

# Phone Takeover Risk

Mitigate account takeover fraud anywhere in the world\*, with a frictionless customer experience

Brands make outbound calls and texts thousands of times a day. And quite often this includes authenticating the user's identity on the other end of the line. Perhaps that involves sending a text message or calling the customer back on the number in their profile to ensure they are who they say they are. Seems straightforward enough, right?

That's exactly what fraudsters want you to think. All it takes is a swapped out SIM card or call forwarding to be enabled without the real customer's knowledge, and you could be exposing your company and your customers to fraud.

**How do you provide a seamless customer experience, yet ensure you're interacting with a real consumer and not a fraudster?**

To combat the constantly changing methods and sophistication of identity thieves and fraudsters, businesses need new and innovative strategies that don't impede on the ease and convenience of smartphone-based authentication via SMS text messaging that many consumers have grown accustomed to using. How do you flag fraudsters faster and ensure a frictionless experience for your genuine customers?

### Instantly Identify Phones at Risk for Fraud



#### Phone Takeover

Reduce password verification fraud via SMS text by understanding recent changes to the status of the phone's SIM card.



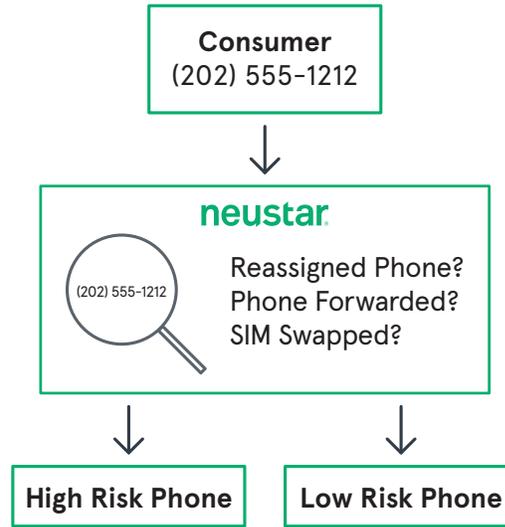
#### Reassignment Notification

Ensure a fraudster hasn't reassigned a victim's phone number to their mobile device for transaction and authentication confirmation.



#### Call Forwarding

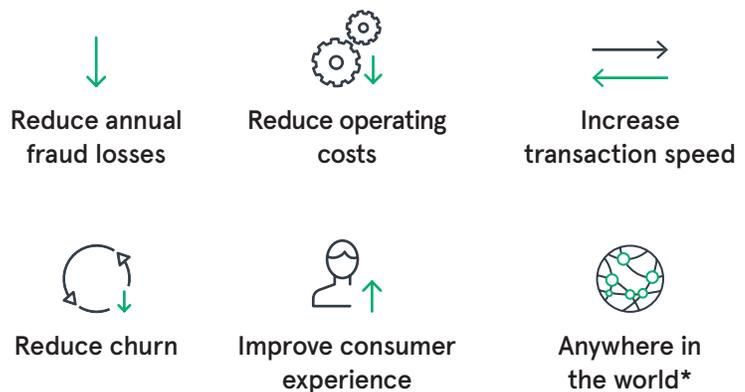
Know when a phone number is being redirected, which could potentially indicate you're at risk of speaking with a fraudster and not the customer.



## More Signals, Better Decisions

Neustar Phone Takeover Risk gives you the confidence to know you're interacting with a real customer. Using continuously corroborated data with authoritative linkages to the phone's owner, Neustar provides the real-time intelligence needed to determine whether a phone number poses a high risk or low risk, helping mitigate fraud while also improving operational efficiencies.

Neustar Phone Takeover Risk applies unique global data sets, which are used to verify consumer phone ownership. By identifying high-risk phone numbers, you'll see a reduction in mobile payment and digital wallet authentication fraud. Our verification insights will allow your organization to have a higher degree of trust when using mobile applications, as well as promote online registrations and verify transactional activities in real-time.



\*Some functional restrictions based on geography. See Neustar representative for details.

# Why Neustar?

With 11 billion daily updates to consumer data, continuously corroborated from over 200 authoritative sources, Neustar provides the most accurate, up-to-date, and complete identity information possible.

Neustar authentication solutions are trusted by:

- All of the top 10 U.S. banks
- All of the top 10 credit card issuers
- 100+ clients, including the largest brands across the globe

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For more information about Neustar Phone Takeover Risk, please call us at **1-855-898-0036 x4** or send an email to **[risk@team.neustar](mailto:risk@team.neustar)**.