TruScore

Gauge trustworthiness of a given phone number

Enable companies to profile campaigns quickly based on phone line score, event traceability and other predictive models. It helps raise campaign assertiveness.

Highlights

Risk Score Analysis
With AI and ML, enterprises can analyze their customers' historical behavior and create user profiles from their digital usage patterns.

Measures Risk
Concise risk measurement based on various telecom and non-telecom data sources.

Power Your Communication
A better understanding of each interaction's risk and assertiveness increases the level of conversions.

Impact

Agile Risk Modelling
The risk assessment model can be enhanced as per the business requirement and the evolving market
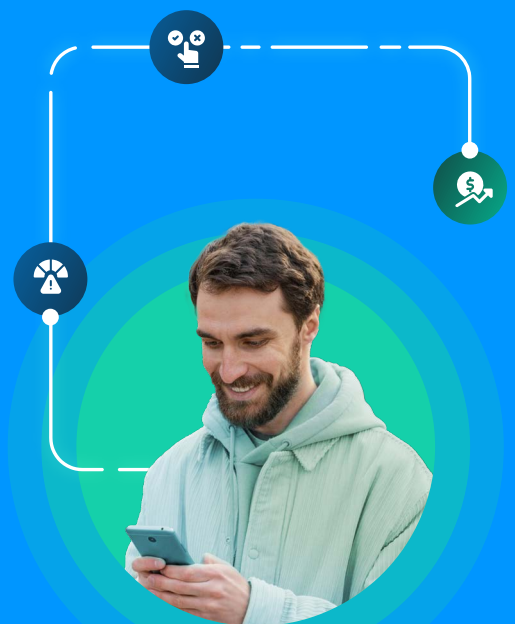
Faster Decision Making
Businesses can make faster decisions based on the analysis received and the risk associated with it.

Business growth
Enterprises can allow, flag or block an event or enrich and complement their internal fraud management systems with niche risk indicators around mobile numbers.

Use cases

Fake onboarding

The reputation associated with a mobile number helps assess every new user's risk. Verifying new users based on their mobile number reduces the risk of onboarding fake accounts/bad actors on your platform.

Curb SMS Fraud

Malicious activities over SMS can result in revenue-related fraud. These activities can be prevented by analyzing the patterns in real time.

Synthetic ID Fraud

Imposters using a stolen identity to perform fraud can negatively impact a brand's reputation and cause revenue loss. Mobile-centric data can help assess risk during frauds such as Sim-Swap, account takeover, and Synthetic Identity.

TruSense™

A Route Mobile Company

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