

# How MNOs have *multiplied* *their revenue* and drastically *decreased their fraud rate* on DCB.



FRANCE  
17 million mobile subscribers

At first, Bouygues Telecom experienced tremendous growth through its direct carrier billing (DCB) payment flow. However in 2016, concerns about rising fraudulent traffic pushed operators to increase friction and as a result, the French mobile operator lost a valuable source of fast-growing revenue. Bouygues Telecom's collaboration with Evina in 2018 enabled them to dramatically decrease fraud and re-introduce a more consumer-friendly payment flow on carrier billing, thanks to their renewed trust in DCB.

## CHALLENGE

In 2018 a steep increase in customer complaints led Bouygues Telecom to attempt to better protect end users, *at the expense of this fast-growing source of revenue* by implementing two measures:

### MEDIA BUYING RESTRICTIONS

Bouygues Telecom asked merchants that were using the operator's payment method to limit traffic acquisition sources to highly controlled sources (e.g. Google, Facebook.)

### PURCHASING AWARENESS

Believing the problem came from misleading messages and the payment flow set-up, French carriers reinforced the deontology guidelines on payment pages.

In Q3 2018, the results were still unsatisfying, so Bouygues Telecom decided to introduce One-Time Passwords (OTP). Unfortunately, this had very little impact on complaint rates whilst purchase volumes considerably dropped. At this point, Bouygues Telecom considered completely stopping DCB.

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## SOLUTION

As fraudulent traffic was the main suspect, Bouygues Telecoming decided to implement Evina's solution. *The complaint rate rapidly decreased.*

1

Evina DCBprotect was integrated on Bouygues Telecom's system in Q4 2018

2

Evina's Tech and Customer Success Management teams led a 2-month onboarding process

3

An audit mode was installed before switching to a blocking mode

Here is a detailed example of how Bouygues Telecom and Evina partnered with a merchant to block malicious Google ads: [Telcos Further Commit To Safer Digital Monetization World](#)

# RESULTS



-50%

Complaint rate



+400

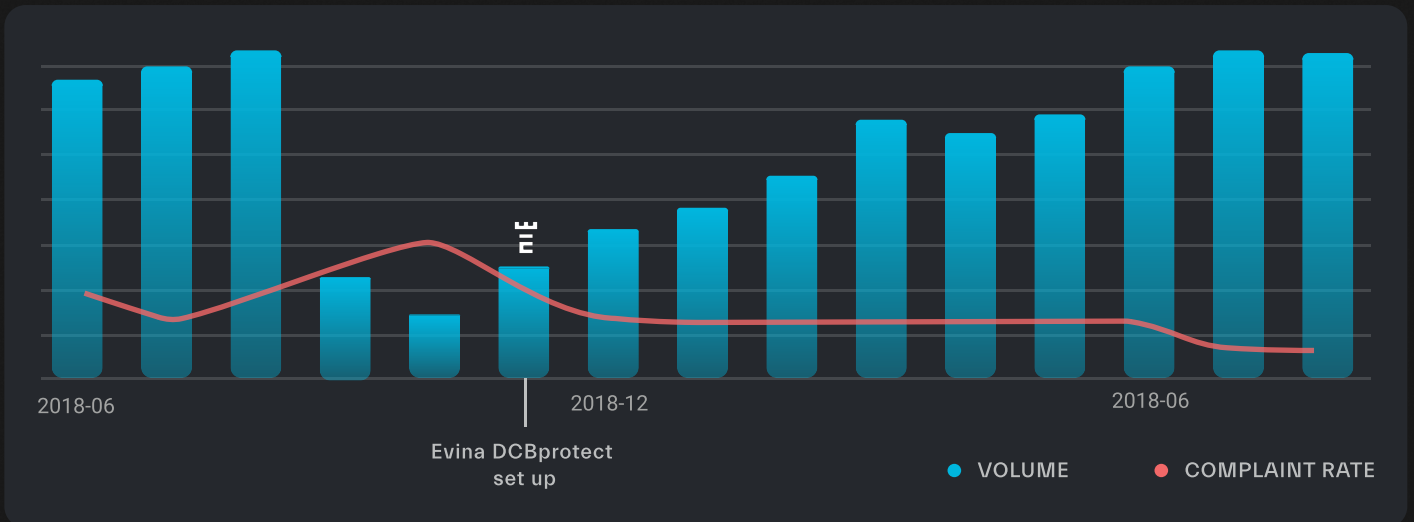
# of transactions compared to when OTP was active.



14% to 1%

Fraud rate

## Bouygues Telecom's revenues and complaint rate through 2018-2019



## TESTIMONIALS



“After several months of project with Evina, Bouygues Telecom had the opportunity to experience the quality of its EVINA DCBprotect product and its customer support.”

BENOÎT TORLOTING  
DEPUTY GENERAL MANAGER — Bouygues Telecom



“Faced with a strong increase in complaints and without being able to explain the cause with certainty, we had set up an OTP route and were considering stopping the invoice payment solution. The use of Evina DCBprotect allowed us to restore the click-flow thanks to a control of fraud and therefore a decrease in the volume of complaints. This collaboration has saved the VAS market at Bouygues Telecom.”

FRANCK SEMANNE,  
Head of Carrier Billing - Bouygues Telecom

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