

Voice Capture to Sustain E-Commerce Charges

CASE STUDY: Voice Capture

Challenge: many customers call in to make inquiries about e-commerce charges that have appeared on their credit cards and phone bills. Most simply forgot they had authorized the charge, some were looking to take advantage of the non-face-to-face purchase by claiming they never authorized the sale – fraud! With e-commerce growing, this concern over fraud prevented a number of our clients from entering into or taking advantage of e-commerce.



Solution: our applications development team put together a new billing platform (VRpaysm) that provides for playback of a digital recording of the voice of the person who initiated the call that resulted in the charge to the customer's account. This feature is made possible by a unique digitized voice capture system designed and engineered by IVR Tech's management team.

When customers call in to order, they are asked to identify themselves by stating first and last name along with a security code (mothers maiden name or last four digits of their Social Security number). This information is digitally recorded and stored in our database, where it may be retrieved at any time instantaneously.

The recording of these few words made sustaining the charges easier, because most of the time the person inquiring about the charge is able to recognize the voice as a family member, a visitor or neighbor – someone known to the person who is making the inquiry. It is a major tool for sustaining the charges and convincing the customer to take responsibility for the calls made from his/her own telephone.

With in-house engineered technology, we were able to provide our clients with access to the customer service record and the voice capture to deter most customers from going into default and to prevent the necessity for collections activity.



Once again, the client had the vision and IVR Tech's management team had the experience, the technical know-how, the flexibility, and the operations capabilities to transform the vision into reality.



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