The Leading Turkish Contact Center
Our Technologies
Our Technologies

Great expertise in Voice Technologies

Continuous R&D activities in “Speech” based applications

High know-how investment for Voice Technologies
Our Technologies

**Call Steering**
Turkey’s 1st Call Steering application

**ASR**
Speech Recognition app for bill transactions

**Text To Speech**
Welcoming callers by name Via TTS

**Speech Analytics**
Value Adds in voice data

**IVR Outbound**
Annual 200 mio outbound calls via Profx IVR

**Mobile Asistant**
NLU app for Mobile phones

**Video IVR**
Personalised offers via Video IVR

**Voice Verification**
#1 in the world with 8.5 million voice prints
TURKCELL VOICE VERIFICATION

“Turkcell beni sesimden tanır"
Before Voice Verification

Turkcell customers were using 4 digit PIN

**Teleşifre**

for authentication
Before Voice Verification

Customer needs to send an SMS to reset PIN

It was easy to forget and open to all security risks

In CSR calls, customers need to answer identity questions if they don’t know their PIN
Your Password is Always With You

Why Voice Verification?

- Prevents Turkcell customers from data fraud
- Undecipherable
- The most secure way of authentication with 100 unique biometric characteristics
- No need to remember PIN or change it regularly
- Never be estimated like PIN

Never be duplicated like a fingerprint
Benefits of Voice Verification

Authentication is as easy as saying "Turkcell recognizes me from my voice"

Shortens authentication by 20-45 seconds per call

Better customer experience with faster and easier authentication

More secure transactions for customer and the company

More efficient and satisfied CSR due to reduced ACHT

Less operating expense and more cost saving
Turkcell Recognizes Me From My Voice

Biometric Definition
How Voice Verification Works?

Biometric Definition

Vocal Password
How Voice Verification Works?

Turkcell Recognizes Me From My Voice
Marketing Strategy
Marketing Strategy in Voice Verification Launch

Vocal phrase includes "Turkcell" brand name which increases trust.

Easy to say and remember vocal phrase.

Social media and word of mouth marketing. Customer advocates to promote to their networks.

A video broadcast describing the system.

Press releases.

Targeted SMS and IVR Outbound Campaigns.
Everlasting Promotion
What We Do to Promote The Use Of Technology

Agent incentives for status updates

Status updates at IVR

IVR Outbound calls for increasing enrollment

Customer Incentive Campaigns

Version Upgrades for better customer experience and performance

Usability actions
How Turkcell Global Bilgi Stands Out in Voice Verification?

As a result of:

- Successful design of enrollment and verification processes
- Convenience by “time saving” and “being free” from authentication questions
- High success ratio of 99%
- Targeted marketing
- Appropriate phrase selection which increases trust
- Actions taken to get the support of CSRs for increasing system usage
How Turkcell Global Bilgi Stands Out in Voice Verification?

Today, it reached to 8.5 mio voice prints and 18 million successful usage.
Instead of PIN

Turkcell Voice Verification

Most secure way of authentication

It’s as easy as repeating vocal phrase 3 times to get a voice print

Higher Customer & CSR Satisfaction and Cost Reduction due to Voice Verification

Today, with 8.5 million voice print, we are the #1 in the world

Summary
TIPS

KEYS TO SUCCESS: Effective IVR processes & CSR support for system adaptation.

Do consistent monitoring of security level settings. Formerly our False Accept /Reject settings were not at the optimum level, but later we found the best level!

Do not use Voice Verification app if success rate is below than 97%.

Regular call listening is vital to maximize the customer experience.

Test all the fraud cases continuously.

Don’t forget to check benchmarks periodically.

THANK YOU