



**Solutions in
communications to
enhance customer
experiences**

Introduction

The Challenge

Fraud has become a costly expense for insurance providers across all sectors, with around \$80 billion dollars stolen from American consumers annually. The global problem has become so severe in fact, that in 2016 a UK government taskforce was established to help deal with the issue.

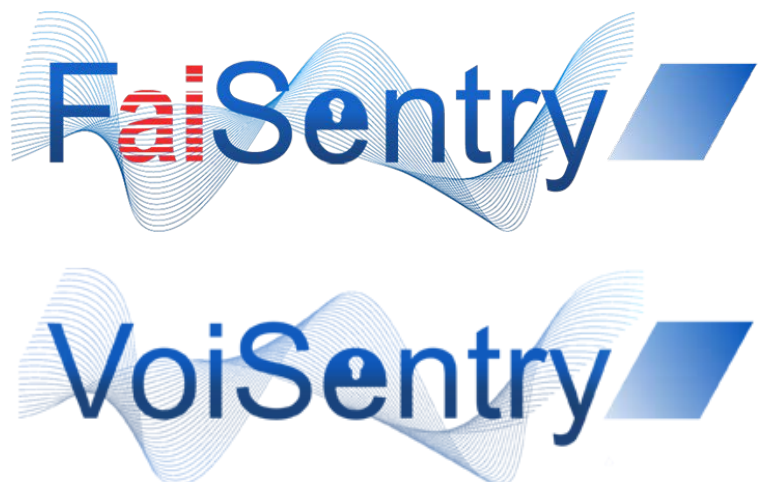
With the average fraudulent insurance claim rising to £12,000 in the UK alone and the fact that cybercrime rose dramatically during the pandemic, it is crucial now more than ever, that new identification techniques are implemented to stem the tide of fraudulent claims.

Common fraud types affecting the insurance sector include Fraudulent Enrolment, Account Takeovers, and Identity Theft. When tackling fraud, we must consider the following key requirements for any solution:

- It must be easy to use – the majority of insurance is purchased online, so if the experience isn't smooth, people will leave for other providers.
- It must be cost-effective and easy to implement.
- It must be more secure than any viable alternative.

21% of insurers plan to invest in AI in the next two years

- insurancefraud.org



Use Cases

Aculab provides two biometric platforms, FaiSentry & VoiSentry, that are AI-driven and can provide the security and speed needed to meet these demands. FaiSentry performs Face Recognition and, unlike many other systems, is unbiased with respect to race and gender. VoiSentry identifies a speaker from their voice (Speaker Recognition) even with low bandwidth audio, such as that prevalent on landline telephone networks.

Both systems can be integrated into websites and mobile apps, and together they can be combined into a single Multi-Factor Authentication (MFA) scenario, helping tackle problems such as:

- **Identity Verification:**

The Problem: Identity verification can be a cumbersome process for many customers, requiring them to go out of their way to mail in documents or use cumbersome and counter-intuitive digital systems, leading to frustration and a desire to switch providers. In fact, a survey conducted by Capgemini has indicated that **80% of customers would pay more if that resulted in a better digital experience.**

Solution: The FaiSentry and VoiSentry biometrics platforms can dramatically reduce the burden on customers by allowing them to ease future logins, simply by first creating a faceprint and/or a voiceprint. FaiSentry can further simplify this initial on-boarding process, by providing an objective comparison of the customer's visual appearance with any Photo ID. This not only speeds up the process, but also increases security.

- **Fraud Deterrence:**

Problem: In the UK, the Telephone-operated Crime Survey for England and Wales (TCSEW) reported a 47% increase in fraud and computer misuse in the year to September 2021, while Aviva reported that their detected policy fraud rate increased by 34% in 2020 alone. These shocking figures show how the move online during the pandemic has resulted in a fundamental change to the nature and scale of the threat from fraud. More and stronger measures are urgently needed to deter criminals from this kind of activity.

Solution: Face and voice biometrics tackle two aspects of this problem. Obviously, the extra security offered by multi-factor authentication will always deter a criminal because they need greater skill and resources to bypass each additional layer of security. But on top of that, the simple act of creating or verifying against a faceprint or a voiceprint can be an active deterrent - the criminal is aware that their face or voice has been captured and stored, and they know that the captured images and audio recordings can be used as evidence against them if they are ultimately arrested, making conviction almost certain.

- **Account Takeover Prevention:**

The problem: A fraudster rings up the support helpline of an insurance broker claiming to have been locked out of their account. The customer service agent relies on standard security questions, and if the scammer has the required information (perhaps through a third-party data breach) the agent lets them into the account.

Solution: FaiSentry and VoiSentry can both provide extra layers of protection that can be enforced before allowing an account to be unlocked, as well as before every major transaction. Each of these biometric modalities is highly secure on its own, relying on the ability to present evidence of identity that is far more difficult to fake than the answers to the simple security questions that are used currently. When taken in combination, whether with each other or with more traditional authentication methods, they provide almost impenetrable security

- **Online Log-In:**

The Problem: As the availability of biometric systems grows, website login systems are still stuck in the past. Nowadays, you not only need a username and password, you also need to enter SMS authentication codes and solve Captcha puzzles to gain access to even the simplest of service portals. It's time for a solution that gets the balance right between security and ease of use.

Solution: With authentication based on FaiSentry and/or VoiSentry, you can provide access to your online portal that is fast, frictionless, secure and, what's more, creates a positive impression of security in the eyes of your customers. Remove the need for tedious login processes by enrolling customer biometrics on sign-up, and simply verifying their face / voice on subsequent transactions. The use of biometrics makes for a simple and intuitive path for the customer to achieve their aims.

- **Integration with Existing Services:**

FaiSentry and VoiSentry can integrate easily with existing services such as video chats and chatbots, enabling you to verify users when they seek support about confidential matters, without the need for intrusive security questions. Moreover, they can integrate with your mobile apps for added convenience and security, by simultaneously improving the login experience, and ensuring fraudsters can't simply steal your phone to get into your accounts.

Provide increased anti-fraud protection and convenience for your business and clients with FaiSentry and VoiSentry today.

You can learn more about our cutting-edge biometric solutions by visiting our website at:

<https://aculab.com/biometric-technologies>.

About Aculab

Founded in 1978, Aculab has been at the forefront of telecommunication technological innovation since its creation, with more than 1000 customers in over 80 countries worldwide. Aculab offers a wide range of solutions including cloud-based **CPaaS** platform for **voice**, **video** and **SMS**, industry-leading Answering Machine Detection (**AMD**), Voice Biometric Authentication and telephony Gateways.

With a head office located in Milton Keynes, UK, and a US office in Norwood, MA, Aculab is situated to deliver global solutions to a whole host of industries, including Healthcare (**HIPAA** compliant), contact centres, public safety, and banking. To start building your communication solution, visit <https://www.aculab.com/get-in-touch/>.

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