TRES COMMAS
VOICE BIOMETRICS

Tres Commas
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Call Centers are SLOW
Call Centers are **EXPENSIVE**

52 cents for *every call* is spent on authentication.

$15 billion is estimated to be spent on authentication in the U.S. annually.
Call Centers are INSECURE
EASE OF SETUP

Customer

Call Center
EASE OF SETUP

Customer

TRES COMMAS

Call Center
Architecture Overview
You should create a single function that knows how to call the sinatra server. That way you will have a nice choke point to modify should you need to change the headers, URL, etc. Something like

```ruby
def send_request(route, query_string_params)
  Unirest.post("#{SINATRA_SERVER_URL}/#{route}",
    headers: {"Accept" => "application/json"},
    parameters: query_string_params)
end
```

Seems like you should use HTTP response codes for success/failure, not messages in the body.
FreeSWITCH
Open Source Telephony Platform
FreeSWITCH
ON THE HORIZON
Natural Conversation Authentication
- Passive authentication - NLP
  - No voice phrases
  - No interruptions

Advanced Call Analytics
- Live monitoring - WebRTC
- Sentiment analysis - Speech-to-Text
CUSTOMERS DON’T LIKE THE PROCESS

85% of customers are dissatisfied with the authentication process.

3 out of 4 customers have failed the authentication process before.
AUTHENTICATION IS TIME CONSUMING

7 out of 10 customers think the process is too slow.

The authentication process takes on average 30-45 seconds.
AUTHENTICATION IS COSTLY

A Call Center Agent receives about 80 calls/day

A mid-sized Call Center has ~100 employees
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$~$4000 per day spent on authentication
$1,500,000

Approximately spent annually at a mid-sized call center on authentication
THANK YOU.