



a series of case studies that demonstrate ICR's unique approach to problem solving and enhancing the operations of the country's leading customer-focused businesses.



No. 7

How we helped deliver ground breaking speech solutions by providing expertise, technology and a safe environment for development and testing

Systems providing voice driven automated self-service, must identify the customer, authenticate their true identity and then verify them during subsequent transactions. This is both innovative and fundamental to many operations and so when two major financial services companies embarked on projects, they chose ICR Speech Solutions and Services as development partner. Key reasons for this were our independence, objectivity and ability to provide support for the entire project lifecycle.

Proving the Effectiveness of Speaker Verification

The first of these projects looked at the integration of speaker verification within a retail banking environment. Not only was it necessary to look at the effectiveness of the technology, but also to establish how it could be incorporated into the customer contact process. ICR built a test-bed system integrating telephony, a replica banking application and Persay speaker verification, created a detailed test plan and helped analyse results. For realism, a mini call centre was set up which handled hundreds of calls and provided a very realistic test of both technology and processes.

The outcome was that, without disrupting current operations, our customers had a rigorous, independent analysis of the benefits of the technology, and derived the confidence to progress to the next stage of deployment.

Building an Automated Registration Process

This customer wanted to carry out automated enrolment of customers for a ground breaking new service, using Speech and post code Recognition and Speaker Verification. ICR was chosen to build a fully functional pilot version of the system, which would be subject to extensive testing to judge public acceptance. We not only provided expertise, but also an "enterprise" quality delivery platform which mirrored the target environment and many of the speech modules needed for the system.

In the ensuing, highly collaborative project, much new ground was broken, in a risk free environment. This paved the way to moving into the delivery phase. Consumers around the world will soon be able to benefit from this innovative new service.

"The team involved with the Speaker Verification trial were presented with a quality award by the Client."



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