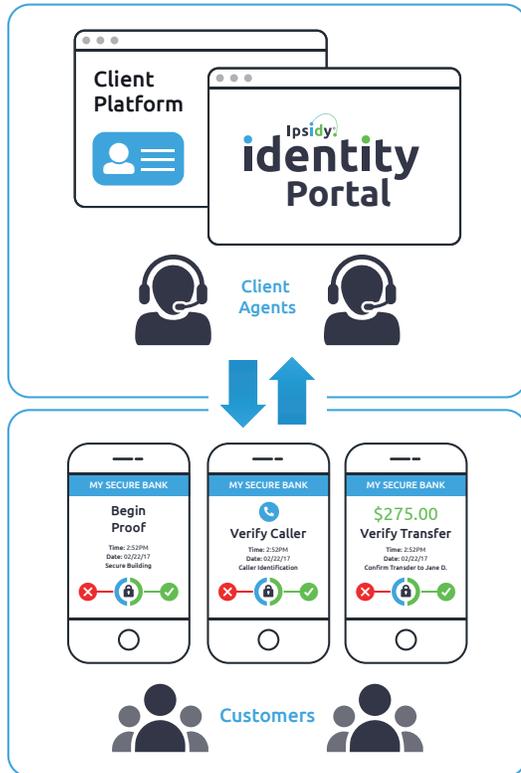


# Verified - Enhancing Call Center Productivity



## OPPORTUNITY

In 2018, Xpressa Payment Solutions, a provider of safe, secure, and fast Point-of-Sale and Online Payment Gateway solutions on premise or on the go, began looking for a solution that offered quick identification of merchants when they called customer support. Xpressa wanted to increase the certainty in knowing the caller was who they said they were, thereby reducing or eliminating fraudulent requests to change a merchant's funding bank account information.

## SOLUTION

In just a few days, Xpressa and their customer service agents were enrolled by Safetrade, an Ipsidy Partner, on Ipsidy's Identity Portal. The Portal supports Verified, Ipsidy's biometric multi-factor authentication solution, out of the box. The Xpressa call center agents simply login to the Ipsidy Identity Portal to trigger an identity authentication request to their customer's registered mobile phone. The customer quickly captures their 'selfie' in their trusted Ipsidy mobile application to authenticate their identity and approve business transactions or account changes. Xpressa receives a real-time identity confirmation message in the Portal.

"I was impressed with how quickly Verified was implemented. Verified helped us to reduce the amount of time spent on the call and improve our customer experience."

- Preyen Singh, Operations Manager for Xpressa

## RESULTS *Using Ipsidy's Identity Portal and Verified solution:*

- ✓ Provided Xpressa and their customers with enhanced biometric security for both caller identification as well as any subsequent business transactions
- ✓ Increased Xpressa's call center agent productivity with significant improvements in time to verify their merchant's identity.
- ✓ Xpressa agents now verify customers' identities in 20 to 30 seconds, whereas it previously took 60 to 90 seconds, Xpressa now saves an average of twenty minutes per agent per day.
- ✓ Enhanced customer service and experience, as Xpressa now receives immediate biometric authorization by the customer on any changes to their payment profile. These changes can now be made immediately and the customer no longer needs to mail in any additional documentation.