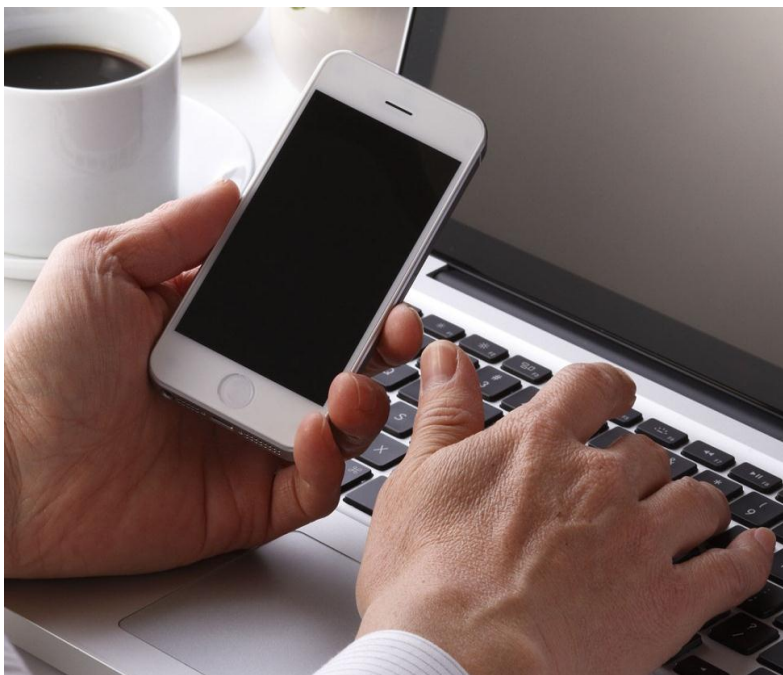


**CASE
STUDY**



**Two factor voice verification
for validating financial
transactions**

Two factor Voice verification for validating financial transactions

Voice OTP Case Study

About the Organization

Wemsol Private Limited is a retail and financial Service Provider of innovative payment and technological solutions. Keenu is the payment brand of Wemsol. It provides complete, end-to-end payment solutions tailored to customer's needs. The service allow users to make digital payments directly from their bank accounts, hence eradicating the need to carry paper-money. The company intends to create an environment where customers can make payments effortlessly, regardless of the mode of payment.

Challenge

Keenu wanted to ensure the timely delivery of mission critical messages such as sending OTPs for performing transactions to their mobile app customers. They were looking for a reliable and quick communication channel to ensure guaranteed delivery of such messages; in case OTP SMS failed.

The Solution

Eocean provided a Voice OTP solution to resolve the issue of failure of OTP SMS. In case the SMS does not get delivered, Eocean sends the same OTP message over a voice platform using a transactional route to ensure the highest delivery rate. Once the Voice OTP call is received by the user, user can enter the OTP and validate the transaction.

The Results

- ▶ Guaranteed delivery of time-sensitive information on consumer's mobile like one time passwords, resulted in a decline in customer complaints
- ▶ An Out of band transaction verification using a Voice OTP protects consumer's account from compromise by providing better security