

Case study: Orange

Combating online application fraud for a global telecommunications provider



Client

Orange (www.orange.co.uk) is a key brand of the France Telecom Group, providing mobile, broadband, fixed, business and entertainment services across Europe. It is one of the world's leading telecommunications operators with more than 150 million customers on five continents.



“The online channel is very different to our other channels - there is no human interaction between vendor and customer and it works 24/7, so our fraud prevention measures had to change to make sure the business was still protected. The use of Experian Decision Analytics products has helped reduce the online fraud by 88%, saving millions of pounds.”

Challenge

In the mobile telecommunications market, direct sales offer a quicker return on investment, especially through a low cost channel like the Internet. In 2006, Orange launched an online registration service to grow direct sales in the UK market. Almost as soon as the online service was launched, it was attacked by fraudsters. In the real-time, online process, Orange had the challenge of automating fraud prevention without compromising fraud protection.

Solution

Orange uses a range of fraud prevention measures from Experian Decision Analytics throughout their registration process. These flexible tools were developed and enhanced to tackle the new challenges presented by online sales. Changes can be made to the system rapidly, allowing Orange to react quickly to the dynamic fraud threat.

Results

- Reduced fraud losses by 88% for online applications
- Staying ahead of the fraudsters
- Exploiting the power of data
- Accurate fraud detection
- Enhanced customer service
- Reduced underwriting resources

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