

Impact Study of Nuance Security Suite Finds Fortune 100 Bank Saved \$24M in Fraud Reduction and Operational Costs

Independent research shows biometrics solution delivered 191% ROI by preventing fraud, simplifying authentication and increasing customer satisfaction

BURLINGTON, Mass., – July 23, 2018 – [Nuance Communications, Inc.](#) today released a new commissioned Forrester Consulting study quantifying the Total Economic Impact and benefits of the Nuance Security Suite solution, which enables organizations to authenticate consumers and prevent fraud through state-of-the-art biometric technology. Forrester found a Fortune 100 multinational bank saved \$24M over three years due to avoided fraud incidents and operational savings as a result of deploying the solution.

Confronted with massive risk of fraud today, companies must impose tough security measures to protect customers' accounts and personal information. In many cases, however, this can come at the expense of the customer experience. Biometrics allows not only for improved security and fraud prevention but does so while simplifying and improving the process for the customer by allowing them to opt into programs that enable authentication through their voice, face, fingerprint and behavioral traits. Nuance's Security Suite provides this kind of streamlined authentication across channels – from traditional phone-based contact centers to mobile and the web – using hundreds of data points to confirm the individual contacting the company is who they say they are.

“We have seen the dramatic impact a move to biometrics-based authentication and fraud prevention brings organizations, especially when comparing those initiatives to the historic password, PIN and knowledge-based programs that are behind so many massive breaches and cause headaches for customers,” said Brett Beranek, general manager of the security business for Nuance Enterprise Division. “This study quantifies that experience and spotlights the real ROI deployment brings both from a savings and customer satisfaction perspective.”

To better understand the benefits, costs and risks associated with this investment, Forrester interviewed the global head of contact center operations for the Fortune 100 multinational bank and analyzed aggregated data. They found the deployment of Nuance's Security Suite:

- Drove savings due to avoided fraud incidents by \$17,905,334 and reduced operational costs for agent-fronted contact centers by \$2,487,320
- Reduced operational costs due to avoided authentication failures in the interactive voice response (IVR) system by \$2,213,848 and due to calls contained in the IVR by \$1,707,825
- Improved job satisfaction for customer service representatives, increased sales conversion rates and deterred fraudulent attacks
- Resulted in a 191% return on investment (ROI)

Download a copy of the Forrester Total Economic Impact study [here](#) and learn more about Nuance's Security Suite [here](#).

Nuance Communications, Inc. is the pioneer and leader in conversational AI innovations that bring intelligence to everyday work and life. The company delivers solutions that can understand, analyze and respond to human language to increase productivity and amplify human intelligence. With decades of domain and artificial intelligence expertise, Nuance works with thousands of organizations – in global industries that include healthcare, telecommunications, automotive, financial services, and retail – to create stronger relationships and better experiences for their customers and workforce. For more information, please visit www.nuance.com.

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