

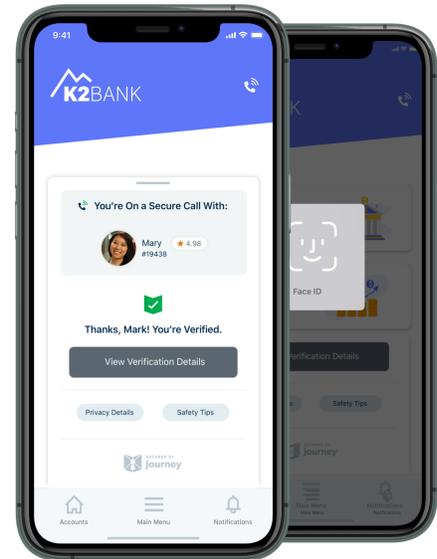
# Identity: The Linchpin of a Better Contact Center

Journey's mission is to help you transform your customer relationships using a unique approach to security - *verified identity*. Truly knowing who your customer is can solve many serious challenges in your contact center. Quickly and securely establishing trusted identity protects *you and your customers* from fraud, future-proof compliance, dazzles your users, and saves you some serious costs on operations throughout the entire customer lifecycle.

Consider the following:

## The way we have traditionally established identity is broken.

- Nearly 90% of call centers still use Knowledge-Based-Authentication (KBA). You know, 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 is warranted because 60% of fraudsters pass KBA in targeted attacks.
- It takes about 45-90 seconds on average to authenticate a caller, and 3rd party KBA can add over \$1/call, and can be much, much higher if 3rd party databases are used. While you're thinking about those costs, remember how those types of solutions alone are ineffective at thwarting fraudsters.
- During the current pandemic of COVID-19, the attack surface is bigger than ever, and the risk of regulatory compliance issues are greater than ever with agents working from their homes.



## Cost of Fraud is on the Rise

- 39% of retail fraud losses are attributable to identity theft.
- Over half of companies surveyed experienced an insider attack in the last 12 months.
- Fraud costs are nearing 2% of revenue, and growing at double-digit pace year over year.

## Regulatory Environment

- Security and Privacy compliance is costly - depending on your industry you may be subject to many or all of the following: HIPAA, PCI, TCPA, GDPR, CCPA, and no doubt, more in the future.
- A typical company will spend over \$100,000 to address a regulatory compliance event.
- Strict enforcement, fines growing, costs to comply are increasing.

## Customer Experience Matters

- 30% of valid customers 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. And you have business imperatives to drive cost out of your operations. Today's solutions essentially create a situation where contact center leaders have had to choose between ultra-secure identity and friction on the customer and your contact center operations.

The good news is that there's now an option that gives you 1:1 million veracity, military-grade security and an elegant and fast authentication experience with no more silly questions and almost instant mutual trust so you can get down to business.

# Security, Privacy, and Customer Experience with No Tradeoffs

Journey's mission is to help enterprises transform the customer relationship based on verified identity as the root of trust. To do that, we have fundamentally addressed the challenge of digital identity as an entire system, from the network

up and from the device in the consumer's hand to the customer-facing employee at the enterprise.

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

## The Power of Zero Knowledge

The Journey Identity Platform is an innovative and flexible approach to connecting the enterprise with their customers via the enterprise's existing mobile app and our patent-pending Zero Knowledge Network. Sensitive information is individually encrypted on the user's phone and travels across our Zero Knowledge Network to handle a wide range of functions including:

- Document signing and verification
- 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 500%
  - Onboarding processes secured and vastly simplified
  - Document verification (driver's license, passport, medical license, etc)

The screenshot shows the 'Agent Dashboard' for Mary Swanson. It is divided into three main sections: Account Information, Personal Information, and Required Documents. Each section contains a table with columns for ITEM, STATUS, and METHOD.

Account Information		
ITEM	STATUS	METHOD
XXX-XX-4321	Verified	Zero Knowledge Query

Personal Information		
ITEM	STATUS	METHOD
Mark	Verified	Onboard Biometrics
Denver, CO	Verified	Onboard Biometrics
Date of Birth	Pending	Request Sent
SSN	Unknown	Send Verification

Required Documents		
ITEM	STATUS	METHOD
Loan Application	Pending	Request Sent
ID Verification	Pending	Request Sent
Account History	Pending	Request Sent

Journey's security model prohibits Journey or any unauthorized entity having access to the information. The requesting business can 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 the contact center agents.

There are endless use cases and applications for an enterprise to verify the true identity of a customer, without revealing sensitive personal information. Because Journey's Trusted Identity Platform and Zero Knowledge Network is ideal for voice interactions, one of the most popular use cases is in the contact center, which is

arguably the most vulnerable part of an enterprise for fraud attacks because physical security measures like chips on credit cards have made in-person scams more difficult. This shift has driven fraudsters to ramp up attacks on contact centers.

## Business Value

By dynamically applying the identity solution that fits the need, contact centers can scale up or down based on the type of transaction, easily adding or removing an identity service as needed. Because commercial and homegrown security solutions can be connected to Journey's platform, the 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 can take as long as 2 ½ minutes. Customers are frustrated by requests for multiple pieces of data and often stymied by obscure security questions. And the irritation grows when they have to repeat this information with another agent after a transfer.

Journey's solution collapses this verification time to 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, and vastly improving costs and operational complexity for the enterprise.



### Enables Flexible Business Models

Dialing security up or down depending on the use case provides enterprises with the ability to easily deploy step-up authentication for a situation that requires additional levels of confidence. Through the ease of integration of Journey's solution, enterprises 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 like work-at home agents become much more secure. No private customer information is visible, and the customer's attestations of identity travel with them between transfers, which occur in up to 70% of calls in some contact centers.



### **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 is 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 effective and flexible that it can be deployed to meet a huge array of business needs. It has clear benefits in the contact center for both 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.

Seeing Journey's solution in action makes it come alive. 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://journey.ai>

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