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(54) **SYSTEM AND METHOD FOR
AUTHENTICATION OF INTERACTIVE
VOICE RESPONSE SERVICE**

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(57) **ABSTRACT**

An authentication service system according to an embodiment includes a terminal transmitting a voice call to an interactive voice response service server, identifying a recipient number of the voice call, and transmitting the user's authentication information to an authentication server, the interactive voice response service providing an interactive voice response service according to a user request, and an authentication server generating an authentication key for authenticating the user based on the received authentication information and providing the generated authentication key to the interactive voice response service.

