nextcaller

THE TRUST YOU NEED
TO PROCEED

Technology to Improve The Customer Experience

www.nextcaller.com

THE PROBLEM:
THE UNTRUSTWORTHY ANI MATCH

Fraud does not always originate over the phone, but criminals have identified the call center as the weakest link in the security chain and exploited it with growing frequency and staggering success. Call centers are underfunded and ill-equipped to deal with savvy fraudsters: These criminals easily manipulate authentication procedures and agents with sophisticated strategies and advanced social engineering techniques.

Due to the advent of EMV chip technology in the US and customers increasingly buying online or on mobile, criminals are jumping to "Card Nor Present" (CNP) channels to make their money. **CNP fraud rates increased over 40 percent in 2016 alone.** Combined with improvements in online POS security systems, the telephone has become the go-to channel for fraud. But, for phone fraud to be viable a criminal must maintain anonymity. This is accomplished using ANI (Automatic Number Identification) Spoofing - the fraudster making their ANI appear as your customer's phone number - and Number Porting - the fraudster deactivating your customer's phone and activating their own phone to replace it.

Current trends (shown below) indicate an increasing volume of illicit calls which directly contribute to the increased scope and breadth of fraud losses across all industries:

1 per second
Frequency of fraudulent calls reported by call centers

$.58 per call
Added cost to enterprise businesses due to fraud

61%
Fraud cases that touch the phone channel as reported by financial institutions

75%
By 2020, omni-channel organizations that will sustain a targeted, cross-channel fraud attack with the contact center as the primary point of compromise

97%
Estimated increase in U.S. ATO losses enabled by call centers (2015-2020)

The Fraud vs. Authentication Paradigm

With the pervasive use of technology like ANI spoofing and number porting by fraudsters, businesses can no longer fully trust an ANI match when attempting to authenticate customer identity over the phone.

This unfortunate development has a significant impact: Businesses are forced to tighten security with expensive and time-intensive authentication protocols. These measures add frustration for customers and are largely ineffective in mitigating fraud. In fact, some industry estimates suggest that **for every $1 of confirmed CNP fraud, $13 in good transactions are falsely rejected.** Consider the measurable effects:

CUSTOMERS WHO BELIEVE THE PHONE CHANNEL HAS BECOME MORE DIFFICULT   **37%**

CUSTOMERS WHO BELIEVE BUSINESSES ARE MEETING THEIR EXPECTATIONS FOR SERVICE   **40%**

FRAUDSTERS THAT PASSED KNOWLEDGE-BASED AUTHENTICATION QUESTIONS   **80%**

FRAUD MANAGEMENT TEAMS THAT SINGLED OUT "FRICTIONLESS CUSTOMER AUTHENTICATION EXPERIENCE" AS THEIR KEY CENTRAL FOCUS   **83%**

OUR SERVICE:
VeriCall™

Verify callers and isolate criminals.

VERIFY
CALL VERIFICATION

Instantly approve over 75% of calls for ANI match and full IVR authentication. VeriCall™ provides the trust your business needs to personalize and improve the call experience, expand self-service options for customers, and lower operational costs. Next Caller analyses hundreds of millions of calls to top U.S. banks and delivers the best call verification rate in the industry. Next Caller provides your business with **The Trust You Need to Proceed.**

DETECT
FRAUD INTELLIGENCE

Screen every call for ANI spoofing and number porting in Stage One of the fraud management process. Use our risk analysis (delivered to the IVR in under 200 milliseconds) to strategically route calls or trigger additional authentication protocols. Minimize reliance on slower, more costly security tools and processes by integrating VeriCall™ at the front of your defense system. Next Caller makes your business **Spoof Proof™.**

STAY AHEAD OF THE CURVE

Our algorithm is engineered using expertise and machine learning to adapt and excel as networks change, new technologies emerge, and criminal strategies evolve.

VeriCall™

Balancing Customer Experience with Security

VeriCall™ restores trust to your ANI matching and authentication process by detecting call spoofing and number porting in real time. Our call analysis is delivered to your IVR in under 200 ms., allowing over 75% of all calls to be instantly cleared for a more seamless customer experience. VeriCall™ also flags high-risk calls in need of more rigorous security procedures.

VeriCall™ makes your business Spoof Proof™.

Our Results

30 seconds
REDUCE HANDLE TIME

$.50 cents
LOWER COST PER CALL

10 percent
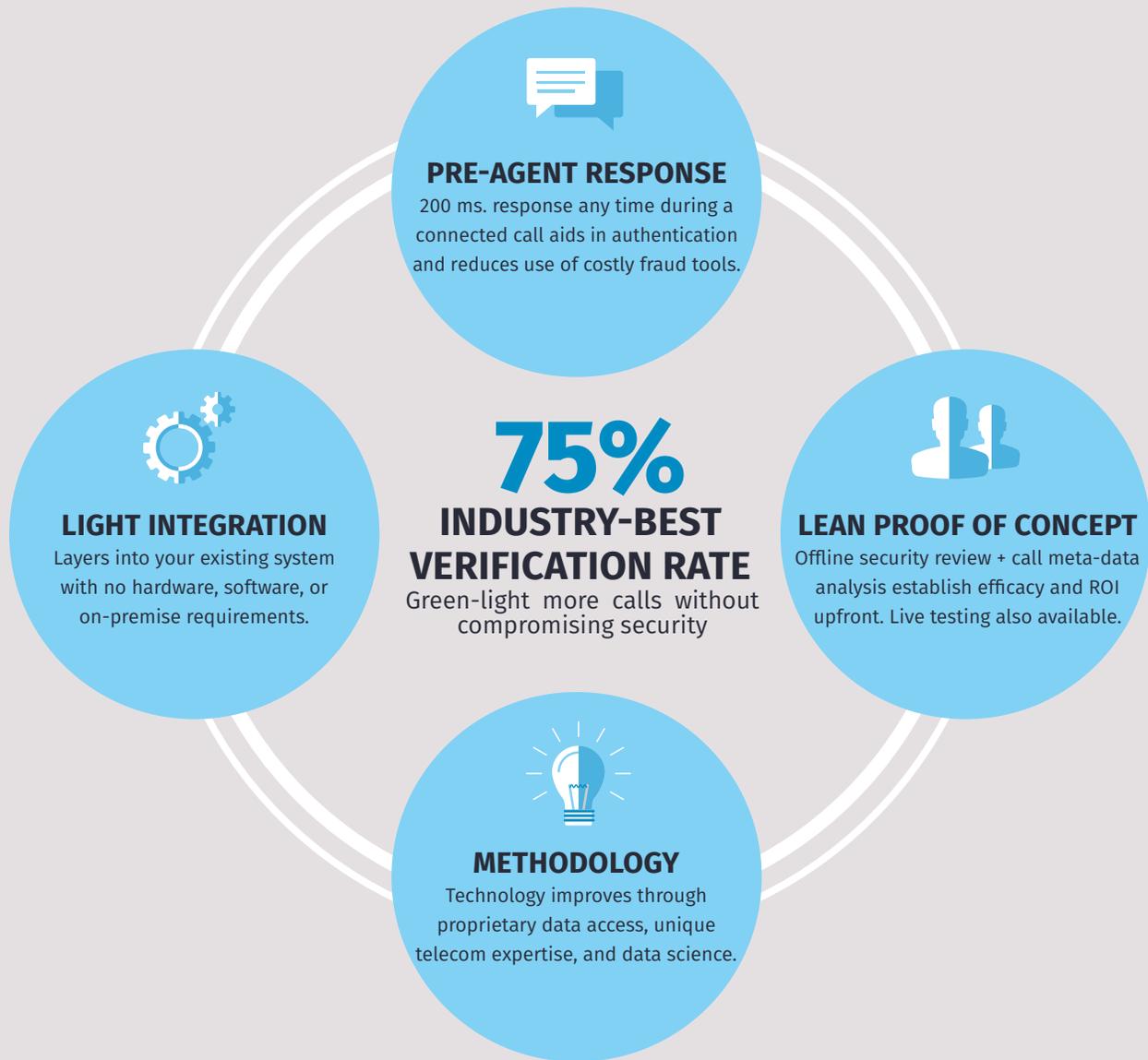### MORE IVR CONTAINMENT

HAPPY, LOYAL CUSTOMERS

Experts predict that by 2020, consumers will regard customer experience as **the top brand differentiator--beyond price or product quality.** By 2022, digital businesses with "Great" v. "Poor" customer experience during identity corroboration will enjoy a **20% revenue differential.**

Return on Investment

10x+

Next Caller analyzes hundreds of millions of calls to top U.S. banks and delivers the best call verification rate in the industry. Our technology saves time and resources while reducing system vulnerabilities that contribute to fraud losses.

DIFFERENTIATORS

PRE-AGENT RESPONSE
200 ms. response any time during a connected call aids in authentication and reduces use of costly fraud tools.

LIGHT INTEGRATION
Layers into your existing system with no hardware, software, or on-premise requirements.

75%
INDUSTRY-BEST VERIFICATION RATE
Green-light more calls without compromising security

LEAN PROOF OF CONCEPT
Offline security review + call meta-data analysis establish efficacy and ROI upfront. Live testing also available.

METHODOLOGY
Technology improves through proprietary data access, unique telecom expertise, and data science.

INDUSTRY-BEST PRICING THAT SCALES
Security Costs Shouldn't Be Criminal

ABOUT
US

Our Mission:

We create a positive customer experience through real-time call verification technology.

We deliver:
The Trust You Need To Proceed.

WHY WE'RE HERE, AND WHAT WE'RE UP AGAINST
In the battle between customer service and security, we Spoof Proof™ your business.

Today, businesses face the fundamental challenge of delivering a great customer experience without compromising security.

Consumers have high expectations, and businesses have responded by removing as much friction from the customer experience as possible. But, "easier on customers" usually means "easier on criminals," too. Consumer-friendly policies create security vulnerabilities that bad actors are waiting to exploit. Rampant fraud impacts the bottom line and destroys consumer confidence, forcing businesses to tighten security in response. These reactive measures that businesses are forced to take add friction back into the customer experience, and the vicious cycle repeats itself.

VeriCall™ is designed to stop this cycle by restoring trust in the phone channel so that businesses and consumers can connect safely and seamlessly.

Next Caller serves a variety of industries: Banking, credit unions, retail, hospitality, insurance, government, telecommunications providers, logistics, and e-commerce.

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