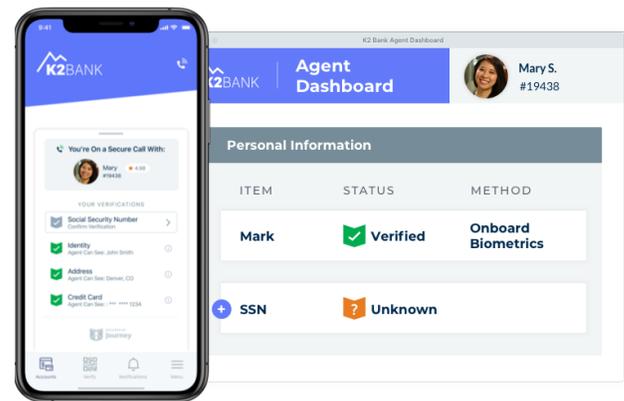


# Trusted Identity: The Cornerstone of a Better Contact Center

Journey's mission is to help you transform your customer relationships by creating amazing customer experiences that maximize security, data privacy, and a fast, elegant, and modern customer experience. At Journey, we believe that the crux of solving all these imperatives is identity verification, authentication, and trusted interactions throughout the customer journey based on high veracity trusted identity.



Truly knowing exactly who your customer is solves many serious challenges in your contact center. Quickly and securely establishing trusted identity protects *you and your customers* from fraud. It future-proofs compliance, impresses your users, and saves you serious costs on operations throughout the entire customer lifecycle.

Because Contact Centers by definition help customers remotely, establishing identity has been done by a human, bot or IVR using Knowledge Based Authentication, like account numbers, date of birth, address or silly “security” questions like your prom theme or the street your best childhood friend lived on. This takes time, annoys customers (especially if it needs to be repeated after a transfer). There are many point solutions that establish identity in other ways, such as ANI analysis or voice biometrics, which address part of the problem but leave other vulnerabilities.

And here's a fact that affects everyone in your business and every single customer. The Contact Center is the number one vector for fraud, because our attempts at solving for identity piecemeal haven't worked and it makes an easy target for bad actors..

Those days are behind us, and there are new, innovative solutions for this that solve for customer experience and fraud prevention simultaneously

### **The traditional way we've established identity is broken.**

- Nearly 90% of call centers still use Knowledge-Based-Authentication (KBA). Those silly questions about your first dog's name and your favorite ice cream flavor.
- Less than 10% of KBA contact centers are confident in accuracy. Which makes sense, because 60% of fraudsters pass KBA in targeted attacks.
- On average, authenticating a caller takes about 45-90 seconds. 3rd party KBA can add over \$1/call, which can go much, much higher when 3rd party databases are used. While you're adding up those costs, remember those types of solutions alone are ineffective at thwarting fraud.
- The attack surface is larger than ever during the current COVID-19 pandemic. The risk of regulatory compliance issues is compounded with more and more agents working from their homes.

### **Cost of Fraud is on the Rise**

- Fraud costs are growing at a double-digit pace year over year and are nearing 2% of revenue.
- Over half of companies surveyed experienced an insider attack in the last 12 months, including from agents who have direct access to customer PII.
- With millions of agents working from home, the attack surface is bigger than ever.
- It's not just the hard cost of lost dollars to fraud - the reputational impacts are very difficult to recover from.
- 39% of retail fraud losses are attributable to identity theft.

### **Regulatory Environment**

- Security and Privacy compliance is costly. Depending on your industry, you may be subject to many or all of these: HIPAA, PCI, TCPA, GDPR, CCPA, and likely, many more in the future.
- A typical company will spend over \$100,000 to address a regulatory compliance event.
- With strict enforcement and fines growing, costs to comply are increasing.

### **Customer Experience Matters**

- 30% of valid customers, the real people you want to talk to, fail KBA processes.
- Over 50% of customers believe the authentication process takes too long.

- In 2019 over 50% of mobile calls were fraud, helping drive outbound connect rates below 15% and right party connect below 5%.

A great customer experience is essential. Security is essential. Compliance is essential. Protecting your customers' privacy is essential. None more important than the others. At the same time, every business finds it imperative to drive cost out of operations. Today's solutions force contact center leaders to make a choice: Ultra-secure identity and friction for the customer vs. smoother, cost-efficient contact center operations.

The good news is that Journey makes that tradeoff obsolete. Now your organization can have 1:1 million veracity, military-grade security and an elegant and fast authentication experience. No more silly questions and instant mutual trust between you and your customers so you can get down to business.

## Security, Privacy, and Customer Experience with No Tradeoffs

Journey's mission is to help enterprises transform their customer relationships based on verified identity as the root of trust. To do that, we have fundamentally re-imagined the challenge of digital identity. We have addressed it as an entire system from every angle and touchpoint. From the network up to the device in the consumer's hand to the customer-facing representative at your business.

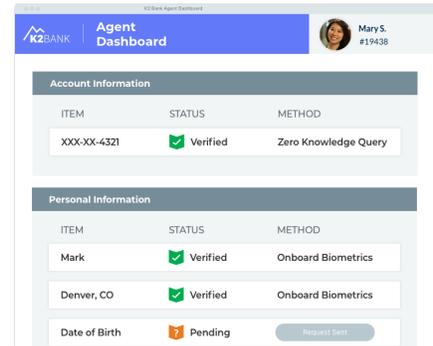
Journey's Zero Knowledge Network and ecosystem of identity and transaction partners supports the entire customer journey. It protects privacy in an ultra-secure fashion, with elegant and fast onboarding, that flows through to every interaction and transaction throughout the customer's relationship with your business. Both digital and in-person. With Journey, trusted identity is established to a high degree of confidence (up to 1:1 billion) in mere seconds. That delivers great benefits for both enterprises and customers alike.



## The Power of Zero Knowledge

The Journey Identity Platform is an innovative and flexible approach to connecting an enterprise with their customers over Journey's patented Zero Knowledge Network™. Sensitive information is individually encrypted on the user's smartphone or browser and travels across our identity network to handle a wide range of functions including:

- High veracity cloud or device biometrics
- Matching to an identity document verification, like a drivers license or passport
- eForms for collecting data inputs
- Document signing
- Secure payment processing in seconds
- Identity verification and authentication in less than 2 seconds, saving \$1/call
- Outbound call solutions, which can increase right party connect by up to 10X
- Onboarding processes secured and vastly simplified
- Document verification (driver's license, passport, medical license, etc)



Journey's security model prohibits Journey or any unauthorized entity having access to the information. The requesting business may choose to only see the result of the query, such as a Social Security number pass or fail, a successful credit card transaction, without exposing the information to its contact center agents.

There are endless needs for an enterprise to verify the true identity of a customer without revealing sensitive personal information, especially in the contact center environment. Physical security measures, like credit cards with chips, are making in-person scams more difficult, so fraudsters have ramped up attacks on contact centers. Because Journey's Trusted Identity Platform and Zero Knowledge Network is ideal for voice interactions, working in the contact center is one of its most popular and valuable uses.

# Business Value

By dynamically applying the identity solution that fits your need, contact centers can scale up or down based on the type of transaction, easily adding or removing an identity service as needed. Commercial and homegrown security solutions can be connected to Journey's platform so your enterprise can protect existing investments while significantly improving the security, privacy and customer experience of verifying customer identity.



## Time is Money

Verifying and authenticating a customer in a contact center using today's methodologies typically takes about 20-60 seconds, and it can take as long as 2 ½ minutes. Customers become frustrated by requests for multiple pieces of data and are often stymied by obscure security questions. And the irritation grows when they have to repeat this information agent after agent, transfer after transfer.

Journey's solution collapses this verification time to mere seconds, saving the contact center time while increasing customer satisfaction. We also provide a Trusted Identity certificate through transfers, vastly reducing the friction that so many customers endure while greatly lowering costs and operational complexity for the enterprise.



## Enables Flexible Business Models

Dialing security up or down, depending on each use case, provides enterprises with the ability to easily deploy step-up authentication for any situation which requires additional levels of confidence. Because of the ease of integration of Journey's solution, businesses can retain their current investments in identity solutions, simply by connecting to Journey's platform.

Also, with the privacy-preserving zero knowledge proofs, and the seamless agent-to-agent transfer of trust, business models with work-at home agents become much more secure. Up to 70% of calls in some contact centers require transfers. With Journey, no private customer information is visible to the agent, and the customer's attestations of identity travel seamlessly with them between transfers.



## Enterprise Future-Proofs Compliance and Fraud Prevention

Journey's Zero Knowledge digital identity solution addresses both industry standards and personal privacy legislation (TCPA, PCI DSS, GDPR, CCPA, etc.) while meeting the exacting standards of highly regulated industries like finance, healthcare, and travel. Beyond compliance stands the enormous risk of storing and protecting sensitive information against fraud. Journey's solution can address all of these concerns.



## Dozens of Use Cases and Scenarios

Journey is ideal for the contact center and in-person interactions, but is also so effective and flexible that it can be deployed to meet a huge array of business needs. Its benefits are clear in the contact center for inbound calls, outbound campaigns, and authentication in chat sessions online. It can also be easily configured to prove the identity of a customer in-person or in many omni-channel scenarios.

No amount of explanation comes close to the experience of seeing Journey's solution in action. Reach out to us on our website below to learn more and request a demo.

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For more information, please visit us at <https://journeyid.com>

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