Pindrop Fraud Detection for Genesys

Protect Your Contact Centers

In partnership with Pindrop, Genesys delivers the highest level of phone fraud detection possible for maximum prevention of financial loss from fraudulent callers. The Pindrop mission is to provide security, trust, and identity verification for all inbound and outbound calls. Pindrop solutions protect enterprise call centers and phone users by combining authentication and fraud detection technology to identify low risk callers and detect malicious callers. With Pindrop, your call centers can identify and treat legitimate callers to an improved customer experience and protect the organization from fraudulent callers.

What You Don’t Hear Can Hurt You

Pindrop solutions monitor and analyze any phone call in your telecommunications environment, protecting enterprises before, during, and after both inbound and outbound calls. With Pindrop, organizations can:

• **Stop Phone Fraud**—Criminals impersonate legitimate customers, using stolen identities or stolen credit cards, leading to account takeovers and chargebacks. Pindrop identifies and flags suspicious callers.

• **Reduce Call Center Operations Cost**—When call center agents know which calls are high and low risk, they can optimize the time they spend on authentication questions, reducing the average call time and your call center operations costs.

• **Improve Customer Experience**—Customers use the call center for their most complicated issues. By using Pindrop solutions to reduce authentication processes for low risk callers, agents get straight to solving customer problems.

• **Protect Reputation**—When fraudsters gain access to customer information and accounts over the phone channel, you are at risk for brand reputation and potential regulatory damages. Pindrop secures the call center, protecting your reputation.

How Pindrop Works

The Pindrop solution Phoneprinting creates a distinctive identifier for each caller. It takes approximately 30 seconds of call audio to break the audio into 147 unique call “features.” Pindrop solutions use these features to create an identifier for each caller. This analysis reveals a caller’s true location, device type, and more. The phoneprint is highly resilient and able to detect voice distortion, caller ID spoofing, gateway hijacking, and other obfuscation techniques. In addition, Pindrop solutions identify multiple callers associated with the same phoneprint, which allows enterprises to detect and track fraud rings.
Why Pindrop?

Pindrop is a leader in voice fraud prevention and authentication. Pindrop provides enterprise solutions to reduce fraud losses and authentication expense for some of the largest call centers in the world. Pindrop has a patented technology, Phoneprinting, to identify, locate, and authenticate phone devices uniquely from the call audio, thereby detecting fraudulent calls and verifying legitimate callers. Pindrop has been selected by the world’s largest banks, insurers, brokerages, and retailers, detecting more than 80% of fraud, even for attackers never seen before. Pindrop solutions allow businesses to reduce call time and improve customer experience while reducing fraud losses. Pindrop was founded in 2011 and is venture backed by Andreessen Horowitz, Citi Ventures, Felicis Ventures, Google Capital, GV and IVP. In total, Pindrop has raised $122 million.