

Identification of Illegal Information

Organization Name: Allstate India Private Limited

Overview:

We receive promotional calls/SMS without being subscribed to and many of these calls turn out to be scam. Requirement of a process or a system, which will identify if a caller promoting a product or a service is a genuine/certified. Fraudster uses various methods to get the personal and confidential data out from victim via: creating sense of urgency, social engineering, asking for subscription of services etc.

Current Challenges (illustrate with an example):

1. Identification of illegal data/information seller.
2. Lack of standardized formats or medium of providing basic customer information which will be enough for buying a product/service.
3. Lack of a central repository/organization of certified sellers for a product (for example Insurance scheme) which will help identify genuine sales call

Business Requirements:

1. Creation of a central repository of seller information that is accessible by Telecom companies to authenticate and pass genuine calls to a prospective customer.
2. Use customer marketing consent data to redirect calls to interested customers and maintain privacy laws
3. Introduce and enhance Artificial Intelligence to identify prospective customers to reduce number of failed marketing and sales calls
4. Standardize/Reserve set of MSISDNS and/or formats for promotional/sales calls usage, which will make identification of caller easier.
5. Identification of Data/Information Leakage points to implement data protection and privacy
6. Reduction in the number of fraudulent cases
7. Disrupt the illegal information sharing network to gain customer confidence
8. Provide the caller identification feature bundled in Mobile data/call plans
9. Provision for Data protection insurance bundled with Mobile data/call plans