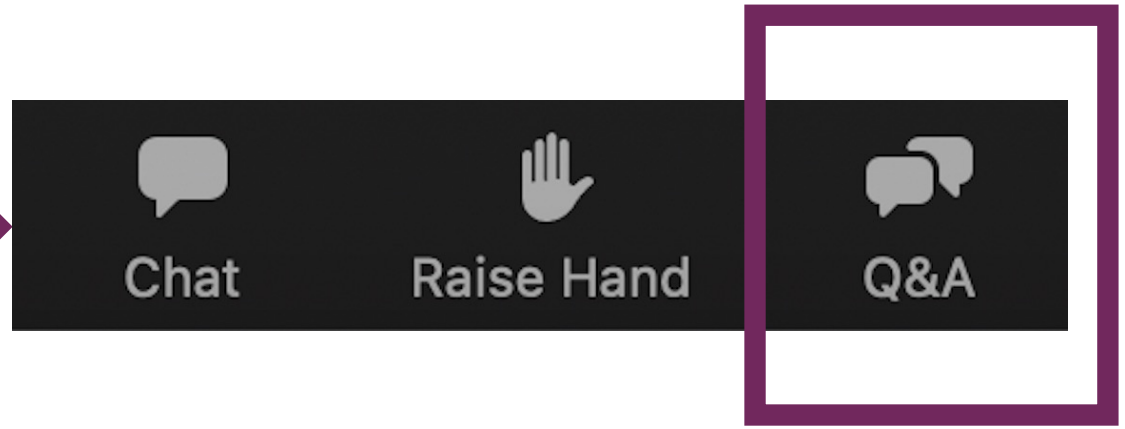
Turning Trust into ROI: Building the Business Case for Scam Prevention

June 17, 2025

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Zoom Webinar Control Panel

Submit your questions using the Q&A feature and our moderator will address your questions live.



Your Presenters



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VP, Product Management
Somos



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Senior Director, Solutions Consultant
Somos

Why Are We Here Today?



Fraud, cybersecurity and other teams have identified a rise in telecom related fraud activity



2026/2027 budgeting is in full swing



Building your case internally is vital to receive approval



Tools and services can be leveraged, but it's likely that new budget will need to be acquired



If You Do Nothing:

- Financial Losses will occur
- Decreased client experience (ex: churn)
- Inefficient operational efficiency
- Potential compliance issues

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Top Telecom Scam/Fraud Examples

25.5%

of the world's population has lost money to SCAMS or identity fraud*

- Outbound Call Spoofing (Smishing, Vishing, etc.)
- Brand Impersonation
- IVR Cloning
- Social Engineering
- Account Take Over (ATO)
- Consumer Impersonation

*CFCA Fraud Loss Survey Report 2023

Financial Fraud by the Numbers



32%

Annual Growth Rate

Deloitte's Center for Financial Services predicts that gen AI could enable fraud losses to reach US $40 billion in the U.S. by 2027.



700%

Increase in Fintech Deepfake incidents in 2023

The FBI counted 21,832 instances of business email fraud with losses of approximately $2.7 billion.



57%

of financial services organizations

and 66% of lending organizations report an increase in overall fraud levels in the past 12 months.



63%

of financial firms

report overall fraud increasing at least 6% in the prior 12 months.


FEDERAL TRADE COMMISSION
A Scammy Snapshot of 2024
(based on reports to Consumer Sentinel)
ftc.gov/data #FTCTopFrauds
ReportFraud.ftc.gov
Top Frauds
1 Imposters
2 Online shopping and negative reviews
3 Business and job opportunities
4 Investments
5 Internet services
2.6 million fraud reports
Job scams and employment agency losses soared.
105,000 reports
Total losses:
2020 $90 million
2024 $501 million
38,000 reports
2020
2024
$12.5 billion reported lost
More than 1 in 3 people who reported a scam also reported losing money.
Losses to investment scams kept climbing.
$3.8
$4.6 billion
$5.7 billion
2022
2023
2024
Reports by Military Consumers
99,000 fraud reports
$584 million reported lost
Imposters: Highest # of reports: 45,000
Total losses: $200 million
Younger people reported losing money to fraud more often than older people.
44%
20–29 year-olds
24%
70–79 year-olds
Big losses follow scams that start with a call or on social media.
Phone calls: Highest per person reported losses
$1,500 median loss
Social media: Highest overall reported losses
$1.9 billion total lost
Email: Highest overall number of reports
372,000 reports


$12.5 billion reported lost
More than 1 in 3 people who reported a scam also reported losing money.



PROTECTING
CONSUMERS & BRANDS

REDUCING

Loss to consumers

Cost to support complaints

Future threats to the FI

IMPROVING

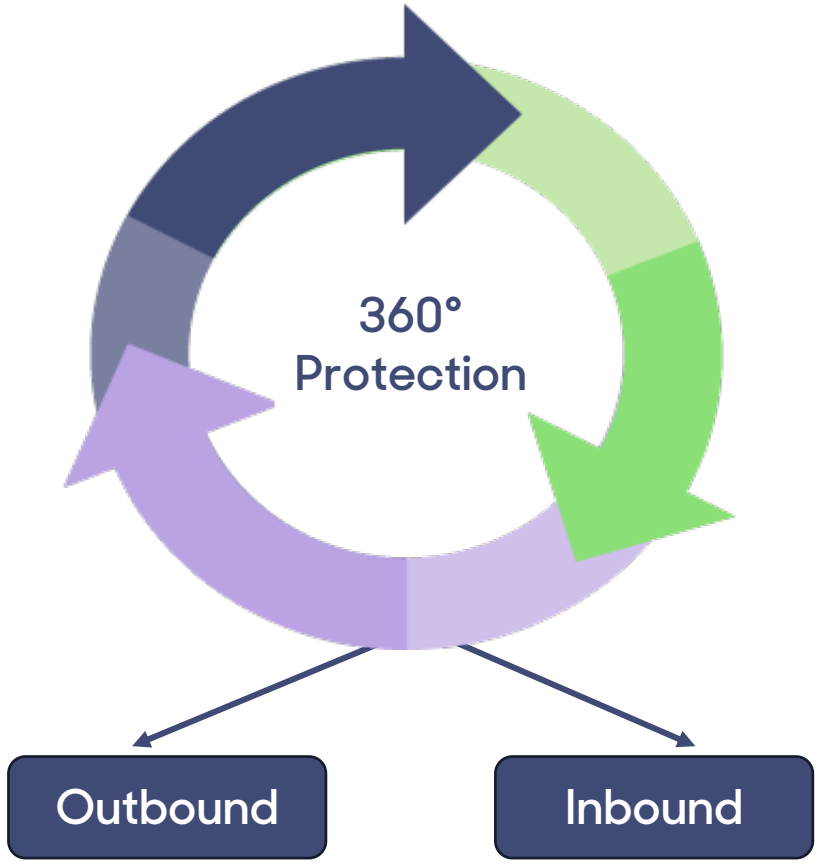
Confidence in the brand

Customer satisfaction

Security

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Tools & Services: Protection Against Scams/Fraud



Phone Number Takedown
Protects Against Brand Impersonation

Number Asset Management
Identify/Remedy Vulnerabilities On Your Numbers

Call Authentication & Blocking
Protect Your Phone Numbers From Spoofers

Consumer Identity Verification
Block Or Flag Suspicious Activity

Call Intelligence Data & Verification
Filter or Block Inbound Call Activity

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What's in it for Financial Institutions?



Build consumer trust by ensuring authenticated call experiences while enabling carriers to brand legitimate calls and block fraudulent calls



Reduce fraud risks and regulatory exposure



Increase contact rates and customer engagement



Enhance customer experience and differentiate your brand in competitive markets



Decrease risks to the bank and its customers

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Building Your Case Through Scam/ Fraud Impact



SOURCE: DATOS INSIGHTS

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Making the Case to Leadership

CUSTOMER FACING ADVOCATE – CLIENT EXPERIENCE

- Is the investment aligned with projected customer growth and risk exposure?
- How quickly does the service detect and respond to fraud in real-time?
- Can fraud recovery be personalized and streamlined for affected users?
- Can it integrate with current CRM, support tools and internal workflows?
- Can it provide actionable alerts to CX teams for timely intervention?

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Making the Case Leadership

CHIEF INFORMATION SECURITY OFFICER (CISO)

- ☑ What types of fraud threats are detected? (ex: account takeover, social engineering, synthetic identity, insider threats)
- ☑ Does it support high availability and geographic redundancy?
- ☑ Does it use behavioral analytics, machine learning or anomaly detection?
- ☑ Is it compatible with our threat intel feeds, APIs and event logs?
- ☑ Does it support logging and alerting standards (ex: syslog, STIX/TAXII)?
- ☑ Does it meet regulatory standards? (ex: TCPA, SOX, GDPR, CCPA)
- ☑ Are sensitive data elements encrypted in transit and at rest?
- ☑ What access controls and audit trails are in place?

Making the Case to Leadership

FRAUD DETECTION LEADERSHIP

- ✔ Are alerts contextual, detailed and actionable?
- ✔ Can we drill into fraud attempts for forensic analysis?
- ✔ How effective is it against zero-day or evolving fraud tactics?
- ✔ Does it incorporate shared threat intelligence across industries or partners?
- ✔ Can fraud be intercepted before completion of the transaction or damage?
- ✔ Are alerts actionable in real time to stop cascading fraud?
- ✔ Can it auto-escalate to case management or manual review?
- ✔ Are fraud analysts equipped with investigation tools (link analysis, timelines, evidence)?
- ✔ Can internal teams customize risk rules or override them when needed?
- ✔ Can it reduce time-to-resolution and analyst workload?

ROI Use Case Examples



Use Case Example #1:

INVESTMENT

- **50,000 spoofed calls** were blocked per month by call blocking solution

RETURN

- **1 out of 100** spoofed calls someone falls victim to scam/fraud
- Average scam/fraud loss = **$1,000**
- Total monthly losses prevented = **$500,000**
  - 50,000 / 100 = 500 x $1,000

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ROI Use Case Examples



Use Case Example #2:

INVESTMENT

- **200 customers** scam/fraud reports were prevented per month by leveraging a combo of tools/services

RETURN

- Avg agent time/report to resolve = **2 hours**
- **400 hours** in operational costs
- **$25/hour** = Agent Salary Rate
- **$10,000** per month to process scam/fraud reports
  - 200 x 2 = 400 x $25/hour

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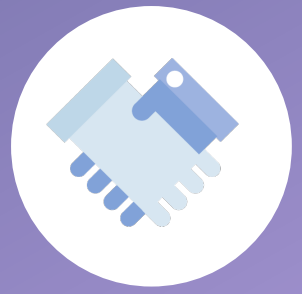
Other Tips to Help Build Your Case



Partner with Frontline Fielding Fraud



Identify Your Internal Champions



Gain Cross-Functional Buy In



Understand Your Options



Leverage Industry Experts

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Interested in learning more about how you can reduce fraud, build trust and strengthen your brand from the inside out?

Email us at:

connect@somos.com

SOMOS® IS YOUR ADVOCATE

We're here to help you frame your requests, so internal conversations lead to action.

