

Customer story

HIGHLIGHTS

Mitigating fraud and identity theft in financial operations using Viva's Presence Contact Center Suite



CLIENT

A fintech startup with headquarters and a contact centre hub in Bangalore offering financial support services.

REQUIREMENT

The company follows a strict KYC procedure when accepting new clients. The business has recently acquired many new clients through its mobile app.

- The company was looking for a secure way of Additional Identification Verification to strengthen its compliance processes and combat fraud.

CHALLENGE

The company now services more clients than ever, making compliance procedures through mobile applications very difficult with issues like:

- Identification through biometrics was ineffective.
- The accuracy of identity verification was insufficient.
- The present applications' Verification of compliance took too long.
- Inaccurate information gathered about distant clients.

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SOLUTION

[Cloud Contact Center]

To address this complex requirement and challenge, Viva provided an ideal solution for the client.

The proposed solution included the following components:

- Cloud Contact Center:** Viva provided a Biometric Authentication System with the Viva Presence Contact center suite to avoid fraud or identity theft using Voice recognition, Facial recognition, and Verification of documents.
- This process has made it easier for customers to create a secure digital identity without the worry of impersonators.
- Viva also provided:
 - Document approval using self-learning algorithms and Artificial Intelligence (AI).
 - Face and voice recognition during video chat.
 - Automated workflow management to streamline processes and reduce manual intervention.