SCAMs identification

Challenge

Digital payment fraud for a large financial services firm was surging as scammers exploit system weaknesses and adapt tactics with emerging technology. These sophisticated bad actors are hard to detect because they camouflage themselves as legitimate businesses. Common tactics include operating as payment fronts for illicit sites, Subscription Traps and Non-Delivery of Goods. Detecting them is challenging

Objectives

Build a scalable SCAMs identification solution using in-house transactional data, enhanced with curated external data via an Agentic-AI process to cleanly segregate fraudsters from genuine merchants. The system will categorize identified SCAMs.

Approach

➤ Perform transactional analysis to identify anomalous merchant behavior
➤ Use agentic AI for external data curation to enrich merchant profiles
➤ Built clustering models to segment merchants

Solution

➤ Performed a core transactional analysis to flag merchants with anomalous behavior with respect to high decline rates, high dispute %, high CNP%, low repeat customers
➤ Utilized Agentic-AI to understand flagged merchants with respect to web traffic, customer reviews, Geographic presence, Internet presence etc.
➤ Built ML models for segmentation of merchants by SCAMS
➤ Validated and finalized the identified scam merchants post multi-LLM validation.

Key Results

20% Increase in identifying scams	**$TBD** Saved annually

About Straive

As a data analytics and AI operationalization company, we don't just build top-tier data analytics and AI solutions—we integrate them seamlessly into your core workflows. This approach drives enhanced efficiency, improves user experience, and boosts revenue, setting you apart from the competition.

Serving a diverse range of industries— including Pharmaceutical & Life Sciences, Logistics, Supply Chain & Manufacturing, Research & Publishing, Information Services, EdTech, Banking & Financial services, and Retail Tech, Entertainment & Media— we have a global client base spanning over 30 countries.

Our strategically positioned resource pool operates across seven countries, including the Philippines, India, the United States, Nicaragua, Vietnam, the United Kingdom, and Singapore, where the company is headquartered.

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