

Call Verification Made Easy

Give your customers a smoother experience with [24]7.ai and Next Caller.

When it comes to customer service, the voice channel still reigns supreme—each year global businesses spend 1.3 trillion dollars handling 265 billion customer service calls. As the front line of support, ensuring your customers have a good experience when they call is vital to maintaining their loyalty and driving revenue. Caller verification is the gateway to a secure interaction, but to ensure a positive experience you need to make it quick and easy. That's why [24]7.ai has partnered with Next Caller to help our clients enable real-time call verification that helps prevent fraud before it happens. Plus, it makes things easier for your callers—reducing call times, increasing self-service containment, and boosting satisfaction.

Next Caller's automatic number identification (ANI) validation technology uses advanced machine learning to analyze incoming calls and determine whether the number being used belongs to the device that's using it. By marking calls as low, medium, or high-risk, Next Caller helps [\[24\]7 Voice™](#) customers get out ahead of fraudulent calls, without making every customer jump through hoops to ensure security. Next Caller analyzes calls in real time and delivers a risk score in less than 200 milliseconds, so there's zero impact on incoming calls.

What is ANI spoofing?

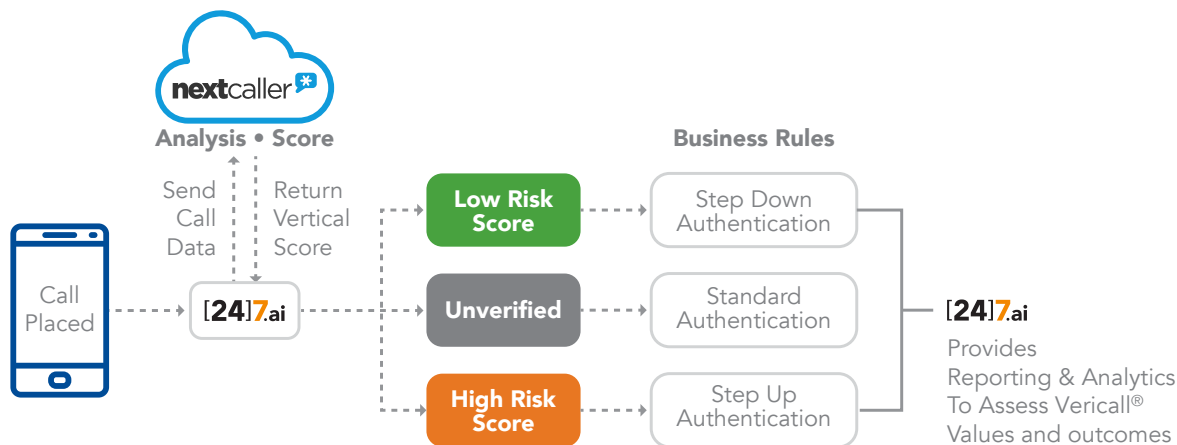
Automatic number identification (ANI), also known as caller ID, makes things easier for callers by using the number they're calling from to authenticate their account. Savvy criminals use spoofing technology to imitate a customer's number and use it to fraudulently access their account.

Next Caller is a leader in call verification and fraud intelligence, serving top brands including Fortune 100 Bank and Telecom companies. The company's proprietary technology quickly identifies calls that are suspicious, flagging them for additional verification measures by the IVR or agent. We partnered with Next Caller to give our customers an intelligent way to prevent fraud. Take advantage of this partnership to secure your call centers and improve the customer experience.

Here's how it works

Every call carries data in the header that identifies its path through the telephone network. Next Caller analyzes millions of daily

calls and uses machine learning to identify patterns and characteristics that correlate to risk. It then maps this data and enables call centers to access it via the VeriCall® API, which instantly identifies the risk level based on the call's path. Most mobile and landline calls can be verified instantly, making it unnecessary for callers to take additional steps to authenticate their account. Trusted VoIP calls may receive a medium-risk score, suggesting additional information may be needed for authentication. Calls with characteristics that correlate to fraud are flagged for increased security.



Less work for callers is better for business

By instantly analyzing risk, companies can create a smoother experience for callers while also providing an added layer of security to protect their accounts. Anything that makes life easier for your customers is good for business. With about 75% of calls being classified as low risk, most callers can be verified in two steps or less. This saves time and annoyance, improving CSAT and NPS scores. Businesses can require additional authentication steps from suspicious calls, whether they're routed through the IVR or to an agent.

- **Boost customer satisfaction**
Fewer steps keep callers happy and makes it easier for them to get help

- **Reduce AHT by 30+ seconds**
Save time for callers and agents and lower costs by about \$0.50 per call
- **Increase IVR self-service 2%**
Customers are less likely to press "0" when they can authenticate easily

Protect your call center and your customers without making it harder for them to get things done. Integrate Next Caller into your [24]7 Voice deployment to get smart about fraud. Talk to your [24]7.ai representative today to learn more.

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About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world's largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

For more information visit: www.247.ai