

# Smartnumbers Protect

Preventing fraud and streamlining caller authentication



Smartnumbers' cloud-based solutions leverage AI to help protect organisations from fraud by ensuring their contact centres stay secure.

## The challenge:

Research shows that 61% of fraud cases involve the contact centre, with inbound calls to Interactive Voice Response (IVR) systems or agents playing a key role in different stages of the fraud lifecycle.

Fraudsters use the relative vulnerability of contact centres not just for telephony fraud, but also to validate stolen account data, harvest further information or prepare an account for attack (for example by changing an address) before going on to commit fraud in other channels.

Yet typical fraud prevention and customer authentication approaches can be time-consuming and unreliable, requiring callers to remember lots of details and putting undue pressure on agents.

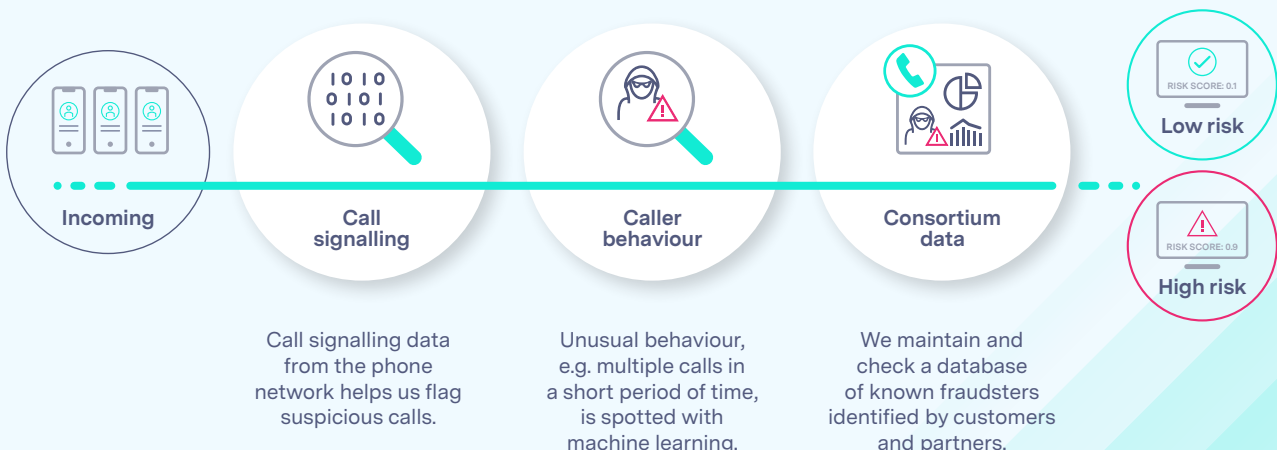
## The Smartnumbers solution:

The most efficient way to spot fraudulent activity in the contact centre is to assess calls before they are answered. Smartnumbers' unique cloud-based technology works in real time to assign a risk score for each call by analysing call signalling patterns, examining caller behaviour and checking 'consortium data' (our database of known fraudsters). The risk score enables contact centres to handle high risk calls separately and streamline caller authentication for genuine customers.



Find a *low friction* way of screening callers that does not impact customer experience.

### Analysing calls and assigning risk



## The Smartnumbers benefits:



### Prevent fraud in multiple channels

Get a complete picture of fraud in your organisation.

Detecting early fraud risk indicators in the contact centre helps prevent wider fraud, including card, online, APP or telephony.



### Maximise contact centre efficiency

Spot fraudsters in real time and prioritise high risk cases.

Enable huge cost savings with reduced fraud and faster call handling.

Share fraud intelligence with the wider community.

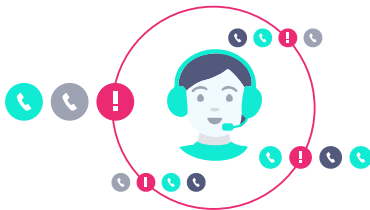


### Deliver top customer experience

Enhance caller experience with simplified customer authentication.

Reduce average handling time for calls by up to 30 seconds and reduce stress for callers and contact centre agents.

## How Smartnumbers can help:



### Prevent fraud

Contact centres are often a blind spot in organisation-wide fraud protection. Fraudsters use contact centres to harvest or validate stolen information that is used to commit fraud in a different channel, yet many companies do not have visibility of this activity.

Smartnumbers analyses calls to the contact centre and flags signs of fraudulent behaviour. This not only helps prevent telephony fraud but provides a company's central fraud systems with data to create a full picture of suspicious activity across the whole organisation too.

Fraud teams can also access details of prolific fraudsters shared by other Smartnumbers customers.



### Caller authentication

Caller authentication can be time-consuming and unreliable. Complex authentication methods frustrate customers, put undue stress on contact centre agents and fraudsters can often beat them anyway.

Smartnumbers' analysis and risk scoring before calls are answered streamlines customer authentication. Authentication for low risk callers can be simplified, reducing wait-times and call handling time, and enabling increased use of IVR self-service.

All this improves customer experience, increases contact centre agent wellbeing - and it saves costs too.



### Smartnumbers Consortium

Collaboration across organisations is essential in the fight against fraud. 52% of the fraudsters we flag have targeted more than one of our customers, so we know that if a fraudster attacks one organisation, then they're likely to be attacking others too.

The Smartnumbers Consortium is the way to fight back - by enabling organisations to share data and work together. We maintain a database of known fraudsters identified by our customers and Smartnumbers Protect checks and updates this data in real time when a call is received.

Organisations are also able to connect and collaborate through Smartnumbers Consortium events.

**“With Smartnumbers, the bank has reduced friction in the customer journey and achieved an immense ROI by helping prevent multi-channel fraud, including card, online and telephony fraud.”**

Leading UK retail bank