



THE POWER OF SMART INFRASTRUCTURE

INTRODUCTION

In the competitive landscape of financial retail, a prominent chain with 2,000 locations across the United States looked to T2M Works to enable their voice communications, a key element of their business activities. Knowledge workers at headquarters chose Microsoft Teams for its advanced collaboration capabilities, with T2M Works Direct Routing enabling enterprise voice. Due to its resiliency, cost-effectiveness, advanced features and extensibility, T2M Works Cloud VoIP was chosen for the stores.

Despite the efficiency of their communication systems, the company faced significant challenges with fraudulent activities, particularly attempts to access unauthorized secure financial systems and corporate credit cards, with several incidents succeeding.

C H A L L E N G E S

The retail stores are fast paced, conducting a large volume of transactions each month (both in person and on the phone.) They have received increasing amounts of fraudulent calls exposing them to asset loss. The challenge was how to eliminate fraudulent calls, while not negatively impacting customer interactions. The traditional approach to identifying fraud was cumbersome, labor intensive, and slow. The approach posed a risk of financial loss and system security.



SOLUTION IMPLEMENTATION

NLP Bot Integration: Leveraging the Microsoft BOT Framework and Azure AI, T2M Works introduced an NLP bot (Carl the Collaborator) capable of performing recursive searches through chats within Microsoft Teams.

Call Recording and Transcription: The solution was extended to include recording and transcription of calls, enabling NLP searches within transcriptions for sensitive information like "Password" and "Credit Card."

Automated Alerts: The system was further enhanced to automatically send Teams Adaptive cards to notify key personnel about suspicious calls based on specific characteristics, such as caller ID, duration or keywords.

AI-enabled Call Defense: The AI-enabled Call Defense solution from T2M Works stops Caller ID spoofing by auto-authenticating calls in real-time, dramatically reducing the number of malicious calls.

TECHNOLOGY

STACK

Enhancing the enterprise communications environment with T2M Works Smart SIP was critical in providing a line of defense against bad actors. The array of advanced tools within the communications environment increased the effectiveness of the loss prevention team. Eric, of the loss prevention team said, "Today's hackers have ready access to sophisticated technology to conduct fraudulent attacks. We needed a multi-threaded approach to stop the bad guys, while not impacting our customer interactions. Now, I have real-time tools and I'm notified automatically with a simple chat in Teams."

The advanced services inherent in T2M Works Smart SIP created a robust framework that transformed the company's approach to combating fraud. The seamless interoperability between these platforms facilitated real-time data access and efficient fraud detection mechanisms.

Outcomes

The implementation of these solutions led to a 90% reduction in fraud incidents. The efficiency and effectiveness of the new system were echoed in the testimonials from the company's leadership. Leslie-SVP of Corporate Asset Protection said, "As the team responsible for the security of corporate assets, it is critical that we employ increasingly sophisticated tools to fight fraud. T2M Works provides me with a state-of-the-art toolset."



FUTURE CONSIDERATIONS

Encouraged by the success of the advanced tools deployed, the company is exploring Services. The real-time analysis of calls, promises to further reduce the time to react to bad actors. In addition, the team is piloting the enablement of store associates to perform NLP queries directly from Teams against Salesforce. Because the team at the financial services company knows that it's not just about defense, it's also about employing T2M Works Smart SIP to provide better customer service.



CONCLUSION

The strategic deployment of T2M Works Smart SIP Advanced Services revolutionized the financial retail chain's approach to fraud prevention and operational efficiency. By transforming their data analysis and fraud detection processes, the company not only safeguarded its financial assets and systems, but also reinforced its commitment to customer trust and regulatory compliance. The future looks promising with plans to further harness the power of AI to enhance customer service and security measures.

This case study exemplifies the transformative potential of AI-powered T2M Works Services, setting a benchmark for innovation and security in the financial retail sector.