



FRAUD DETECTION CHECKLIST

BEFORE COMMITTING TO A CX PROVIDER, ENSURE YOU'RE ASKING THE RIGHT QUESTIONS.

WITH A BLEND OF HUMAN AND TECHNOLOGY, YOU CAN PROTECT YOUR BRAND AND YOUR CUSTOMER DATA AGAINST FRAUD.

BIOMETRICS:

Are you working with voice biometrics technology for fraud detection? If so, what experience do you have with implementation at scale?

Why this matters:

Voice biometrics can not only reduce AHT, it's a great solution for fraud detection. Phoneprints, voiceprints and behavior anomalies are analyzed against a database of fraudsters and alert the agent against potential threats before the transaction can occur.

REGULATORY COMPLIANCE:

What are you doing to enhance your manual listening to safeguard compliance (Dodd-Frank, ADA, CFPB, TCPA, FDCP, Reg GG) to a high degree of accuracy?

Why this matters:

Navigating, tracking and measuring compliance is vital to an organization. The right tools can safeguard against potential violations while ensuring all calls are recorded, transcribed and filtered for accuracy. Agent compliance can be reviewed and adjusted, if necessary.

TELEPHONY & SECURITY SYSTEM:

How do you enable your associates to handle complex queries requiring regulatory call scripts while being flexible enough to adapt to conversational changes?

Why this matters:

ensitive conversations require regulated call scripts and QA recording, even when customers pivot topics. An agent's desktop and CRM system should be configured to allow for agility within the conversation while leveraging tools like speech analytics to flag missed follow-up cues based on compliance scripting.

SOCIAL ENGINEERING:

Do you leverage a knowledge management system or speech analytics to stay up to date with social engineering and other cyber threats?

Why this matters:

Contact centers are prime targets for cyber threats. A knowledge base built from a range of industries, along with speech analytics and other technologies, can quickly identify call patterns, fraud rings and social engineering techniques before they strike.

AGENT TRAINING:

What kind of training do you have in place to empower your associates to recognize potential fraud from a customer and/or peer perspective?

Why this matters:

Contact center agents can be your greatest defense (or your weakest link). Frequent security awareness training sessions - focused on internal and external threats - and the right culture can keep your agents vigilant of impending threats.

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