



Cloud communications pioneer relies on Tollring's fraud protection solution for Cisco BroadWorks

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A pioneer in cloud connectivity and communications for many thousands of companies relies on Tollring's innovative fraud and credit management solution. Tollring's solution is seamlessly integrated with the provider's Cisco BroadWorks platform to detect incidents of toll fraud and to protect its customers, its network, and its reputation.



Challenge

Prior to working with Tollring, the provider had a rudimentary fraud management tool on its BroadWorks-based network. This monitored call patterns to high value destinations and was able to run a simple algorithm that raised an alert if too many calls were made in a set amount of time. The main issue was that it didn't understand the financial value of those calls, so it couldn't facilitate the most appropriate action.

The provider's Head of Operations explains, "The old system required manual intervention day and night. If we received an alert, our policy was to give the customer a very small amount of time to confirm if their call traffic was legitimate or not. If we didn't hear from them, we would block their traffic. And if an alert was received out of hours, we would block their lines immediately. It then required a company director to give approval to turn everything back on.

"Another key challenge was that blocking traffic always caused friction with the customer, particularly if an alert was a false positive and not fraudulent. However, even if we stopped a fraud event it could still cause conflict since stopping their traffic could cause disruption to business, even though it was a necessary protection."

"Our priority is to always be vigilant since the costs of fraudulent calls can be enough to sink a small business."

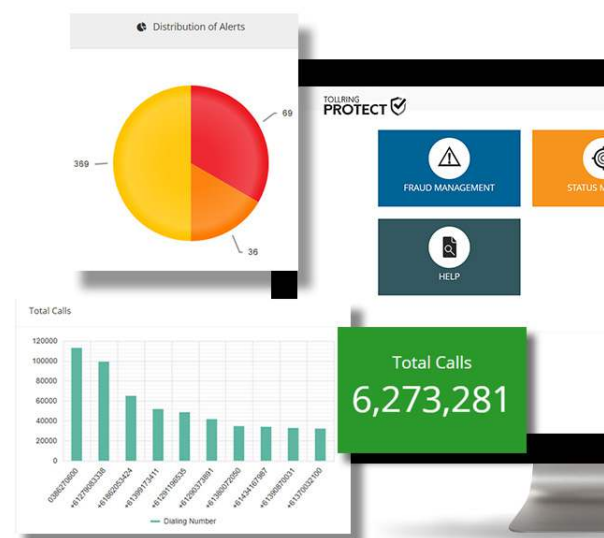
Solution

The provider reviewed the market for a better fraud management system and found that Tollring's Fraud and Credit Management solution scored the highest on both its capabilities and value for money.

The Head of Operations continues, "We started using Tollring at the end of 2022 on our BroadWorks Platform. Some customers have 100 users whilst others have over 10,000, so their call patterns vary considerably."

"Tollring's solution is brilliant since it can be tuned to the traffic profiles of individual customers, and it will trigger a stop based on predefined commercial spend limits, so customers never face an overspend on their bill."

"A particularly powerful feature is that the system learns customers' behaviours with alerts based on actual costs rather than potential costs to destinations such as international mobiles or premium rate service numbers. The system has a risk register, blacklisted destination and fraud rule checks alongside historical trend analyses so problematic destinations are blocked automatically."





Results

He adds, “Having a strong fraud detection service gives our customers a high level of trust and reassurance in our services.

“The automatic blocking is excellent and having a tool based on financial criteria with its forensic review of calls is extremely powerful. Tollring has taken a huge burden off our shoulders since anything related to fraud and money is always stressful across the whole business.

“In the past we had to react to an alert, investigate it and then stop it, which took time. Now we save on resources by catching it early and automatically, mitigating the risk of the actual exposure to toll fraud.

“We work closely with Tollring which enables us to draw on their wealth of experience on both the commercial and technical side, which we find extremely valuable.”

Future

The Provider has created a Direct Routing platform for Microsoft Teams and is now working with Tollring to deliver a fraud and credit management solution for the service.

He continues, “We have built a large community on the BroadWorks deployment over the last 10 years. However, Microsoft Teams is a fast-growing sector and has expanded considerably in just three years. Some of our largest BroadWorks customers have now swapped completely to Teams, with one accountancy firm having 10,000 Teams users. We are keen to ensure that we continue to deliver such a high standard of fraud and credit protection for these customers and look forward to delivering a solution soon.”