



# Eliminate Fraud to Increase Customer Satisfaction

## Challenge

- Influx of customer complaints about SMS fraud
  - Messages can mimic a reputable source
  - May contain a virus or malware
- Case managers having difficulty acting at scale:
  - Identifying fraud sources quickly enough
  - Taking remedial measures to block them

## Solution

- Data & metadata for all messages analyzed:
  - Sender
  - Message length
  - Frequency
  - Volume & more
- Leveraged Hadoop for enormous data stream
  - Capture, manage, & analyze in real-time
- Predictive models find spammers automatically
- Automation used to block once identified

## Impact

- Learned new variables indicative of spammers
- Reduced nuisances for customers
- Results within a couple of weeks:
  - Massive reduction in instances of fraud
  - Slashed time to intervention
- Customer satisfaction metrics rose by 20%
- Complaint levels fell 50%

**Problem type:** Classification

**Universal relevance:** Every industry is susceptible to fraud, which erodes customer trust. Fraudsters constantly modify their techniques and AI can keep up with evolving tactics. Fast response results directly in higher customer satisfaction.