



Protect Yourself

Identity Theft

2019 was the worst year in history for identity theft, and losses totaled **\$3.5 billion**. It was also the second year in a row that such incidents increased by significant margins.

Depending on which research company is doing the study and how it defines identity theft vs. fraud detection and protection, growth projections for companies in this industry range from **25 billion** to **100-billion** dollars by the middle of the decade.

The good news:
business is growing

The bad news:
it is a very shady business





Millennials are the most common victims followed by Gen-Xers



47% of companies have experienced fraud in the past two years; 40% of those cases were inside jobs



Children are increasingly targeted since they have Social Security numbers and clean financial records



New fraud cases dropped between 2019 and 2020, but the amount of money that was lost increased



PUTTING PEOPLE FIRST

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TRYING TO KEEP PACE

The biggest challenge is that there are no starting or ending points. It is an ongoing cycle of incidents followed by attempts at remediation. Detectives often say the best way to catch a criminal is to think like one. But too often, solutions are based on preventing what just happened from happening again while criminals are developing new tactics.

The fastest-growing fraud trend is creating synthetic accounts by combining real and fake customer information, such as an actual Social Security number with a false name. Once the account is set up, the thief has two options:

Make a purchase or get cash immediately, and then abandon the account without paying the bill

Use the account like a typical consumer to build a higher credit limit, then after reaching a high limit, use as much of the credit as possible and abandon the account

The second method takes more time and work, but it also brings a bigger payoff. The most significant case involved 7,000 fake IDs and 25,000 credit cards, racking up about \$200 million in losses.



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HOW DO WE FIT?

We work with an identity protection services company specializing in customer retention. Our team has doubled in size since the program began, and there is a future state for training a more technically-oriented team to support additional products that this client's parent company offers.

We also support a second client who provides virtual private networks and other Internet privacy tools for a tech-savvy customer base. Our teams developed a proprietary firewall for this client's Chinese customers, giving them access to preferred sites and accounts while maintaining the user's privacy and security.

CHANNELS



Voice



Chat



Email



Social Media



Facebook Messenger



SMS



in-app Messaging

SERVICES

Customer Contact Outsourcing



Customer Care



Technical Support



Sales/Revenue Generation



Retention



Welcome Calls



Win-back



Post Sales Verifications

Business Process Outsourcing



Content Moderation



Imaging



Data Entry, Mining, Management



Document Indexing And Filing



Order Fulfillment / Logistics



Fraud And Security

Technology Outsourcing



Systems Integration



QA and Testing



Custom Software Development



Mobile Application Development



Infrastructure and NOC Monitoring

Certifications



ISO 9001:2015
ISO 14001:2015



ISO 27001:2013
ISO 27018:2014



PCI DSS
PCI-DSS Level 1
Certified



AICPA SOC



HIPPA Compliant

Awards



GlowTouch LLC provides personalized contact center, business processing, and technology outsourcing solutions to clients around the world. Founded in 2002, its 2,300+ employees deliver operational excellence with high-touch engagement. A certified Woman-Owned Business and six-time Inc. 5000 honoree, GlowTouch is headquartered in Louisville, KY, with additional locations in Mangalore, Bangalore, & Mysore, India, and Santo Domingo, Dominican Republic.



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