

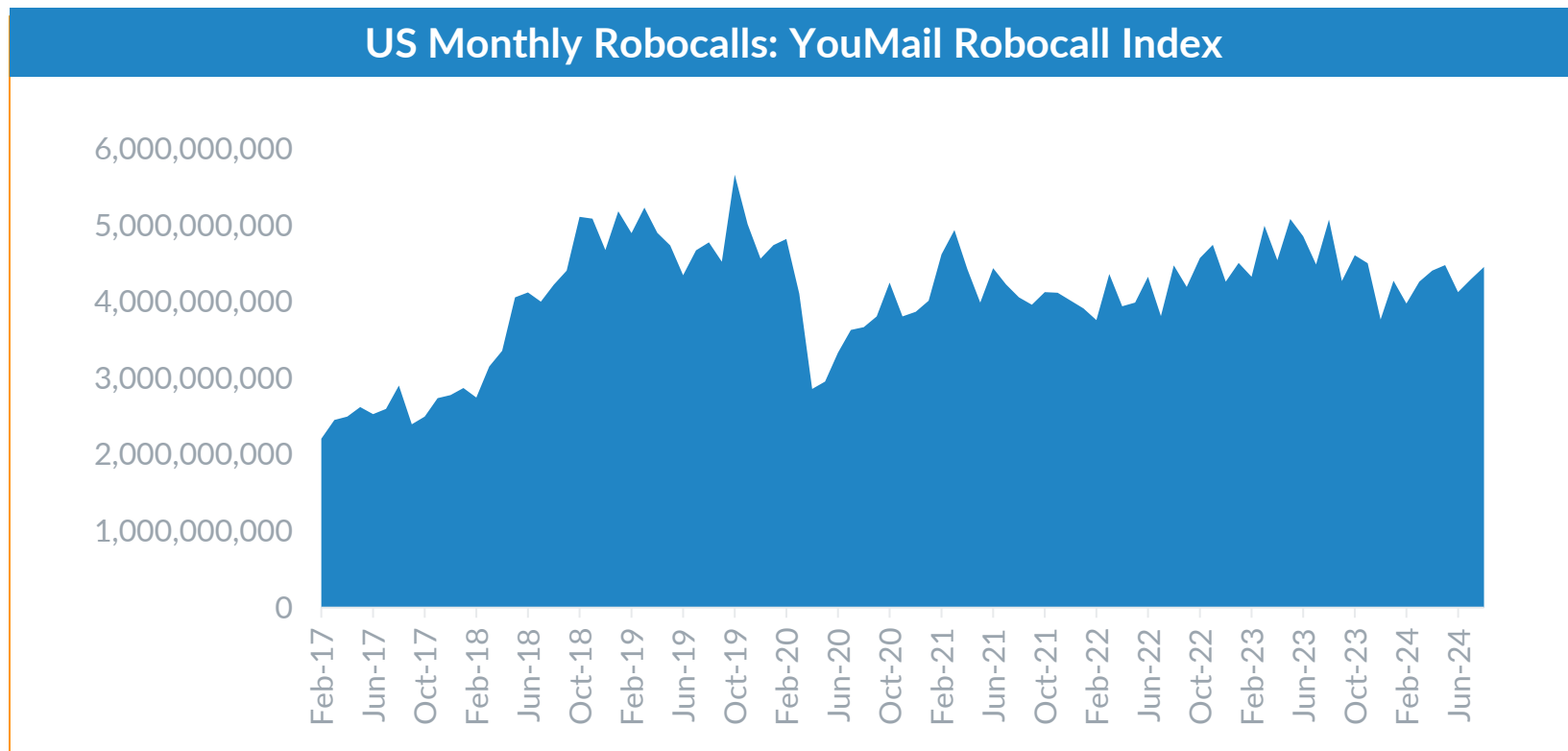
Case Studies in Effectively Minimizing Illegal Phone Traffic



Alex Quilici, YouMail

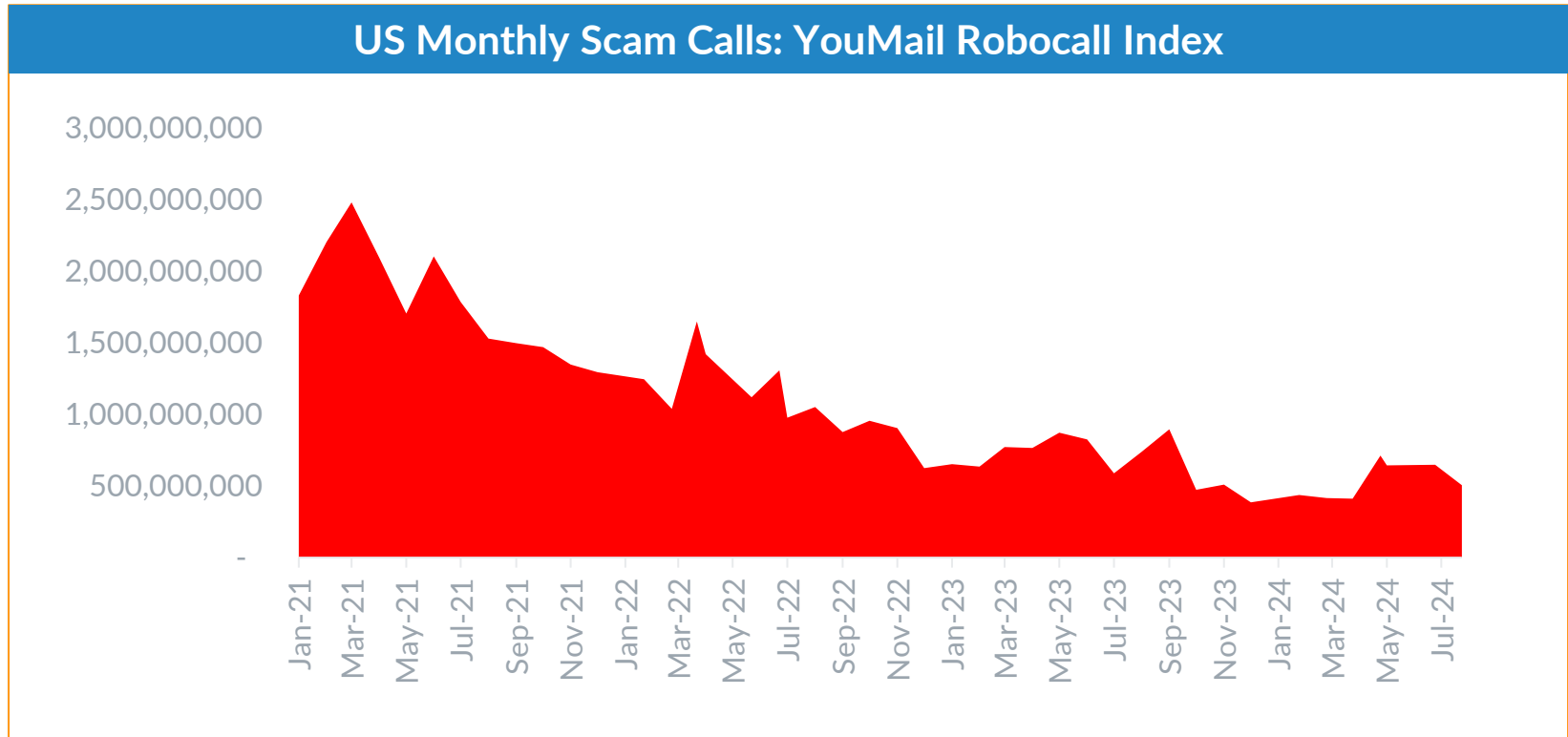
September 2024

The Landscape: Robocalls Down (Somewhat)



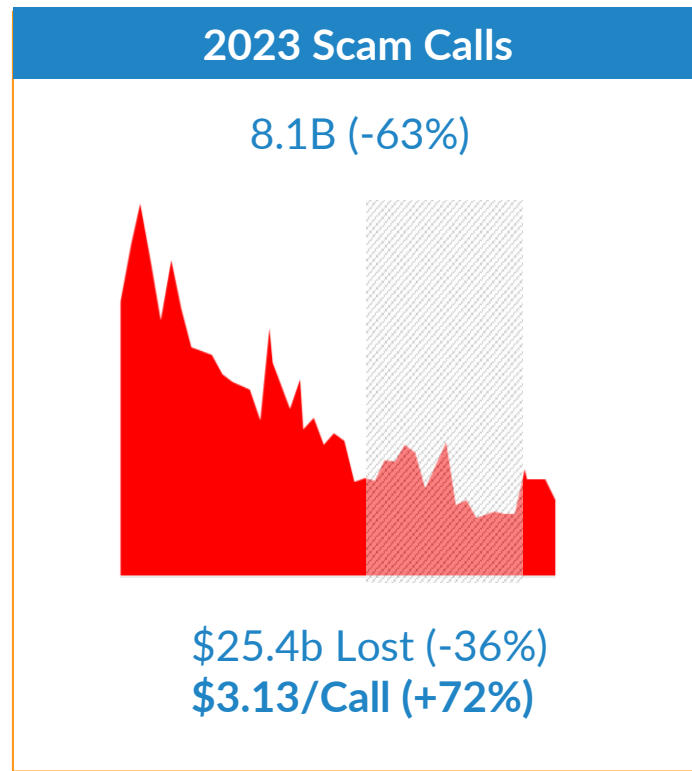
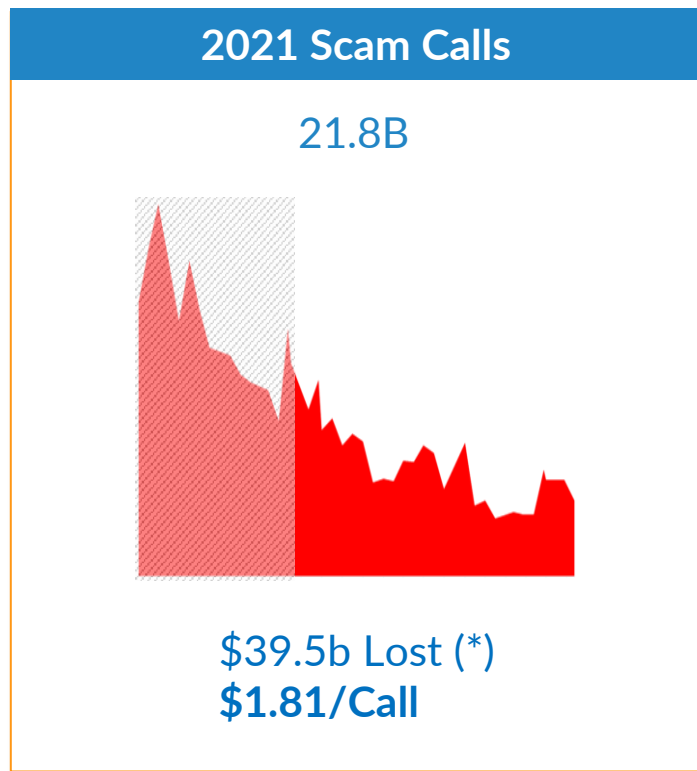
Headline: 25%+ below 2019 peak, 10% lower year/year

The Landscape: “Obvious Scams” Declined



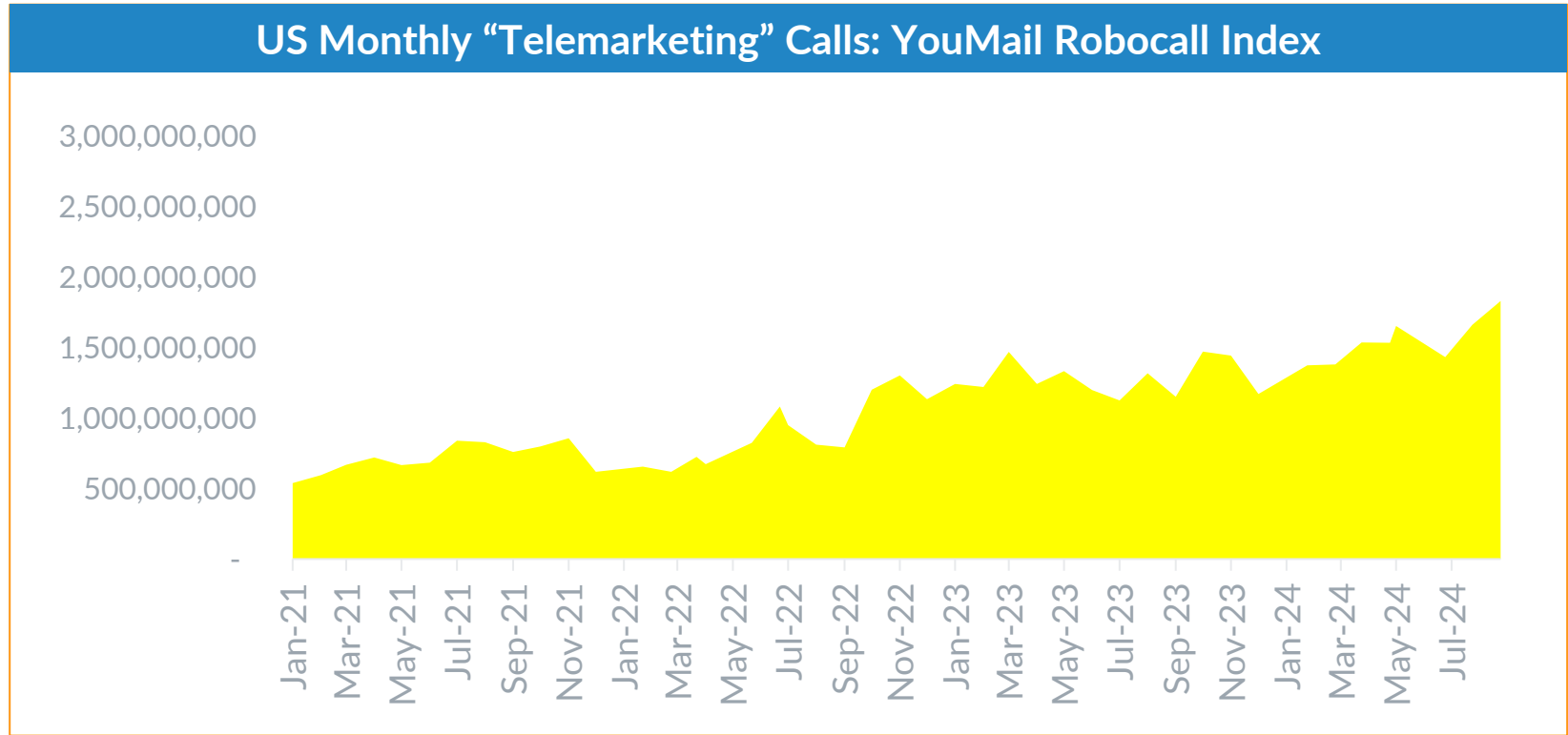
S/S + Enforcement + Smarter Bad Guys + Move to SMS

The Landscape: Scam Calls More Effective



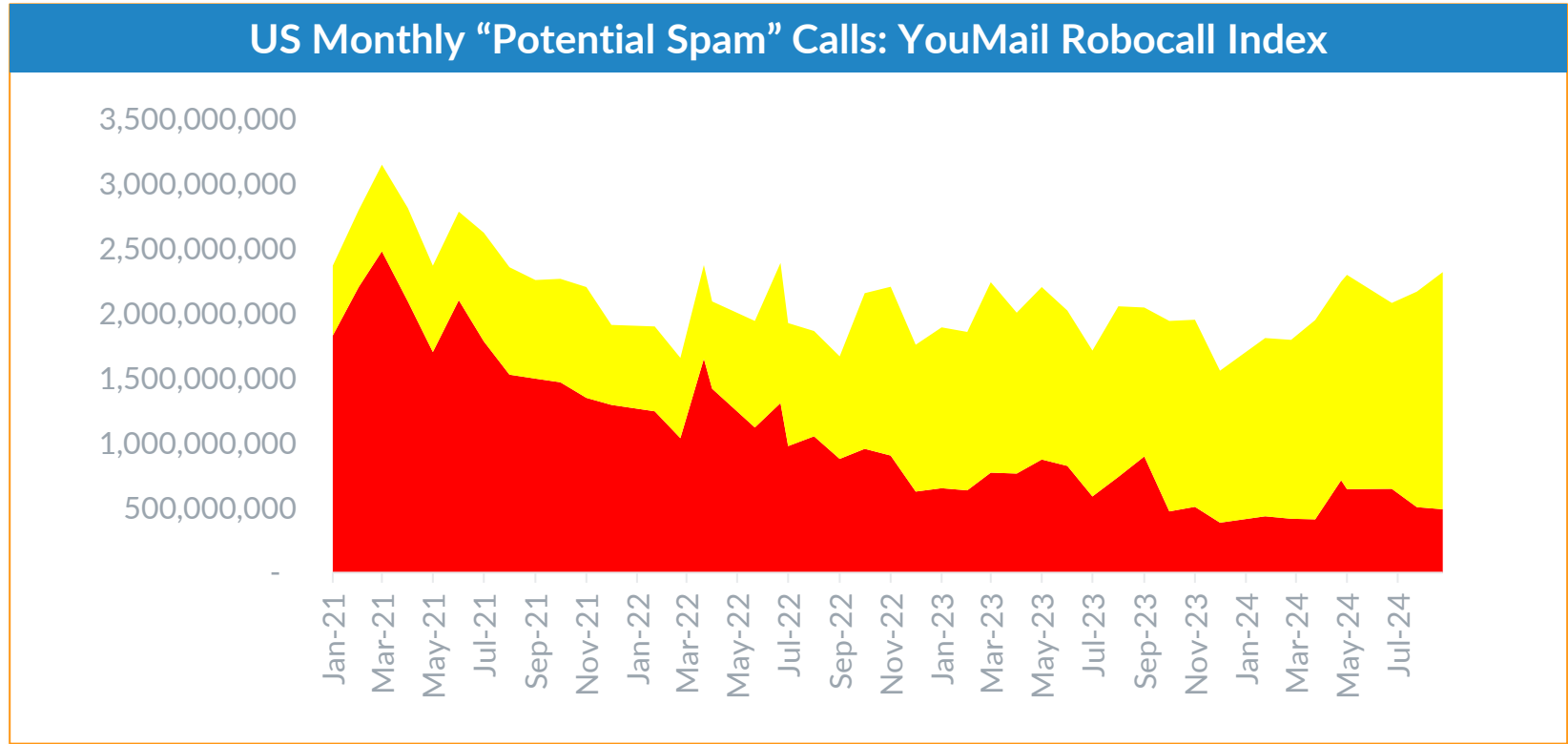
(*) Loss estimates from TrueCaller annual survey.

The Landscape: “Telemarketing” Increased



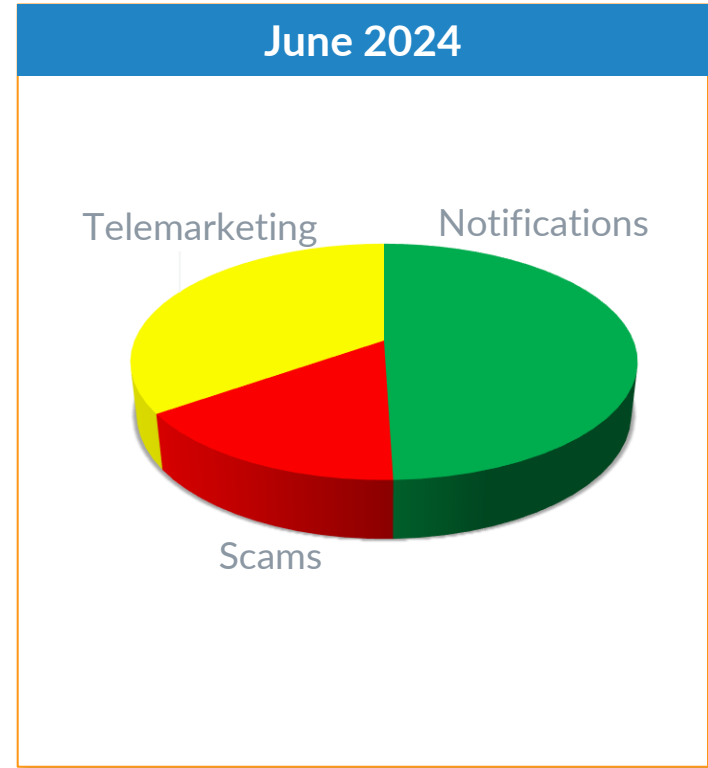
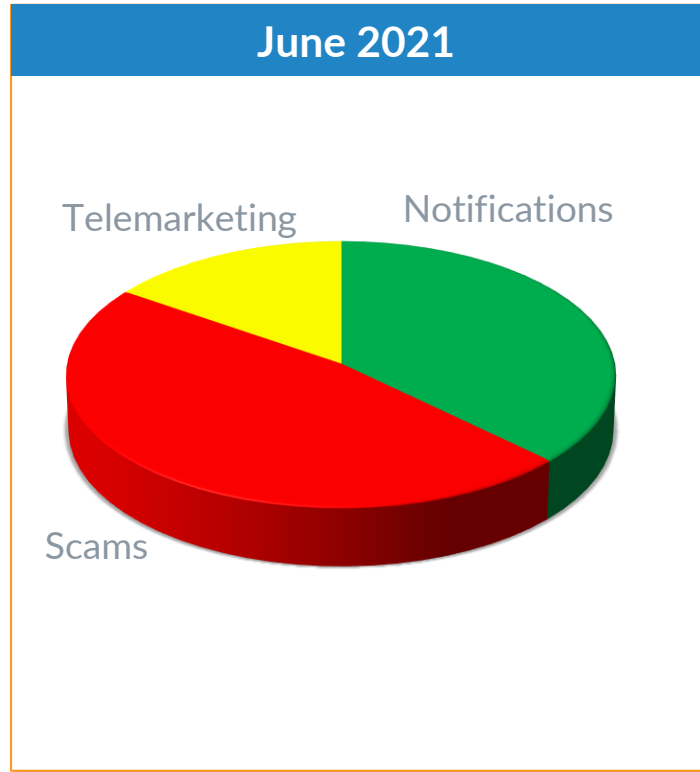
Scams In Disguise + More Call Attempts + Not Focus of Enforcement

The Landscape: Scam + Spam Still High



Maybe 15% overall reduction in volume in the past 3+ years?

The Landscape: Mix Changed/Unwanted Remains



Problematic calls previously dominated by obvious scams, now telemarketing rules.

The Result: Regulators Still Unhappy

Some Recent Actions

FCC Puts Another Carrier On Notice with Cease and Desist Letter

“We authorize a base forfeiture of \$11,000 for any voice service provider that fails to comply with the requirement to take affirmative, effective measures to prevent new and renewing customers from using its network to originate illegal call customers and exercising due diligence in ensuring that its services are not used to originate illegal traffic.”

FCC LOOKS TO FURTHER STRENGTHEN ITS ROBOCALL MITIGATION DATABASE

Database Protects Consumers by Requiring Providers to Publicly Demonstrate Compliance with the Commission’s Robocall Mitigation and Caller ID Authentication Rules or Have Their Traffic Blocked

INSIGHT

The FCC adopted a new order that includes a directive to close the lead generator loophole by prohibiting use of a single consumer consent to inundate consumers with unwanted texts and calls.

pillsbury

Bigger and bigger penalties for carrying or originating illegal traffic.

Partner RMPs: Start With KYC

KYC Isn't Easy



Onboarding complexity



Time consuming



False positives/negatives

“The better we try to know our customers, the fewer customers we have.”

KYC Has Consequences



Increased costs



Reduced revenue



Bad Traffic Remains

“We cut off anyone questionable. It cost us 30% of our revenue and we still get tracebacks.”

Helps partially solve the problem at high cost.

Partner RMPs: Add Home-Grown KYT

Home-Grown KYT



Address complaints



Sanity checks



React to signals



Run honeypots

KYT Has Challenges



Real work



Time-consuming



False positives/negatives



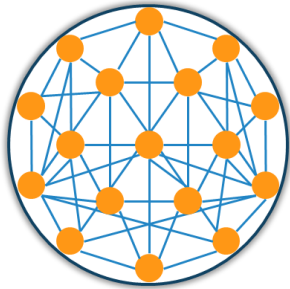
Bad traffic remains

Problem still not solved. Now what?

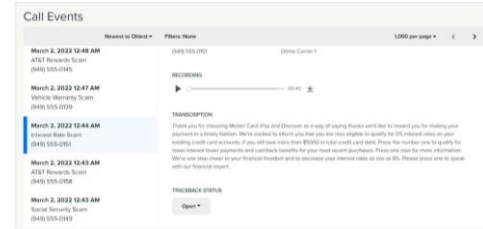
Partner RMPs: Expanding Their KYT

Case Studies using Third-Party Monitoring

YouMail
Users + Honeypots



Illegal Call Events
Dashboard, API, E-mail



Carrier Identification
OCN or TNs or CDRs



Other solutions are out there, we just use YouMail as an example.

Case Study #1: Wholesale Transport

Low-Effort Implementation

Daily carrier CDR dump
(~300m/month)

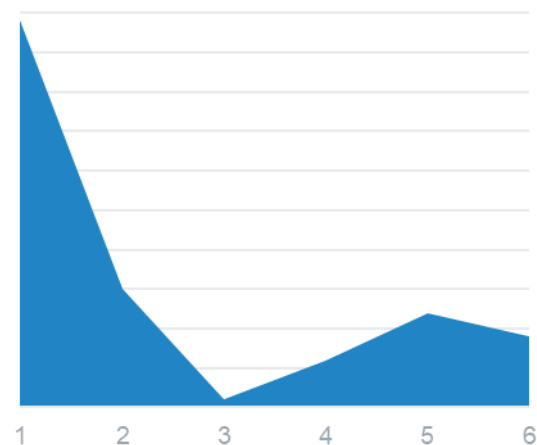
Receives CDR subset that
are illegal calls

Carrier "Team" ids originators
for investigation/shut down



Results

90% reduction in illegal call traffic
in first 3 months



Reduction in traffic ongoing, despite meaningful KYC program on front end.

Case Study #2: Large Scale CPaaS (Part 1)

Implementation

Carrier uploads millions of TNs to monitor

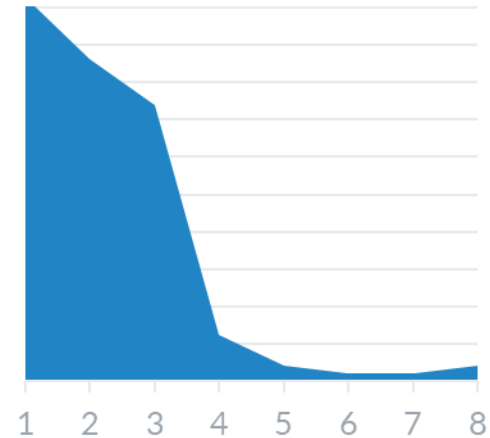
Uses API to integrate event Streams into existing systems

Team investigates/shuts off sources of illegal campaigns



Results

99%+ reduction in Illegal traffic in roughly 120 days



This represents a reduction in millions of illegal robocalls

Case Study #2: Large Scale CPaaS (Part II)

Implementation

Same millions of TNs/API

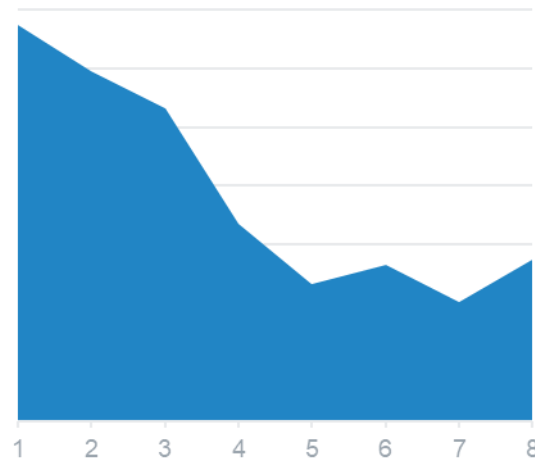
Expanded to focus on large-scale “Unlawful Calls”

Team investigates problematic campaigns and helps telemarketers comply/remediate



Results

70% reduction in unlawful traffic over 1st 5 Months



This represents making compliant robocall campaigns with millions of calls.

Case Study #3: Small CPaaS (Part I)

Implementation

Uploads/maintains <100k numbers/month

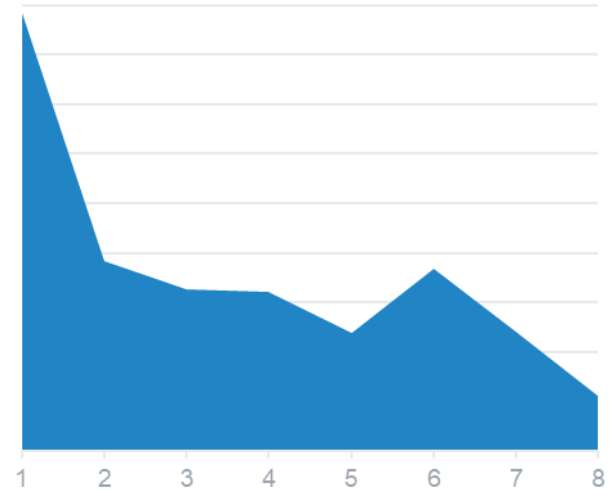
Uses dashboard to see illegal call events

“Team” investigates and turns off bad customers



Results

95% reduction in illegal traffic over 8 Months



Case Study #3: Small CPaaS (Part II)

Implementation

Same set of numbers

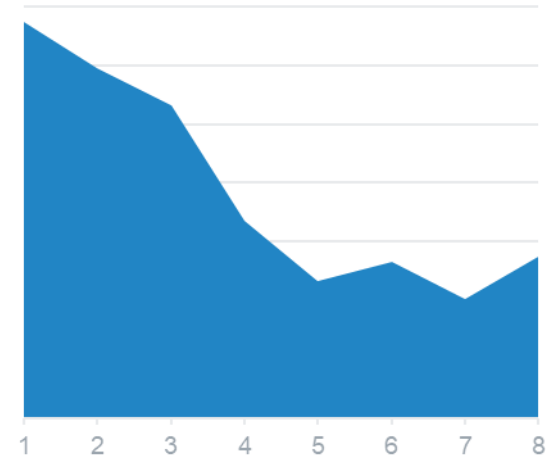
Uses dashboard to observe
unlawful call events

“Team” works to bring those
customers/campaigns into
compliance



Results

85% reduction in unlawful traffic
over 8 Months



Take Aways



Robocall problem not going away fast enough.



Pressure increasing to stop robocalls at the source.



KYC alone forces compliance/revenue tradeoff.



KYT can rapidly decrease illegal/increase compliant traffic



Real commitment and team/process integration drive results.

Thank You!

