

Reducing subscription fraud by \$4.2 million annually at a Tier I Mobile Network Operator in Africa

Introduction

Fraud in the telecommunications industry has serious impacts on operator finances, brand value, and most importantly, subscriber trust and relations.

Objective

telSA group was approached by a client to help reduce the subscription fraud which was amounting to over 10% of total new contract subscribers. They were looking for a solution that will not impact the speed of onboarding, not deter subscribers by increased scrutiny and assure smooth onboarding for legitimate customers.



Solution

telSA Group was able to use CSP's existing tools in order to eliminate the need for additional software and licensing costs. We chose the Microsoft suite of tools, specifically Microsoft Power BI products in combination with customers' own big data environment.

We introduced the concept of "Bill Shock" and "Bill Relief" factors, a metric that indicates the overall success of a bill run by measuring the number of subscribers affected by an unusual increase or decrease in their monthly subscription fees. With a simple glance at the scoring, the billing operations team is able to decide whether to confidently execute the production bill run or halt if there is an indication of billing problems. This process was further enhanced by introducing an add-on roaming bill shock indicator collecting data directly from TAP files daily, allowing billing team to proactively communicate with customers that are likely to experience roaming bill shock.



Percentage of fraudulent subscribers out of total new subscribers:

Results

In the span of four months, we were able to reduce the percentage of fraudulent subscribers slipping through the onboarding verification processes by 50%. Our solution directly led to High level arrest of syndicate leaders and members specializing in subscription fraud in the country. Our work highlighted multiple process flows in the Telco's subscriber's onboarding journey, allowing our customer to quickly

Conclusion

If you are looking to reduce subscription fraud at your company with fast ROI and strengthen your operation to prevent and discourage future subscription fraud, get in touch with our competent team at telSA Group.