[24]7.ai

Trust in Security:
[24]7.ai's Integrated Approach to Zero Trust and Zero Fraud

Did you know?

In 2023, **43% of global organizations experienced data breaches!** With attacks becoming more sophisticated and decentralized, traditional perimeter-based security is crumbling. **Businesses need a proactive approach that focuses on trust, not defenses.** At [24]7.ai, we understand the importance of robust security measures. That's where our **Zero Trust and Zero Fraud** strategies come in.

Zero Trust

No one gets a free pass.
We constantly verify users and devices, inside and out, to keep threats at bay.

How do we do it?

By combining technology, policies, and cultural changes, we are fostering Zero Trust at [24]7.ai

Persistent Authentication Granular Access Controls - This includes regular reauthentication, continuous monitoring, and multi-factor authentication.

Granular Access Controls - Include least-privilege access, dynamic adjustment of access rights, and network segregation, ensuring users only have the minimum access required for their tasks.

Comprehensive Monitoring and Analytics - We leverage behavioral analytics, threat intelligence, and real-time threat detection for comprehensive protection.

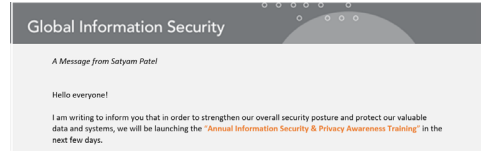**Explicit Access Policies -** We enforce clearly defined access policies.

End-to-End Encryption - We implement data encryption in transit and at rest for comprehensive protection.

Regular Audits and Compliance Checks - We conduct regular audits of security measures and ensure compliance with relevant regulations.

Zero Fraud

We don't just react to fraud; we prevent it.
Advanced technology and vigilant teams spot suspicious activity before it can cause damage.

How do we do it?

With an integrated framework that encompasses creating awareness, robust systems, processes, and continuous monitoring, we are fostering a strong Zero Fraud Frontline Organization at [24]7.ai

Awareness Programs - We foster a culture of vigilance against fraud through continuous education, dissemination of industry best practices (playbooks, regular updates), and staying informed about the latest fraud trends.

Leveraging State-of-the-Art System and Tools - We utilize advanced technology solutions, including AI, machine learning, and predictive analytics, to prevent fraud.

Process - We enforce strict policies and protocols for transactions, data, and operations, along with a standardized fraud response process that includes clear action steps and post-incident analysis.

Fraud Prevention Process

Susceptibility Assessments
Assess Sections where the Environment is more prone to abuse, and thereby identify sections worthy of specific fraud preventive initiatives for prioritization purposes

Audits
Internal audits and Fraud analytics significantly improved detection of suspicious transactions

Employee Training
Periodic Fraud training for managers, executives and employees helped reduce risk of security breaches

Documented Management Policy
Clear protocols levied for manual and systemic handling of sensitive and confidential information of customer, client and organization details, along with actions in case of violations

Hotline
Hotline set up to help employees share information about suspicious activity at work place

Data Monitoring
Proactive data monitoring and analysis significantly reduced impact due to fraud for [24]7.ai and clients transactions

Behavior Analytics
Employee & customer level behavioral assessments conducted to gauge anomaly trends and derive target audience

Governance - We implement continuous monitoring with behavioral analytics and threat intelligence. This, coupled with regular audits, compliance checks, and post-incident improvement loops, strengthens our fraud prevention efforts.

[24]7.ai
Contribute towards maintaining a Zero Fraud environment, minimizing risks, & monitoring practices that could impede a positive customer experience.

Enterprise Level Annual Compliance Report

Risk Analysis & Categorization

FMEA
Processes & Application Rist Assessment

Gap Assessment & Treatment Plan

Design
System level control change

Behavior
NNB Information Security awareness

Process
Workflow Enhancement

Detection Planning & Control Implementation

Assessments & Testing
Access Restrictions, Data Mining etc.

Continuous Monitoring & Communication

Sampling Methodology & Reporting
Standardized & Random, ACR etc.

Real-World Impact:

Our innovative approach to security is not just theoretical—it is proven in the real world.

$18,900

Estimated savings

For a **leading bank's credit card unit**, [24]7.ai's vigilant verification process foiled a sophisticated fraud attempt. By analyzing customer interaction history and detecting anomalies in real-time, potential fraud was swiftly identified.

This proactive intervention saved an estimated $18,900, reinforcing our commitment to safeguarding customer assets in the banking sector.

$20,160

Prevented estimated losses

For a **global travel services company**, [24]7.ai's diligent risk assessment protocols uncovered and stopped a coupon abuse scheme. Red flags were raised by repeated small refund claims across multiple accounts. Through coordinated efforts, including collaboration with the client's FBI team, the scheme was halted.

This prevented estimated losses of $20,160, showcasing [24]7.ai's expertise in maintaining service integrity in the travel sector.

At [24]7.ai, we go beyond meeting security standards; we set them. By integrating Zero Trust and Zero Fraud, we relentlessly refine authentication, access control, monitoring, and fraud management. This commitment to continuous learning and innovation positions us as leaders, safeguarding your digital journey in the face of ever-evolving threats.

Trust [24]7.ai to deliver a secure and resilient future

Contact us

To know more visit: www.247.ai

Reach out to us at: info@247.ai

About [24]7.ai

[24]7.ai is a global leader of Customer Experience (CX) solutions and services and a trusted partner to the world's leading brands for over two decades. Always at the forefront of CX innovation, [24]7.ai transforms Customer and Employee experiences through its world-class AI-powered Contact Center products. Leveraging deep operational expertise and advanced AI capabilities, [24]7.ai bridges the CX gap, enabling businesses to deliver consistent, proactive, and hyper-personalized experiences to every customer, every time.