

What's next



Enterprise

Prudential Financial leverages AI-powered technology to prevent fraud, empower their agents and simplify the customer experience

Over the past few months as organisations shifted to a digital only world, most encountered higher call volumes and extensive wait times. With the spotlight centred around the customer experience and agents wanting to do the right thing for their clients, this unfortunately leaves organisations vulnerable to fraud attacks.

Brett Beranek

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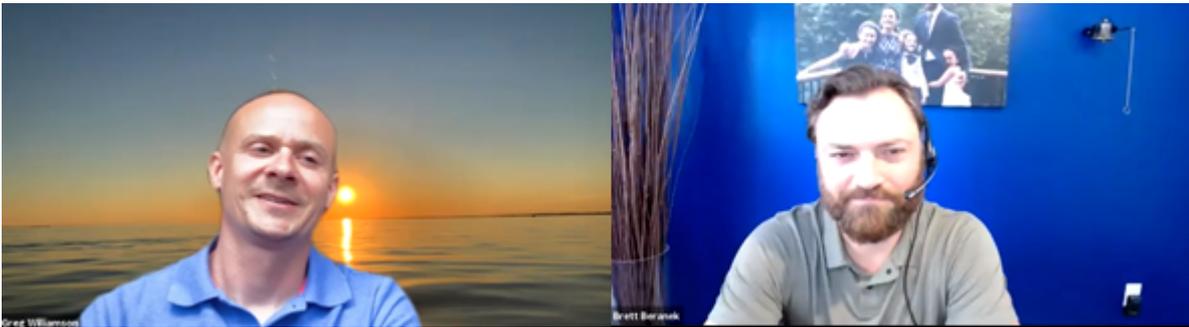


The second session in our [virtual fireside chat series](#), "***Client insights and intel***," welcomed Greg Williamson, Vice President, Customer Protection, Information Security and IT Controls at Prudential Financial.

Greg spoke at length about simplifying technology and why their approach is critical for improving the customer journey and delivering a better customer experience. "Like with

anything we have in place, it's about a layered approach that ultimately makes the customer experience and representatives experience better...leveraging capabilities in a more efficient manner (and allowing the agent) to focus on the customer needs and not on the 25 questions they have to answer in their head of how do I authenticate etc."

Throughout the 30-minute discussion, Greg touched upon the value of Nuance's FraudMiner solution, voice biometrics, enrollment, watchlist capabilities and Prudential's collaboration with law enforcement. "It's critical to engage law enforcement to gain intelligence and catch some of these fraudsters in action." The tighter and closer you can get on the prevention side, the better positioned to leverage the intelligence into their strategies, adjusting in real-time to be more proactive.



One of the most fascinating topics was our discussion around the sophistication of today's fraudsters. Early on in the pandemic, Prudential immediately put internal programs, systems and capabilities in place to start monitoring the type of activity they were going to see. "We all know fraudsters are opportunistic but seeing the fraudsters systemically learn the product, they were becoming more advanced, leveraging cross channel activity and being very persistent." Greg went on to state "As you listen to calls over the last several months, you can see them learning the product. Some of the intent wasn't to get the money, it was to gather information, testing our threshold capabilities and being very persistent with seeing if our guards were down and how we were changing or not changing, understanding the different aspects of each employer and the regulations each employer has, really taking the time to educate themselves the same way we do."

To hear our entire discussion and learn how Prudential Financial is leveraging AI-powered technology to strengthen fraud detection and prevention, [click here](#).

Tags: [Financial Services](#), [fraud detection](#), [Fraud Prevention](#), [voice biometrics](#)



About Brett Beranek

Brett Beranek is responsible for overseeing every aspect of the security and biometric business at Nuance. Prior to joining Nuance, he has held over the past decade various business development & marketing positions within the enterprise B2B security software space. Beranek has extensive experience with biometric technologies, in particular in his role as a founding partner of Viion Systems, a startup focused on developing facial recognition software solutions for the enterprise market. Beranek also has in-depth experience with a wide range of other security technologies, including fingerprint biometrics, video analytics for the physical security space and license plate recognition technology. 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.

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