Virginia Credit Union delights members and agents with frictionless authentication

Voice biometrics creates an effortless experience, dramatic AHT reduction, and significant cost savings while protecting the union and its members from fraud

Providing outstanding service to its 308,000 members is core to Virginia Credit Union's mission. But their old knowledge-based authentication (KBA) methods took 90-130 seconds per call, frustrating both members and agents. So, the credit union deployed Nuance voice biometrics to authenticate members in as little as 6 seconds using their natural speech, lowering average handle time (AHT) by 84 seconds and greatly improving member experiences.

Customer | Virginia Credit Union

Challenge | Reduce member and agent frustration caused by a lengthy, complex authentication process—and grow membership without increasing agent headcount.

Solution | Nuance Security Suite uses advanced biometrics to authenticate members (and identify fraudsters) in as little as six seconds.

Results | A frictionless authentication experience for members and agents, and a dramatic AHT reduction that allows the same number of agents to serve more members.

"With Nuance voice biometrics, we've reduced AHT dramatically, but it's about more than just time and cost savings. We've made authentication stress-free for members and agents, all while strengthening fraud protection for members and our credit union."

Paul Hendricks, Chief Information Officer, Virginia Credit Union

⌄ Key metrics

6 seconds
time to authenticate

4 FTE
productivity improvements equal to 4 extra fulltime employees

84 seconds
faster authentication over KBA

Challenge

Time to end the frustration of authentication

At Virginia Credit Union (VACU), the member experience drives everything. But VACU also has a duty to protect its members from fraud, and finding the balance between providing an effortless experience and maintaining strong fraud defenses was proving difficult.

VACU was using traditional knowledge-based authentication methods, requiring members calling the contact center to answer a series of questions to access their accounts. This process took up to 130 seconds to complete, creating a frustrating experience for members and agents. And as VACU continued to grow, the only way the team could continue to provide a high level of service was to hire more agents.

The credit union knew it needed to simplify and streamline the authentication process—without compromising security. To solve this problem, the team turned to Nuance.

Solution

Quick and simple authentication

VACU's VoiceID application captures the biometric characteristics of a member's voice to create a "voiceprint"—their unique identifier. The next time that member calls, Nuance Security Suite compares the sound of their speech to the voiceprints VACU has on file, and a watchlist of known fraudsters. Security Suite can authenticate the customer in as little as six seconds, and can also prompt additional verification if there's an ID mismatch or it recognizes a fraud attempt.

In the four years since they launched their Nuance solution, VACU has enrolled more than 130,000 frequent callers in its biometric authentication program. These members, and the agents they talk with, enjoy a seamless and frustration-free authentication experience.

The flexibility of the Nuance Security Suite platform was vital during the COVID-19 crisis, when agents were working from home. Each agent has access to the exact same technology as they did in the contact center, enabling them to provide a consistently high standard of service and security to every member.

Results

Faster service, bigger savings

With rapid, frictionless voice biometrics authentication from Nuance, VACU has removed a major source of frustration for members and agents—and realized significant savings, too.

Through Security Suite, VACU has increased agent efficiency and reduced AHT by a massive 84 seconds per call. This productivity boost is saving the credit union the equivalent of four extra full-time employees per month, enabling it to grow the business and maintain high-quality service without increasing agent headcount.

The credit union will soon roll out Nuance Virtual Assistant and Nuance Live Chat capabilities to provide smart, convenient options for

> " I've had members tell me how much they love VoiceID because it takes only seconds to verify their identity, without all of the questions we used to ask.
>
> **Kate Hopson**
> **VP Contact Center**
> **Virginia Credit Union**

> " Our agents were really excited about Nuance voice biometrics, because it frees them to focus on what they do best—providing outstanding service for our members.
>
> **Paul Hendricks**
> **Chief Information Officer**
> **Virginia Credit Union**

members to access information and service.

Learn more

Virginia Credit Union uses Nuance voice biometrics to provide an effortless authentication experience for members and agents. To learn how Nuance can help you streamline authentication, please email us at cxexperts@nuance.com, or visit www.nuance.com/voice-biometrics.