

Quickly confirm a customer's identity and reduce the risk of fraud

Fraud costs organisations millions. But it's also damaging consumer trust and brand reputation.

The global fraud market is growing year on year. With fraudsters now able to hide behind different numbers and calling locations, their tactics are growing in sophistication. Many fraudsters can now use social engineering to learn passwords and answers to traditional knowledge-based authentication, so it's important to detect and flag high risk calls before they even get the chance to speak to an agent. Smartnumbers Protect investigates a range of unique call features and assigns calls a risk score. Organisations can use this score to decide the treatment of any given call, reducing the risk of fraud and streamlining the authentication process for real customers.

Smartnumbers Protect with BT analyses carrier level call signalling data as well as caller behaviour to assign a risk score to calls. This all happens while the call is still in the network, so fraudulent attempts can be routed away from an agent before they even pick up the phone. This frees them up to handle calls from genuine customers and reduces the risk of them falling victim to a scam that could see your end customers defrauded.

It's quick and easy to set up. We'll guide you through the process from the start and manage the service for you.

Our position as a global telecommunications provider gives us access to vast amounts of calling data. So we can give Smartnumbers users the full picture.

\$56bn

lost globally to identity fraud in 2020

61%

of fraud losses involve the contact centre

A better customer experience with added security:

- Reduce the risk of losses and end-customers becoming victims
- Deflect fraudulent calls so agents can focus on genuine customers
- Give customers an improved user experience with faster call handling
- Real-time protection from confirmed fraudsters identified by other Smartnumbers users
- Reduce stress for agents, as they're no longer the single line of defence



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

Streamline caller authentication, improve customer experience and reduce costs.

Answer legitimate customer calls quicker by validating call authenticity instantly, rather than relying on ineffective and time-consuming knowledge-based authentication (KBA). Empower trusted callers to complete more transactions in the IVR without needing to speak with an agent.

When a caller needs to speak with an agent, remove the reliance on KBAs to shorten the time taken to authenticate genuine callers and reduce average handling times.

Identify the fraudsters before they can do any harm

How does it work?

Smartnumbers Protect analyses the call while still in the network to assign a score in real-time before it's even answered. The risk score is determined by analysing the call signalling, call behaviours, and whether it's a confirmed fraudster identified by another Smartnumbers user.

Smartnumbers can determine these factors even when the caller tries to mask their identity by withholding or spoofing their number.

Based on the risk score, the call will be routed along the most appropriate journey. Suspicious calls can be sent to a fraud desk for additional scrutiny. This streamlines the authentication process as genuine callers are passed straight through to an agent.

Why choose BT?

We have access to call data only available to telcos – which means we can offer an enhanced fraud detection product. And we can call on our expertise in security and compliance, as a global organisation trusted to comply with all GDPR and other regulations worldwide.

Our experience managing infrastructure and security for our own customers, both locally and globally in 180 countries – makes us the ideal partner to help you. Our breadth and depth of experience is built on:

- one of the largest security and business continuity practices in the world with over 3,000 security professionals
- monitored customer devices around the clock from our 16 global security operations centres
- recognition from IDC as a leader for delivering outstanding Managed Security Services
- proven track record as experts in compliance and regulation

What could Smartnumbers Protect with BT do for you?

Speak to your account manager today

Offices worldwide

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