



## Trusona #NoPasswords Identity Authentication for Contact Centers

Customer contact centers spend a significant amount of time dealing with non-business related issues including verifying the identity of the caller and resetting customer passwords. These tasks can be eliminated by implementing Trusona to authenticate the end user through #NoPasswords Identity Authentication.

**Streamline Customer Identification.** Contact center agents spend the first several minutes of interaction validating customers using Knowledge Based Authentication (KBA) questions. Not only are these static answers prone to compromise, this process takes up valuable time the agent can be helping the customer with more pressing issues or upselling them on additional services.

**Eliminate Password Reset Calls.** Approximately 30% of contact center volume is attributed to “password reset” issues. By eliminating the need for passwords, Trusona can save an organization up to one third of their contact center costs.

Trusona enables dynamic identity authentication via push notification from your app. In scenarios where more security is necessary such as privileged information or money transfers, the app can request “step-up” proof of the customer’s identity by asking them to scan their government issued ID (Driver’s License or Passport) with their mobile phone. Trusona enables a consistent authentication experience across all channels such as phone, web, mobile, chat, in-person, kiosk, and more.

### WHY #NOPASSWORDS FOR CONTACT CENTERS?

- **SIMPLIFY ACCESS** Enable customers to authenticate with a tap in your app on their phone – even while still waiting to be answered by a representative.
- **INCREASE SECURITY** 81% of breaches are caused by static credentials including passwords, pins and KBAs. Avoid damaging headlines by implementing dynamic #NoPasswords identity authentication.
- **REDUCE COSTS** Save money by streamlining customer authentication and reducing “password reset” support calls.

### WHY TRUSONA?

- **FRICTIONLESS** Truly no typing needed. No passwords, pins or KBAs to create, remember, update, compromise.
- **BUILT-IN MFA** Trusona inherently implements multi-factor authentication – without multiple steps, multiple vendors, multiple solutions, or multiple integrations
- **100% INSURED** The only authentication solution that offers A+ rated insurance underwriter. Trusona’s dynamic authentication coupled with patent-pending anti-replay technology ensures people are who they say they are.