Scam Signal API

Vodafone implements scam signal API

Case study for banking services using the CAMARA standardised Scam Signal API - **View API Descriptions**

Business Problem

Authorised Push Payment (APP) fraud is a growing issue. Criminals are using advanced tools to deceive customers into sending money by impersonating bank officials, government representatives, or family members, leading to significant financial losses and eroded trust.

Technical Solution

Vodafone Group introduced Scam Signal, an API within the Vodafone Identity Hub offering. It was designed in compliance with CAMARA's guidelines, ensuring industry-wide standardisation. Using real-time network data analysis to detect and mitigate social engineering attempts during live transactions, it provides an additional layer of protection against fraud.

Impact

After a successful pilot with a leading UK bank, Scam Signal improved fraud detection by 30% in just three months, also helping to reduce the detection of false positives. This service helps financial institutions swiftly and silently identify and thwart fraudulent bank transfers, enhancing overall security and improving user experience and trust.

Value

Scam Signal positions Vodafone as a market leader in combating APP fraud. By addressing a critical need and responding to a 20% increase in fraud, Vodafone and its partners, like JT Group and government agencies such as FICO, offer comprehensive defences, ensuring legitimate transactions and peace of mind for both end users and banks.

"The threat of social engineering is becoming increasingly sophisticated. The Scam Signal API is an exceptionally effective tool, utilising real-time network data to help banks detect and prevent fraudulent transactions with a very low rate of false positives."

Johanna Wood
Network API Director