Reducing Call Center Identity Theft, Fraud, & Risk

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Hypatia Research Group Covers: Enabling Technologies, Processes & Services End-Users Utilize

Information Management
- Customer Data Integration
- Data Quality
- Customer Identity Authentication
- Risk Analytics

Customer Interaction / Engagement
- CRM / Call Center
- Digital Marketing
- Web Analytics
- Voice of Customer / EFM
- Social Media

Best Practices / Market Intelligence
- Management Consulting
- KPI’s Performance Metrics
- Operationalization of Business Processes

Business Intelligence/Analytics
- Text/Speech Analytics
- Social Intelligence
- Big Data Analytics
- Content Mining
- Advanced Analytics

CAPTURE
APPLY
MANAGE
ANALYZE
Research Methodology

MARKET Analysis

- Market Pressures and Challenges
- Actions and Responses
- Knowledge and Capabilities
- Enabling Technologies
Respondent Profile: Geo

- Europe: All, 43.2%
- Asia Pacific: Australia, China, India, Japan, Korea, etc..., 21.8%
- North America, 33.0%
- Middle East & Africa, 1.2%
- South America, 0.9%
Company Size / Revenues

- Less than $100M: 24.8%
- More than $101M up to $500M: 12.3%
- $501M to $2B: 14.5%
- $2.1B to $5B: 12.7%
- $5.1B to $10B: 13.6%
- $10.1B to $20B: 11.8%
- More than $20B: 10.3%

48.4% Large Enterprise with >$2.1B Revenues

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Industry:

- Retail, 21.8%
- Consumer Electronics / Goods, 12.6%
- Financial Services, 12.3%
- Business Services, 10.1%
- Manufacturing: B2B, 9.0%
- High-Tech: Hardware & Software, 7.7%
- Hospitality, Entertainment, Leisure or Travel, 7.6%
- Telecommunications, 2.8%
- Other, 8.6%
- Insurance, 4.6%
- Utilities, 3.0%
- Health Care Provider, 2.4%
- Pharmaceuticals / Bio Tech, 1.2%
- Publishing & Media, 1.5%
- Insurance: Medical, 1.3%
- Public Sector, 1.0%
- Management Consulting, 1.2%

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Managing customer identity fraud is no longer the sole responsibility of marketing. In larger organizations, Customer Service & Support often reports to the head of Operations.
Length of CIA Software Usage

<table>
<thead>
<tr>
<th>Duration</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>We do not currently utilize any type of Risk or Fraud solutions</td>
<td>29.8%</td>
</tr>
<tr>
<td>Less than 1 year: We have just started and plan to expand our usage</td>
<td>9.7%</td>
</tr>
<tr>
<td>1 to 2 years</td>
<td>12.8%</td>
</tr>
<tr>
<td>More than 2 years, but less than 3 years</td>
<td>13.9%</td>
</tr>
<tr>
<td>More than 3, but less than 5 years</td>
<td>10.6%</td>
</tr>
<tr>
<td>More than 5 years</td>
<td>23.2%</td>
</tr>
</tbody>
</table>
Is Managing Contact Center Fraud & Risk Challenging?

- Yes, 32.2%
- Sometimes, 31.1%
- No, 36.7%
Approach to ID Authentication or CC Fraud Detection / Mitigation

- We use multi-factor authentication techniques. 36.2%
- We leverage a software solution to address this challenge. 31.4%
- Our outsourced managed contact center services provider handles this for us. 16.8%
- We don't currently do this. 9.8%
- Handled manually (via spreadsheets) on an ad-hoc basis. 5.8%
Centralized & managed by corporate headquarters. 27%

Decentralized by geographic region 21%

Decentralized by product, service, or business unit 24%

Fragmented across our company: Siloed approach 18%

We outsource. 9%

Other 1%

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