# Prove Empowers Fortune 200 Retailer's Call Center Agents to Reduce Fraud and Maximize Revenues
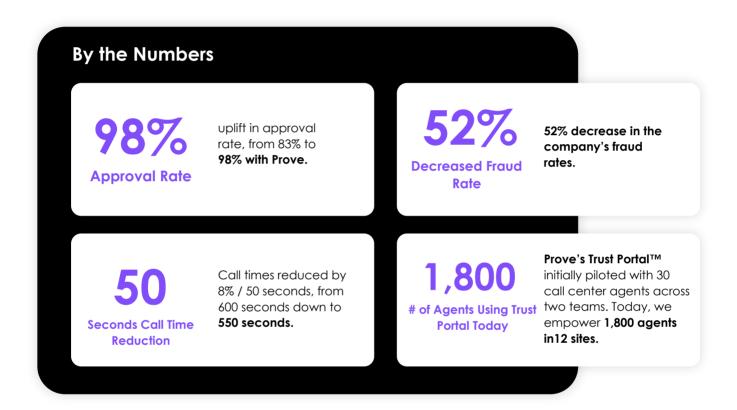
## About the Company

With over 1,000 locations across the US, this $4B Fortune 500 is one of the largest family-oriented department store chains in the US with ~$20B annual revenue. They offer clothing, footwear and accessories, as well as home products and housewares targeted to middle income customers.

## Executive Summary

Looking to decrease fraud and reduce call center handling times while demonstrating a better return on investment than other solutions offered, the company turned to Prove for help.

### By the Numbers

**98%**
Approval Rate

uplift in approval rate, from 83% to **98% with Prove.**

**52%**
Decreased Fraud Rate

**52% decrease in the company's fraud rates.**

**50**
Seconds Call Time Reduction

Call times reduced by 8% / 50 seconds, from 600 seconds down to **550 seconds.**

**1,800**
# of Agents Using Trust Portal Today

**Prove's Trust Portal™** initially piloted with 30 call center agents across two teams. Today, we empower **1,800 agents in12 sites.**

## The Need

**Putting customers first and offering them personalized connections and easy experiences are core tenets of the company's strategic values.**

Unlike many organizations in the industry that have moved to reduce the number of call center agents in favor of automated interactive voice response (IVR) models, **this company aims to keep their call center agents engaged and to empower them to provide human-centered concierge service to their customers.**

**The company's call centers perform key roles in stepping up authentication for suspicious orders** coming from across all channels. Agents need to balance out vigilance to **prevent fraudulent transactions** with providing a **seamless consumer experience**. In order to accomplish these goals, they need to be equipped with the right tools.

## The Solution

The company's call center fraud department adopted **Prove's Trust Portal™** solution. Trust Portal is designed to **help agents, in real time, expedite manual reviews to rapidly assess risk to better service consumers and prevent fraud.** It eliminates their dependency on IT and developer teams and allows them to directly access Prove's capabilities with an intuitive, GUI-based experience. The SaaS-based, full-featured Trust Portal requires no integration, and with fast provisioning and immediate access, accelerates the organization's time to value.

### With Trust Portal, the company's agents can:

- Verify that a caller's phone number matches their address for order delivery (**Prove Identity**)

- Measure the risk and reliability of the caller's phone number to confirm that it has not been compromised (**Trust Score**)

- Validate that the caller is in possession of the phone making the call (**Instant Link for Web (Fortified OTP) or Voice OTP**)

Using Prove's three-pronged verification and authentication approach allows the agents to expedite handle times while mitigating fraud risk.

## The Results

Initial results demonstrated the power of Prove's platform, which the company placed at the top of their authentication waterfall:

- Helped service agents provide a much more seamless and personable experience to their consumers
- Reduced dependency on other fraud prevention vendors
- Streamlined their architecture and lowering overall costs

Based on these initial results and the strong partnership, Prove continued to collaborate with the company to address new fraud vectors. Prove also delivered advanced features, including deeper searching capabilities and integration with their corporate single sign-on platform, further improving the agents' user experience with Trust Portal.

## ⠿ Prove

**1,000+** companies and **500+** banks trust Prove to secure their onboarding, digital servicing, call center, e-commerce, payments, and compliance experiences.

**To learn more about how your organization can benefit from leveraging advanced mobile signals for identity verification and authentication, request more info [here.](#)**

Aite Novarica — Fraud & AML Impact Innovation Award

Expert Insights — Best of Multi-Factor Authentication

Gartner Cool Vendor

5 years in a row

Technology **Fast 500** 2021 NORTH AMERICA **Deloitte.**