OMNICHANNEL FRAUD ANALYTICS,
THE SOLUTION FOR TACKLING TELECOM SUBSCRIPTION FRAUD

Subscription fraud is the number one type of telecommunications fraud, according to CFCA.

ANNUALLY, **GLOBAL LOSSES** ARE ESTIMATED AT **$30B or 1.27%.**

The telecommunications market is highly competitive, so it is no longer an option to ignore the growing impact of fraud on corporate profitability and reputation.

What kind of challenges are you currently facing? How many of these questions would you like to solve?

1 How can I identify new methods of fraud and financial crime?

2 How do I reduce the number of false positives?

3 How can I improve the overall customer experience?

4 How can I increase efficiency through process automation?

5 How can I gain market share whilst keeping fraud at bay?

6 What are my critical emerging issues?

Subscription Fraud

Subscription fraud occurs when a fraudster uses their own, a stolen or a synthetic identity to obtain mobile devices and services with no intention to pay.

Hardware asset losses

Domestic & Roaming airtime abuse

Adverse impact on profitability

Subscription Fraud Losses

1 Decreased Profits: Loss of revenue, cost of fraud

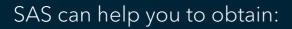**2** Loss of Inventory: Smart phones

3 Loss of Service Level: High false positives, false negatives

4 Negative Brand Reputation: Inability to locate network of fraud

HOW CAN SAS HELP?

Providing industry best practices and dedicated domain expertise will yield significant returns.

SAS can help you to obtain:

- Ability to 'own' the solution and potential for organic growth
- Holistic omni-channel coverage, with real-time detection
- Ability to cope with very high volumes of data
- Increase detection rates whilst avoiding customer friction
- Leverage advanced analytics to minimize false positives
- Analytical environment for optimization and operational tuning

SAS Customer Satisfaction

A large telco turned their **challenges into tangible results:**

Customers in a network - **4x more** likely to be fraud.

Savings achieved **>$50M**

>70% Total Fraud reduction from SAS Models

Fraud Platform can be... → **extended to credit risk and collections**

ROI in **less than one Year**

CONTACT US

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