRMs to give the call center agent a real-time decision and instructions on how to handle the caller.

Finally, fraud analysts can use Pindrop's case manager tools to provide a feedback loop on flagged calls, further improving the accuracy and continuous learning capabilities of the system.

With Pindrop, call centers are able to stop fraud loss that originates in the call center, protecting their brand and reputation. Furthermore, when call centers can reduce authentication processes for low risk callers, they shorten the average call time, leading to reduced operations costs and improved customer experience.

Stop Fraud Loss	Protect Brand Reputation & Compliance
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 stops attacks in their earliest stages, before the attacker gains any information or funds.	Call centers that can't tell the difference between legitimate and fraud callers are often put themselves at greater 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 second 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 - provide quick and friendly customer service.

JOIN US FOR A DEMO : *to learn more about Pindrop's solutions.* : **1-866-245-4045**
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