Early Warning®

Protecting Contact Centers

Securing Inbound and Outbound Customer Calls

Where Is Your Weakest Link?

Account takeover (ATO) fraud continues to overwhelm organizations across the country. According to Aite Group, ATO is the leading threat impacting the digital channels;[1] which is the exact reason why vulnerable contact centers are more exposed to fraud attempts. With customer preferences continuing to move towards online and mobile banking, companies are investing more in authentication technology to secure those particular channels.[2] In the meantime, fraudsters tend to follow the path of least resistance, which often leads them back to your susceptible contact center channel.

In today's world of massive data breaches, you have to assume fraudsters have your users' data and are leveraging it to conduct social engineering attacks. This has made it exponentially easier for a fraudster to impersonate your customer over the phone. And with so much exposed Personally Identifiable Information (PII), Knowledge Based Authentication (KBA) questions are easily defeated, giving the fraudsters a distinct advantage. Add to this environment an increasing expectation for your contact center agents to deliver an outstanding customer experience, and you have the perfect storm for ATO through the contact center.

The risks don't stop there. For outbound contact center organizations, the importance of knowing who you are calling becomes increasingly magnified by potentially, accidentally, and/or inadvertently violating the Telephone Consumer Protection Act (TCPA). Contact centers need a deterministic (fact-based) resource that can help determine whether or not the number on file still belongs to their customer — before contact is initiated.

In today's fast paced contact center environment, your customers' expectations for a quick and seamless experience continues to grow. And with every second your customer sits on the phone, it is costing you money. The challenge for contact centers then becomes ensuring you are engaging with the right person on the call without impacting the customer experience unnecessarily. Early Warning helps bridge the gap with intelligence from telcos, mobile network operators (MNOs) and other trusted third-parties that gives your contact center agents confidence they are interacting with your true customer, and not a fraudster.

Contact Center agents manage inbound & outbound calls — Leverage telco, MNO and other trusted data sources to passively validate customer — Confidently authenticate customer and device

The Solution

What if you could empower your contact center agents with the confidence they are interacting with the right customer, mitigate ATO threats and reduce customer friction? Early Warning's Contact Center solutions are powered by telco, mobile network operator (MNO) and other third-party data. This intelligence can cross-check inbound customer information to verify the phone number matches what's displayed in the Interactive Voice Response (IVR) within seconds before they reach an agent. This not only helps fight against fraud and account takeover attempts, but it also helps reduce agent response times by minimizing the reliance on KBA. Now your agents can spend more time addressing customer concerns, and less time worrying about authenticating them. Faster customer authentication that happens behind the scenes means less friction for your customers and an overall improved customer experience.

Likewise, this technology can inform your agents whether or not the number you have on file still belongs to the customer they need to call. This not only protects your organization from TCPA violations, but increases the likelihood your agents can make contact with their intended customer. This becomes exponentially important for organizations with a collections department, or anti-fraud teams whose businesses rely on making contact with the right customer.

Ultimately, running a more efficient call center that couples reduced fraud with regulatory mitigation will help lead to improved ROI for the organization — a win-win for customers and business leaders alike.

Data You Can Trust

Early Warning's Contact Center solutions helps organizations identify various types of risk associated with phone numbers like phone ownership changes, SIM swaps, porting changes, disconnects and line type (mobile, landline, voice over IP (VoIP) or other). Because the service delivers real-time information from telcos, mobile network operators and other third-party sources, clients have access to the most current and accurate data available.

INBOUND CALLING BENEFITS

- Combat ATO attacks and reduce fraud
- Improve call handle times and ROI
- Passively authenticate inbound callers
- Improve spoofed call detection
- Minimize reliance on time-consuming KBA questions
- Reduce friction and improve the customer experience

OUTBOUND CALLING BENEFITS

- Validate outbound calls in real-time
- Mitigate costly TCPA violations
- Improve call/do not call contact strategy
- Ensure up-to-date and valid customer information
- Increase outbound contact efficiency for improved contact rates

About Early Warning

Early Warning is a fintech company owned by seven of the country's largest banks. For almost three decades, our identity, authentication and payment solutions have been empowering financial institutions to make confident decisions, enable payments and mitigate fraud. Today, Early Warning is best known as the owner and operator of the Zelle Network®, a financial services network focused on transforming payment experiences. The combination of Early Warning's risk and payment solutions enable the financial services industry to move money fast, safe and easy, so people can live their best financial lives.

To learn more about Early Warning, visit earlywarning.com.

MARKET IMPACT

COMPREHENSIVE INTELLIGENCE →

We have visibility into 60% of U.S. checking, savings and DDA accounts

Over **2,500 FI customers** including **43 of the Top 50 FIs**

Trusted authentication solutions provider to **4 of the top 6 FIs**

Comprehensive **cross-industry database**

MEANS LESS FRAUD →

4.2 billion authentication events monitored in 2018

Zelle® payment network to over **200 financial institutions**, with enrollment growing by over **100,000 consumers per day**

For more than **100 million consumers**, *Zelle* is available in their mobile banking apps today.

AND BETTER CUSTOMER EXPERIENCES

65% of new account openings leverage our identity services

Processed **15 billion transactions** in 2018

Alerted customers to **$22.4 billion in high-risk transactions in 2018**

Since 2014, we have protected **over 3 billion mobile log-ins** on behalf of banks

For more information about Protecting Contact Centers, contact an Early Warning Account Manager at **webinquiry@earlywarning.com**.

SOURCES:

[1] Aite Group. "Digital Channel Fraud Mitigation: Evolving to Mobile-First." November, 2017

[2] Aite Group. "Contact Centers: The Fraud Enablement Channel.'" April, 2016