Verizon KYC Best Practices

How we got where we are

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Introduction to KYC: brief overview

- **Start (I have been doing this even before we started doing this)**

- **Provide Context and Background**

- **Discuss Need for KYC**

- **Describe Involvement**

- **Outline Contributions**

- **Share Lessons**

- **Memorable Conclusion**

Know Your Customer By The Numbers

26
Failed to sign traceback amendments

15
Recently Reduced CCLs (Concurrent Call Limits= 1 2020+)

8
Monitoring

27
Improved

Know Your Customer: Things We Look for

- **Robo Score (Measure of Automatedness in Traffic)**

  - Total Volume of Calls

  - Average Call Duration

  - Percentage of Unanswered Calls

  - Percentage of Cancelled Calls

  - Percent of 404s

  - Neighborliness

- **KYC Score (Measures Percentage of Suspicious Calls)**

  - Cancelled Call Percent

  - 404 Percent

  - Robo Score (Measure of Automatedness)

  - Spamness Score (watch listed calling party call percentage)

  - SCAM Honeypot Percent

  - All Honeypot Percent

  - 8YY Percent Honeypots