imper.ai Customer Story

Enterprise customer · Wholesale & retail

Helpdesk identity verification for password resets

Customer Profile

A leading North American retail enterprise, combining **wholesale distribution and retail operations**, with approximately **40,000 employees**. The workforce spans corporate FTEs alongside a large **frontline population** in stores, distribution centers, and transportation — many of whom work without a corporate desk, and **some frontline employees use unmanaged devices**, which makes remote identity verification especially challenging.

INDUSTRY	EMPLOYEES COVERED	WORKFORCE
Retail	**46,836**	**FTE + frontline**
wholesale & retail	active directory accounts	corporate, stores & distribution

Use Case

Password reset through an outsourced help desk. Help desk services are delivered by an external service provider, with **external agents** handling employee password-reset calls. Those agents have no personal familiarity with the workforce, so verifying who is really on the line was the weakest link in the reset flow — and exactly the gap that help-desk social-engineering attacks target.

With imper.ai, every caller's identity is **verified before the reset is approved**. External agents follow a consistent, auditable verification step instead of relying on guessable personal details, allowing the provider to serve both office and frontline employees safely and at scale.

The system is **customized to fit the existing help-desk flow**: once a caller is verified, the account is **unlocked and/or the password is reset directly in Active Directory**.

Deliverables

Results from three months of production use.

SCALE

EMPLOYEES COVERED	REQUESTS IN 3 MONTHS	REQUESTS PER MONTH
46,836	**7,888**	**2,629**
active directory accounts		on average

REQUESTS

SUCCESSFUL PASSWORD RESET	MATCHED TO ATTACK GROUPS
6,705	**8**
	identified by imper.ai's analyst services

6,705 of 7,888 requests (85%) were resolved with verified self-service resets — reducing manual help-desk workload by 85%.