

How FreeClimb Risk Scoring helped a fintech company **mitigate fraud and reduce AHT** by 10+ seconds a call

THE CHALLENGE

A leading fintech client with a yearly volume of over 50M calls sought a highly flexible and forward-looking authentication solution that would require minimal to no development from their internal IT department.

This pre-call solution needed to focus the customer's fraud-fighting efforts by accurately identifying high-risk calls, helping the business reduce losses while streamlining the experience for low-risk callers. The benefits of this effort would include reduced operational costs and elevated customer experience scoring.

THE JOURNEY IN NUMBERS

10

Reduced average handle time (AHT) by **over 10 seconds**

99%

Provided a risk score on **over 99% of calls**

500%

Reduced % of calls scored as high-risk **by 500%**

THE SOLUTION

A multi-layered technology that uses probabilistic and deterministic authentication methods, applying the appropriate technology based on a call's associated history and profile to provide an accurate assessment of risk, even before the phone is answered.

The Solution: **FreeClimb Risk Scoring**

The solution was designed to adapt to evolving threat vectors, including robocalling, spam, spoofing, and Telephony Denial of Service (TDoS), all while reducing the client's dependence on fraud-prone and tedious MFA questions.

At the core of the FreeClimb Risk Scoring Solution is our advanced scoring methodology, made possible by our unique carrier interconnectivity (based on billions of calling records from millions of originating phone numbers). The FreeClimb Risk Score is comprised of an enhanced STIR/SHAKEN validation, real-time and historical call data analysis, as well as evaluation of other available fraud indicators.

Our Risk Score enabled the client to better triage phone traffic, providing lower-risk callers with secure authentication without interrogation, while subjecting high-risk callers to more rigorous treatment, such as additional verification steps, limited access to high-risk transactions (HRT), or fraud team routing. The solution's fully redundant and highly available software architecture was designed to support evolving business needs and enable flexible configurations on a per client (or business unit) basis, all with minimal customer IT involvement. Using this robust architecture, the initial customer solution was delivered on time and within budget.

90%

Risk Scoring reduced authentication effort for over 90% of callers, mitigating fraud losses and improving customer experience

\$25M

In the first year, the FreeClimb Risk Scoring solution generated a combined business benefit exceeding \$25M

-  **Improved Efficiency:** Low-risk callers enjoyed a streamlined verification experience via the IVR. The solution also reduced authentication effort and handle time for agent interactions by over 10 seconds per call on average. This benefited both CSAT and agent satisfaction as most callers could be authenticated without a tedious and frustrating series of knowledge-based questions.
-  **Lower Cost:** Our flexible approach lowered risk scoring costs by over 69% when we iterated the solution based on updated customer requirements. Additionally, we substantially reduced reliance on expensive third-party services like one-time passcodes. Further, our implementation enabled the customer to optimally tailor their risk mitigation strategy based on their priorities—user experience, resource allocation, and risk tolerance—allowing them to manage current cost as well as adaptability to new threats.
-  **Reduced IT Resources:** Because the solution is pre-answer, with the risk score delivered with the call to our customer, integration is greatly simplified compared to in-call or post-call risk solutions. The customer applies low-effort authentication strategies on low-risk calls and more robust authentication on calls scored as high risk.

YOUR IDEAL PARTNER FOR CONTACT CENTER RISK MITIGATION

At FreeClimb, we're more than a vendor—we're a trusted partner committed to your long-term success and security. Our solutions grow with your organization and the industry, seamlessly integrating with your existing technologies, workflows, and partnerships.

The FreeClimb Risk Scoring Solution has been proven in an array of industries and scenarios, scoring billions of calls over the past eight years. We continually enhance our solution using the latest AI and machine learning technologies to improve accuracy and rapidly adapt to emerging threat vectors and customer needs.



Ready to reduce risks in your contact center while improving customer experience? Reach out today at sales@freeclimb.com.