It’s no secret that identity theft is skyrocketing and costing billions—in fact, last year alone fraud cost US businesses nearly $17 billion. Organizations are particularly vulnerable to fraudulent attacks due to ever increasing social engineering techniques. A fraudster can manipulate contact center agents into making changes to customer account information or into revealing sensitive information. Fraud can represent a highly significant cost to the business in terms of the financial loss incurred, the IT investment needed to establish suitable fraud counter-measures and depreciating customer and brand loyalty.

Avaya Mobile Identity (AMI) is a next-generation, smartphone-based biometric identification solution that reduces fraud risks and costs while enhancing customer experience. By utilizing voice and facial recognition technology, AMI delivers accurate customer identification in a matter of seconds.

**Voice and Facial Recognition Technology**
Identify mobile customers with innovative technology that captures a customer voice and photo to provide secure authentication.

**Self-Sovereign Identity**
Give your customers the freedom to store, update and maintain their own Personally Identifiable Information (PII) and let them control the choice on when to share this PII with organizations.

**Blockchain-Enabled**
Confirm mobile caller identity, check PII data integrity and record transactions between mobile callers and the enterprise.

**Quantum-Safe Security Technology**
Cryptographic algorithms help ensure the service is resistant to future quantum computer cyber attacks.
Be a Leader in Digital Identity Protection
By Reducing Fraud

By helping to reduce fraud risks for customers and your organization; your customers gain increased confidence and security during their interactions with your enterprise. This increased customer confidence positions your business as a leader in digital identity protection.

Improve the Customer Experience You Deliver

Since agents no longer need to be involved in most authentication processes; this frees time for them to focus on creating long-lasting customer relationships by delivering exceptional service. Improved customer experience and satisfaction can result through the elimination of friction that is routinely experienced by the customer during traditional authentication and authorization processes. Customers feel safer and are safer since they are controlling their own identity details and enterprises can find new innovative ways to serve customers via self-serve options.
Improve Contact Center Productivity

Cost savings for the enterprise can be realized by reducing call handle times. The strong authentication of a mobile caller prior to any interaction with the contact center can reduce individual call durations by approximately 30 to 75 seconds through the elimination of traditional authentication processes. In addition, AMI can provide greater security for Personally Identifiable Information with the contact center. Enterprises can fully authenticate mobile customers while gaining valuable contextual information about their intended interactions using a variety of methods that include Dialed Number Identification Service (DNIS), Interactive Voice Response (IVR) selections and the use of mobile subscriber data. Having this information enables the contact center to reduce handle times and personalize the customer experience.

Eliminate Customer Password Fatigue

In today's world an individual typically creates a multitude of usernames and passwords for their various accounts. The ability to manage all these usernames and passwords is problematic for most individuals. Password reuse further undermines the effectiveness of a traditional password authentication model. AMI provides a uniform authentication approach that delivers confidence to customers that their personal identity is secure, under their control and cannot be cloned, stolen or used by anyone – even if they lose their smartphone. In addition, once mobile callers enroll in Avaya Mobile Identity, this single form of identity can be used by mobile callers when they interact with other organizations without re-enrolling.