Prevent fraud,
protect the customer journey.

Due to stricter security measures and new regulations, fraud has migrated mainly to the contact centre. And with fraudsters becoming more sophisticated in their attacks, exploiting the IVR vulnerabilities becomes a primary target. That's why identifying suspicious callers before they even reach the contact centre is key to preventing fraud across your organisation and protecting your customers.

Smartnumbers offers a cloud-hosted platform designed to prevent fraud and authenticate customers quicker, leading to better customer experiences and practical fraud prevention efforts. With Smartnumbers, banks, financial services, and other organisations, can quickly and accurately identify high-risk callers *before* they even reach the IVR, protecting your customers and contact centre from fraud.
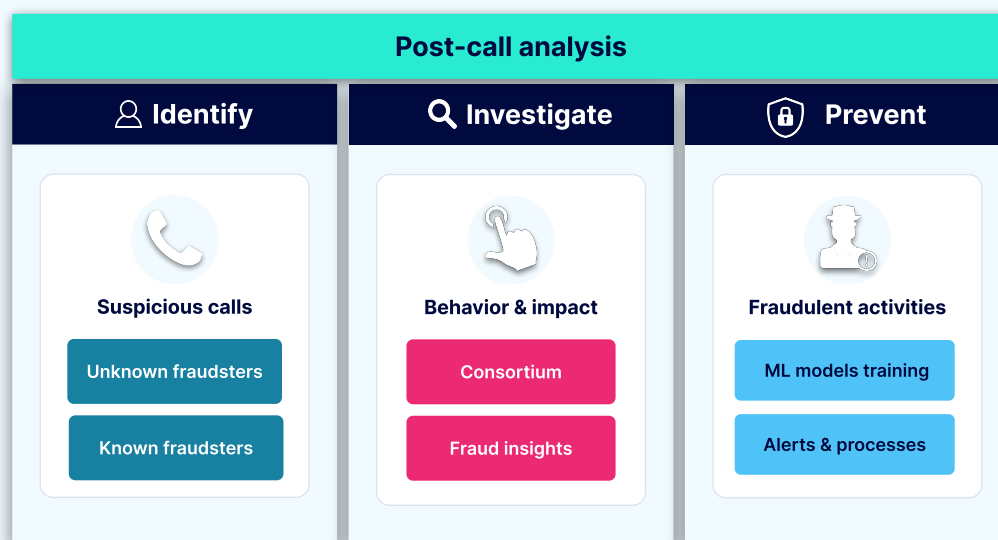
With us, organisations can:

- **Prevent fraud** across multiple channel streams and mitigate fraud losses in real-time
- **Protect customers** by establishing safeguards to prevent leaked or stolen information
- **Collaborate to fight fraud together** as a community with the help of our consortium
- **Reduce risks** related to privacy & cybersecurity by creating secure fraud prevention processes

How Smartnumbers fraud prevention works

With the help of our advanced machine learning models, Smartnumbers:

- **Identifies** suspicious calls by tracking typical fraudster behaviour (flagged high-risk) across your organisation and others through direct feedback from our clients, *consortium*
- **Investigates** fraudster behaviour by looking at risk markers, caller information, and fraudster call history to stop fraud at the very first sign of it
- **Prevents** fraudulent activities by assigning a high-risk score to protect your customers and organisation.

Post-call analysis

Identify	Investigate	Prevent
Suspicious calls	Behavior & impact	Fraudulent activities
Unknown fraudsters	Consortium	ML models training
Known fraudsters	Fraud insights	Alerts & processes

See value from day one.

Smartnumbers has been designed to prevent fraud at the very first sign when fraudsters exploit IVR vulnerabilities for reconnaissance to prepare for future attacks. It operates in the background enabling flexibility in how it is applied, leading to a high level of security. As a result, you get to establish better customer relationships and safer fraud prevention processes.

Key features

- Identify suspicious callers at the first contact point
- Detect callers even when their phone numbers are withheld or anonymised
- Obtain a caller risk score to detect fraudsters quicker and more accurately
- Attribution of high-risk scores to signify a possible fraudster
- Gain access to Smartnumbers consortium to track known fraudsters across organisations
- Create fraudster profiles to track MOs
- Flag known or unknown fraudsters to detect multi-channel fraud attacks

- Use risk markers, caller information, and call history to investigate fraudulent behaviour
- Track 'fraudster' tagged calls to detect fraud patterns across your organisation
- Easily identify and prioritise calls that require further investigation
- 'Divide and conquer' approach when handling fraud cases among your team
- Flag fraudsters to train our ML models to adapt to changing fraudster behaviour
- Flexible APIs for easy integration with your current ecosystem

Highlighted benefits

- ✓ Prevent fraud across multiple channel streams (card, online and telephony)
- ✓ Reduce Average Handling Time (AHT) up to a *full minute* for complex fraud cases
- ✓ Mitigate fraud losses by protecting customer accounts in real-time
- ✓ Benefit from fraud savings for up to 4x ROI
- ✓ Use the power of consortium to fight fraud together as a community
- ✓ Ease of integration with your current ecosystem
- ✓ Reduce risks related to privacy & cybersecurity
- ✓ Safeguard your organisation & reputation while protecting the customer journey.

> *With Smartnumbers, a leading UK retail bank has reduced friction in the customer journey and delivered 4x ROI savings on fraud savings alone by preventing multi-channel fraud, including card, online and telephony.*