



CSIDENTITYSM

CSIdentity Voice Biometrics Case Study-I DRIVE SAFELY

Opus Voice Biometric Conference - May 4, 2010



Situation

I Drive Safely, an online driver education service provider (IDS), had the challenge of addressing the following department of motor vehicles' business issues:

- Improving the identification of students taking their online courses to comply with state-mandated regulations in New Jersey, New York and Texas
- Reducing student drop-off rates & notary fees
- Transferring agent / caller identity activities to an automatic voice authentication service

Tasks

1. Confirm the validity that the individual taking state online defensive driving school and traffic courses was the same individual who completed the entire course.
2. Ensure the solution reduced the 80 % plus caller / agent activity that dealt exclusively with having to first identify the caller and then to verify that they are who they claim to be.

Launch and Implementation

- Launch was a rush-implementation and expedited efficiently.

Enrollment

- Students self register for the course and enroll their voiceprint online
- Option for inbound and outbound methods, providing flexibility
- Students are prompted to repeat 6 separate static sequences of five-digit phrases (i.e., “base” voiceprint is captured and stored in the database)
- During the online registration process, the student provides their phone number
- Enrollment takes approximately 1 minute
- New students are enrolled when they register for the online driver course
- New student identities are authorized and verified using a custom knowledge-based authentication process

Verification

- At key course intervals (e.g., completion of chapter, etc.), an automated outbound call is made to the student and they are prompted to verify their identity by repeating a five-digit phrase (i.e., “sample” voice recording is captured)
- If the “sample” voice recording matches their voiceprint, the student’s identity is verified and they are permitted to advance to the next phase of the course



I DRIVE SAFELY - Goals Accomplished



Results Accomplished:

- The fully-hosted CSIdentity VoiceVerified® IVR Voice Authentication Solution accomplished its primary business objectives and generated a 35% increase in revenue by using our SIV solution compared to CSR knowledge-based authentication.
- IDS increased their student retention and reduced the number of CSRs required to remotely authenticate students during online driver education courses.
- IDS has achieved the following:
 - (a) break-even by the eight month of production operations
 - (b) a 10% take rate by participants
 - (c) a competitive edge whereby the solution has a superior up-time resulting in servicing more customers



I DRIVE SAFELY-Enrollment 2008 to 2009

Since 2008

- IDS enrolls on average about 2,500 voiceprints a month, about 60K VP since 2008.
- IDS also averages about 13,000 verifications a month, 312,000 IDS verifications.

2009

- Last 3 three months, the avg. number of enrollments per month had risen to 9,444 and the verifications to 53,811.
- On pace to complete another 54,000 enrollment this year and 288,000 verifications.

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