



## Consumer sentiment strongly supports voice biometrics for APAC contact centres

NICE survey reveals an opportunity for contact centres to improve customer service by using voice biometrics technology

Australia – NICE announced the results of its Asia Pacific Voice Biometrics Consumer Survey. The survey revealed that consumers are overwhelmingly in favour of companies using voice recognition to authenticate their identity when interacting with a contact centre. This saves time for both customers and contact centre agents and eliminates frustration caused by forgotten passwords or wrong answers to traditional security questions.

NICE's survey of 900 consumers in Australia, Hong Kong, India, Indonesia, Philippines and Singapore discovered the following: 46 percent of respondents rated their current experience of authenticating themselves when engaging with a contact centre as somewhere between neutral and terrible. Just nine per cent said it was 'great.' 55 percent of people said having to answer security questions (which are usually personal) to a stranger via telephone when they're in a public place is their biggest frustration when trying to authenticate themselves. Consumer readiness to accept voice biometrics for contact centre authentication is high: 88 percent were open to voice biometrics. Of the people who had never heard of voice biometrics, 81 per cent were open to it once they understood what voice biometrics means.

Raghav Sahgal, president of NICE APAC, said:

"Once the respondents learned about the benefits of biometrics, their likelihood of performing transactions via the contact centre increased by 1.5 times. This demonstrates high levels of readiness and a huge revenue opportunity for businesses that can incorporate voice biometrics into their authentication processes.

"Voice biometrics lets enterprises interact with their customers in a friendly and personalised manner by authenticating the customer on the background of a natural conversation, allowing service agents to immediately start helping the customer. This greatly improves customer satisfaction and reduces fraud. Organisations that implement voice biometrics technology can dramatically improve customer service and reduce handle times, leading to increased sales and customer loyalty."

For the full results download the survey [here](#).

To learn more about NICE's real-time voice authentication solution [click here](#).