

# Smartnumbers

# Protect

Preventing fraud in the contact centre by identifying suspicious calls and authenticating legitimate customers before you answer.

**No matter what disrupts your organisation, ensure your voice network stays secure, reliable and compliant with Smartnumbers.**





## Fraud prevention in the contact centre

Prevent fraud in the contact centre by identifying suspicious calls before you answer

- **Reduce financial loss:** Protect your contact centre from fraud loss by accurately identifying suspicious callers before they speak with an agent or enter the IVR. Flag and divert suspicious calls in real-time, so you can route them to specialist teams for additional scrutiny.
- **Improve customer experience:** Authenticate customers pre-answer, enabling you to reduce your reliance on knowledge based authentication questions and create a frictionless caller experience.
- **Reduce operational costs:** Shorten the time taken to authenticate genuine callers, so you can reduce average hold times, agent call duration, and also move trusted callers to self-service options in the IVR.
- **Stay one step ahead of fraudsters:** Using machine learning and behavioural analytics, spot the changing tactics used by fraudsters, so you can continually evolve and maintain control of your contact centre security.



## Frictionless caller experience

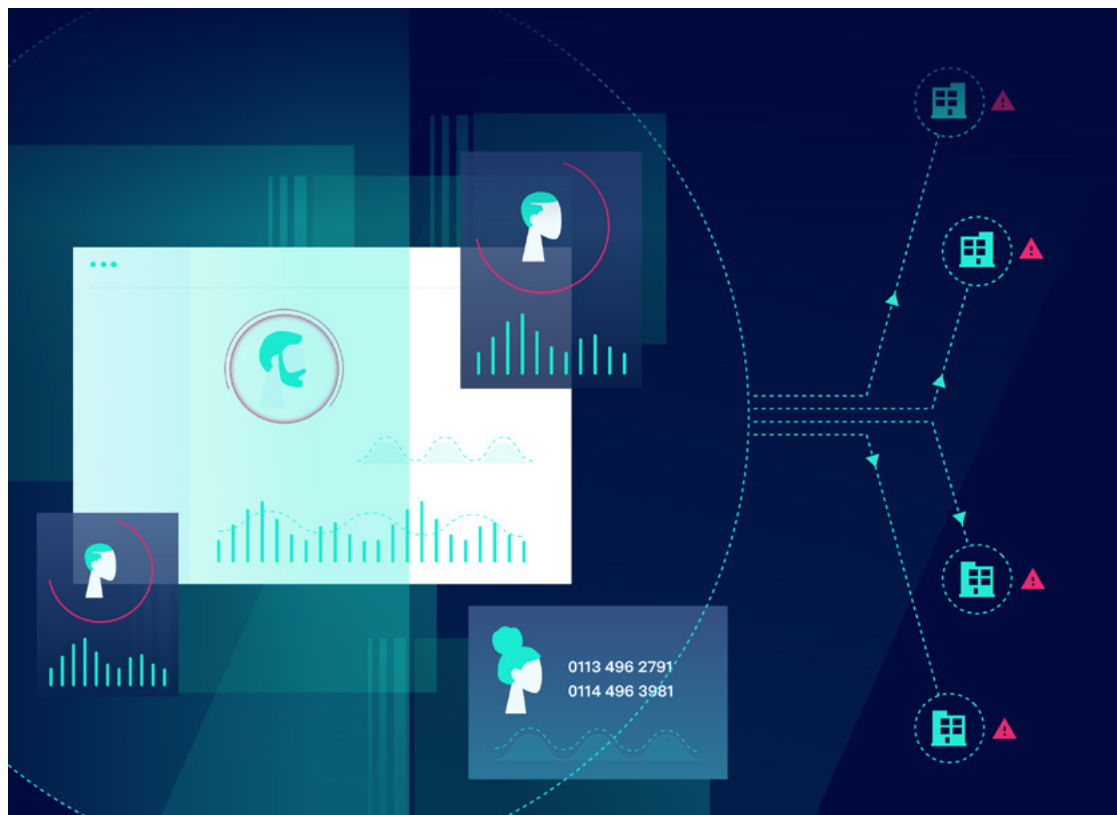
Make it quick and easy for your customers to speak to you

- **Validate callers instantly:** Answer legitimate customer calls quicker by validating call authenticity instantly, rather than relying on ineffective and time-consuming knowledge-based authentication.
- **Increase IVR self-service:** Empower trusted callers to complete more transactions without needing to speak with an agent to improve IVR containment.
- **Reduce operational costs:** Remove the reliance on ineffective manual KBA-based verification to shorten the time taken to authenticate genuine callers and reduce average handling times.
- **Improve customer experience:** Meet caller expectations by focussing on answering their enquiries rather than questioning if you can trust them.



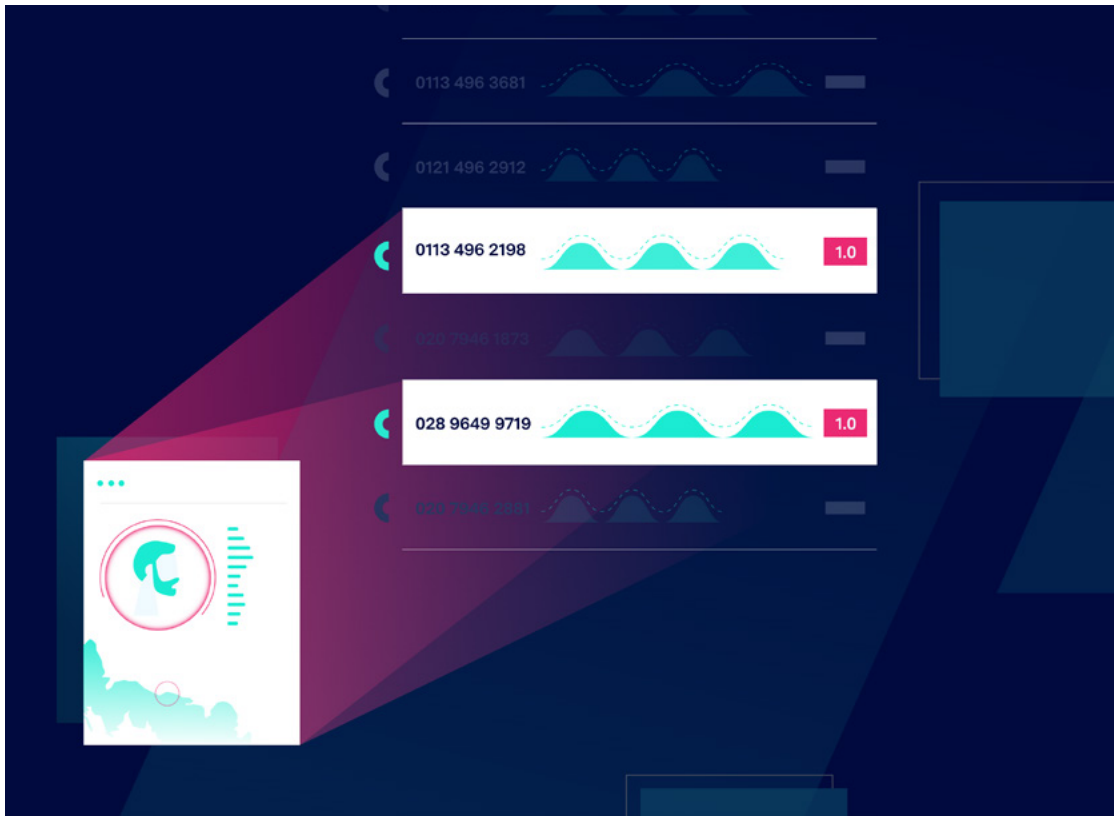
## Visual insights & reporting

- We flag potentially fraudulent calls, and provide you with reports to show why they are high risk.
- Using Smartnumbers Call DNA™, our reports show details on suspicious characteristics and geographic sources of calls. This enables you to identify trends and changes in fraudulent behaviour, for example:
  - The number of calls received and the number of high-risk calls.
  - Visual representations of the volume, type and the country of origin of suspicious calls.
- Carrier level call meta-data and risk indicators for every call.



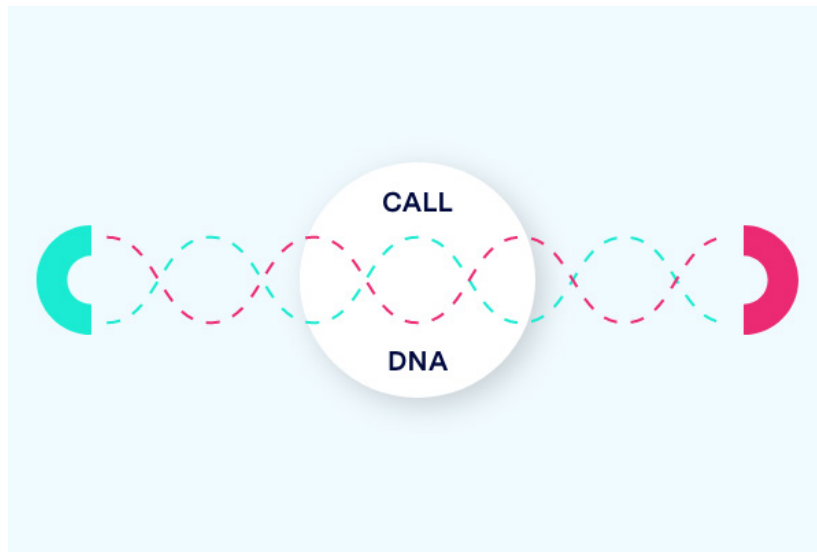
## Fraud consortium

- We provide you with proactive, real-time protection from confirmed fraudsters who have attacked other Smartnumbers users.
- As a Smartnumbers customer, you receive instant access to the fraud consortium, a dedicated telephone fraud network, focused on sharing fraud intelligence to spot emerging contact centre fraud threats.
- The fraud consortium allows you to share and receive details about validated fraudsters in real-time, enabling you to keep track of changing malicious behaviour within your industry and cross-sector.



# Fraud investigation

- Our fraud investigate capability provides insight into the scale and behaviour of individual fraudsters.
- Smartnumbers Call DNA™ technology creates a unique profile of each caller. This can be used to discover related calls from the same fraudster even when they have withheld their phone number. It also enables you to identify other accounts they have targeted.



## Call DNA™ analysis

- Smartnumbers patented Call DNA technology assigns a risk score to calls by examining more than 200 features derived from carrier-level call signalling data
- Each incoming call is tagged in real-time with the level of risk the call represents, such as:
  - Spoofed numbers
  - Withheld calls
  - Calls from blacklisted numbers, including calls where the presentation ID is withheld
  - Calls from international locations
  - Suspicious behaviour such as repeat calls, especially from withheld numbers

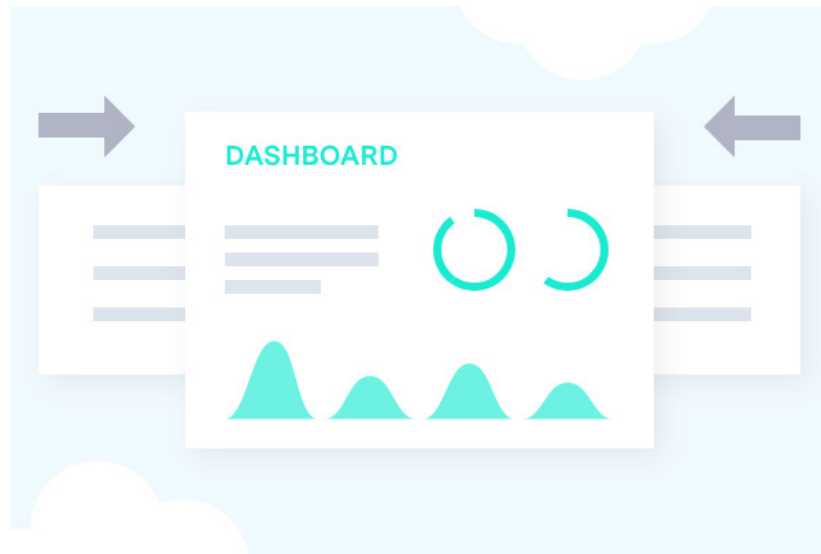


## Actionable call risk score

- We assign each incoming call with a fraud risk score in real-time using the Call DNA™ risk model that has been created by analysing millions of calls.
- Calls that surpass the risk threshold can be sent to a diverted call route depending on your policy.

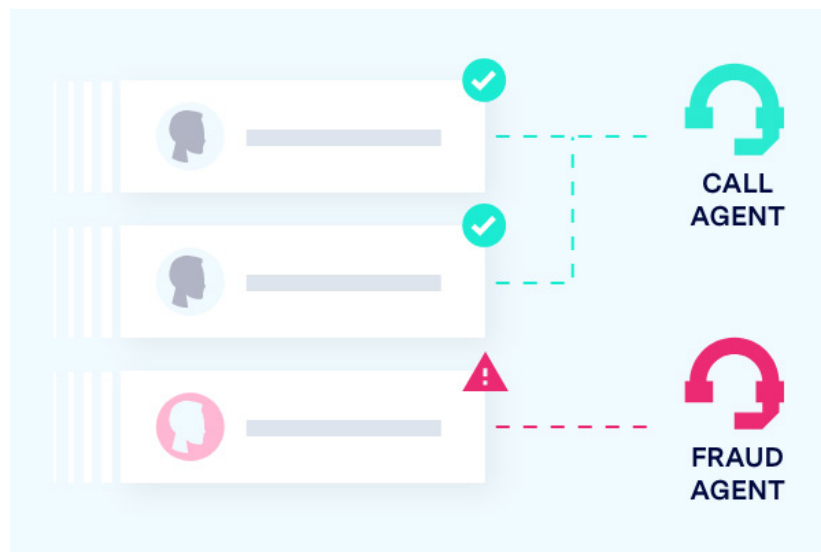


## How it works



## Simple implementation

- Smartnumbers is network agnostic and cloud-based so doesn't require any new equipment. We work with your telecoms provider and use your existing telecoms infrastructure, so no changes are required to your inbound telephony system.



## Call management

- We enable you to manage suspicious calls and control / limit the volume of diverted calls to ensure specialist teams aren't overwhelmed.
- Control if potentially fraudulent calls should be redirected or not.
- Configure the routing of trusted and high-risk calls for each customer-facing number.
- Manage the volume of suspicious calls that are diverted per hour.

# Smartnumbers. One product, many capabilities.

**Smartnumbers Control** delivers enhanced business continuity and de-risks office moves and tech migrations to ensure you never miss a customer call.

**Smartnumbers Protect** prevents fraud in the contact centre by identifying suspicious calls and authenticating legitimate customers before you answer. This enables you to divert suspicious calls to specialist teams and create a frictionless caller experience for genuine customers.

**Smartnumbers Record** records calls for business best practice or compliance. Recordings are stored securely in the cloud for as long as you need, depending on your data retention policy, or to comply with regulations such as MiFID II, which require you to store recordings for seven years.



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