

Customer engagement, Authentication & fraud prevention

## Zero-effort is hard work!

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### 2019 Intelligent Authentication and Voice Biometrics Intelliview [»](#)



It takes a winning solutions provider to produce effortless authentication – a vendor with technical expertise and years of experience that can create a customer experience that not only protects against fraud but delights the customer as well. It's a balancing act that Opus Research has taken notice of. Read on to hear the news of Nuance being cited as the leader in the 2019 Intelliview report.

Zero-effort authentication in customer engagement means creating a balancing act between security and convenience. That's why voice biometrics has become the golden goose for companies looking at authentication solutions providers. Competitive enterprises are discovering how voice biometrics ensures a more secure engagement than passwords provide within voice channels, and certainly a more convenient experience for customers who have a hard time remembering their password.

This zero-effort, highly secure experience naturally leads to billions of dollars in fraud losses from which companies are saved. This fact alone sends enterprises searching for the right vendor that can produce the same kind of results for them. With the goal to give enterprise executives competitive context to understand the market of software, services and platforms for voice-base authentication, Opus Research has published the 2019 Intelligent Authentication and Voice Biometrics Intelliview Report.

As Opus looked at 13 vendors offering authentication solutions that include voice biometrics, they evaluated each vendor solution's ability to streamline omni-channel customer authentication and stop fraudsters through all points of access. They evaluated not only voice biometrics tech but also behavioral, non-biometrics factors (device, network, channel, geography, etc.) and anti-spoofing offerings.

Opus learned that the leading vendors approach their authentication solutions with some key beliefs. Among them are:

- Zero-effort, conversational authentication is important to overcome the annoyance of PINs, passwords and KBAs
- Authentication is key, not just for security and fraud reduction, but for personalization,

privacy protection and customer control

- Biometrics have primacy because they are something you are, rather than something you know or something you have

So back to my opening statement:

Zero-effort authentication in customer engagement means creating a balancing act between security and convenience.

That balance is what Opus saw in Nuance. That's why we were cited as the "undisputed market leader" out of the 13 firms that were evaluated.

Take a look for yourself and see why Nuance comes out on top in Opus' landmark "2019 Intelligent Authentication and Voice Biometrics Intelliview".

Tags: [Opus research](#), [Biometric authentication](#)



### About Brett Beranek

Brett Beranek is responsible for overseeing the security and biometric line of business at Nuance, a Microsoft company. In this role for the past 12 years, Beranek has brought Nuance to a leadership position in the biometric authentication and biometric fraud prevention space. A thought leader in the field of biometrics, Beranek is a frequent contributor in industry events and the media on the topic of AI technology and its use by the fraud community, and how society can mitigate against these evolving threats. Prior to Nuance, he held various leadership positions in the biometrics and security industry. He has earned a Bachelor of Commerce, Information Systems Major, from McGill University as well as an Executive Marketing certificate from Massachusetts Institute of Technology's Sloan School of Management. Beranek is also a certified Master Fraud Prevention Black Belt professional.



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