



Besedo

November 4, 2011

A Best Practice in Fraud Fighting

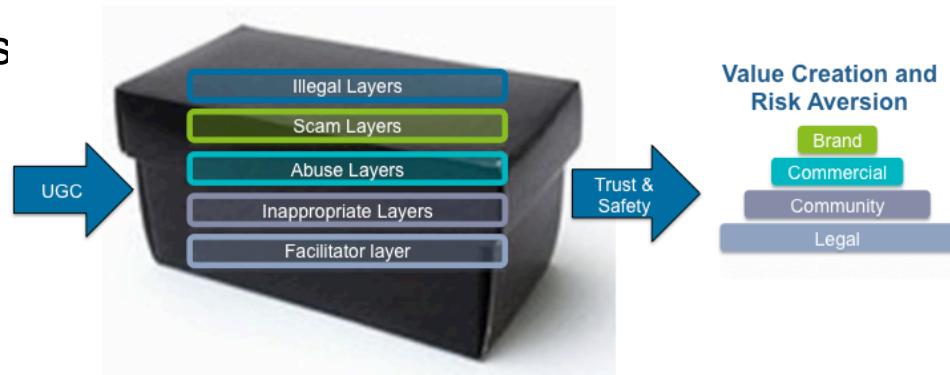
Jesper Lillieskold
Executive Director

besedo
solutions for online confidence

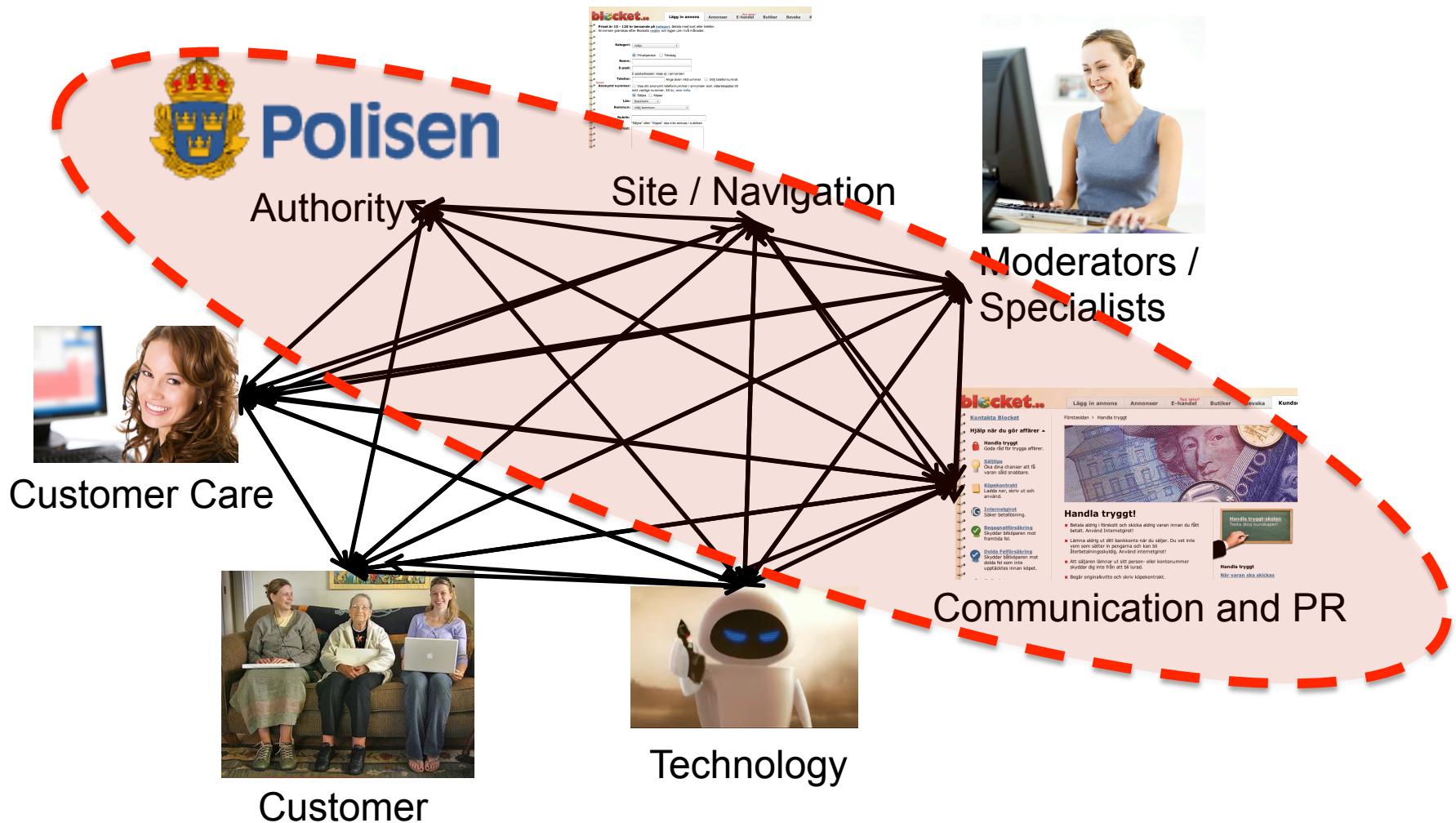
Quick Facts

- Founded 2002
- 300 employees and 15 languages
- Clients in 15 countries
- Triple A credit rating
- Expertise in User Generated Content
 - In 2010 handled more than 62 million articles, 400,000 customer tickets, and **detected more than 300,000 frauds**

The Besedo Model™



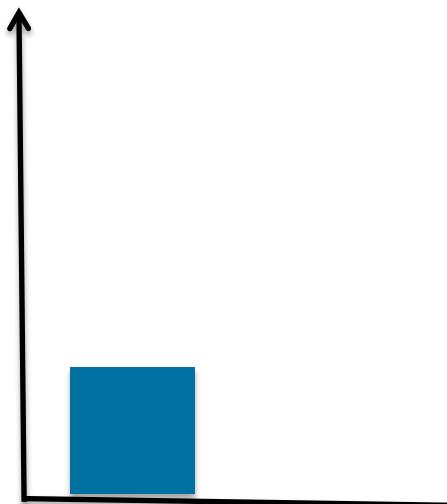
Fraud fighting: Many coherent parts



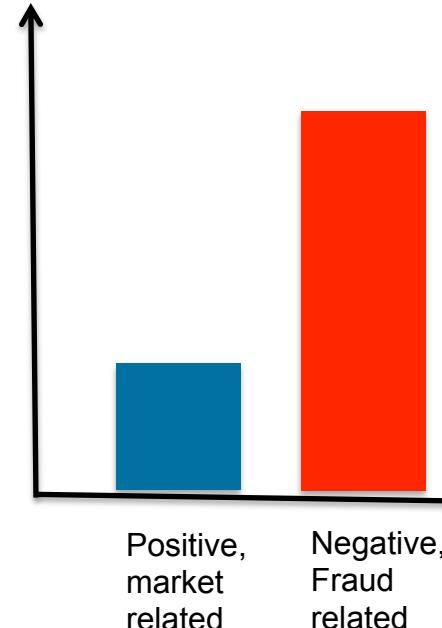
Increase efficiency and change perception



Efficiency in solving fraud cases



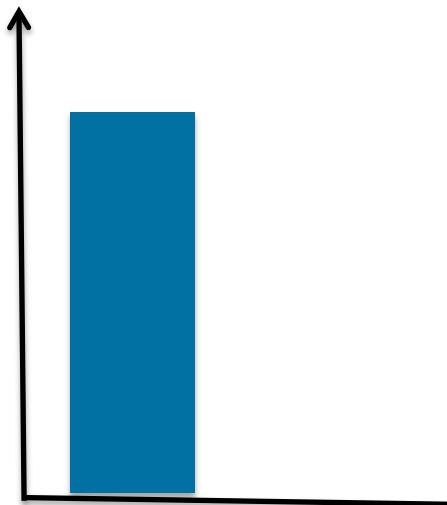
Type of PR



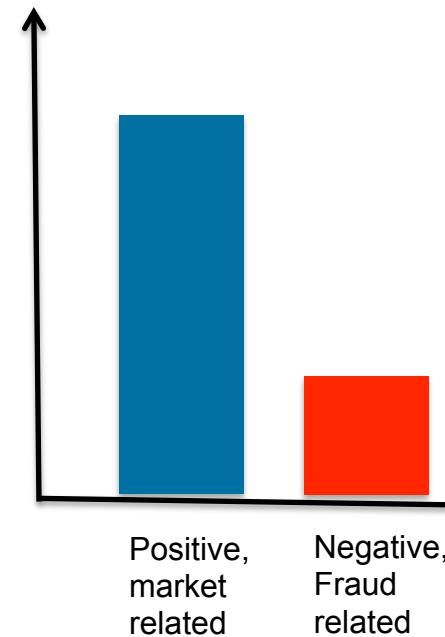
3 years later



Efficiency in solving fraud cases



Type of PR



How?

- Many factors but one critical...

- Cooperation with police force



- 5 different actions...

Action 1 – Seminars & Training



- **Conducted trainings with all police districts in Sweden**
- How online fraud works and how they can monitor and survey
- How little it is in relation to the total number of ads
- How to understand our data

Action 2 – Educational Material



- **Made the data concerning a fraud easy to understand**
- No complicated words
- Present the entire fraud ring not just the case at hand
- Special hotline for police



Action 3 – Proactive information sharing

- **Provide information even if they are not asking for it**
- Every reported case sent to police before they even ask
- Clear information how to follow up
- Sent in their preferred way of communicating (often fax)

Action 4 – Assist the customer all the way

- **Follow customer all the way to the police takes over**
- Invite customer to file a police report
- Ask about police report number and do additional report
- Inform police if filed report has connection to other fraud



Action 5 – Hire former police officer



- **25 years experience including hands on in online frauds**
- Knows the police organization, what makes them tick
- Can pull strings to create actions
- Excellent coach – have seen it all and then some

Thank you!

Jesper Lillieskold
jesper.lillieskold@besedo.com
+46 (0)706 30 40 04