

TRMA HOLDS FIRST VIRTUAL MEETING

This Fall TRMA held its first virtual event. While we couldn't be together in person, our community came together virtually. With six educational and informative sessions from speakers, attendees were able to gain insights into a range of topics. In an effort to add some fun to the meeting, attendees also played a riveting game of bingo and two great rounds of trivia, with all three winners receiving a complimentary registration to the Spring 2021 meeting. A big shout out to both Michelle Wheeler for emceeding the virtual event, as well as Jeff Hobbs and Phil Thomas for putting on their game show host hats throughout the meeting.



Following the educational portions of each day were facilitated networking sessions. Attendees were broken up into small rooms and encouraged to chat with one another over one of the two specialty TRMA beverages (French Martini and Aperol Spritz). It was a great time enjoyed by all. Networking in person is always preferred.

However, seeing each other over a virtual platform was the next best thing.

The recordings of all sessions, along with slide decks, have been uploaded to the TRMA Library. Attendees can access those now.

To see pictures taken at the virtual event, head over to page 8.

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PRESIDENT'S UPDATE

Dear TRMA Community,

What a ride 2020 has been! It has not been a year since I took over as president of our organization and yet there have been so many things happening. Luckily, we are a resilient bunch and the challenges we face are bringing us together.

As you know, the year started with the planning of our Spring Meeting that was to take place in San Diego. Unfortunately, due to the spread of COVID-19, we had to cancel that meeting. While we missed seeing each other in person, it gave the BAAB the opportunity to come together as a team for the benefit of the Voting Members. Late in May the BAAB, under the leadership of Deb Kammer, put together a survey and a series of webinars that allowed us to learn and come together as a community despite the tough time. Thank you to the BAAB and all the presenters for the resources and insights.

During the summer we also made a switch of benchmarking vendors from Hitachi to NorthHighland. If you are not participating in the benchmarking surveys, I encourage you to take part of this benefit.

Lastly, an entire team came together to put together our first virtual meeting. What a great couple of days! We came together to learn and network. The presentations were timely and very relevant given our economy and current industry challenges. The recordings are on the TRMA Library and available for all attendees for the next year! Make sure you check out those and the items the sponsors put together for you on the virtual tote bag.

Speaking of sponsors, thank you to all our supporters, your commitment to TRMA is valuable and we hope to continue the engagement in the future.

I hope you and your family are staying safe and healthy during these challenging times. Working from home has been interesting this year and hopefully you have taken the time to reflect and gear up for 2021 and beyond. I'm hopeful we will have an opportunity to see each other in person next year. Until then, thank you for all you do for our association, let's stay connected and engaged.

Thank you,

Sir Guy Epps
TRMA President



Sir Guy Epps

TRMA President and Senior
Director Credit & Collections,
Comcast Cable
Communications



FROM THE TRMA OFFICE

Hello TRMA Members,

October marks one year since TRMA's transition to a new management company. A year ago we embarked on what we thought was going to be a year of changes. No one predicted there were going to be so many changes within TRMA and around the world. While the world threw us a curve ball, we have taken it with stride and adapted to new and challenging situations. Among the many things that have taken place:

New Website – The year started with hard work from the Technology Committee to bring you a new and updated look for the website. The new trmanet.org was launched in April of this year.

Virtual Meeting – Later on you will see pictures from the virtual meeting that took place in October. Needless to say, TRMA executed a great educational and networking virtual event for its members – the first ever!

COVID-19 – The coronavirus pandemic disrupted our world and our association was not unscathed. The BAAB quickly shifted its priorities and put together resources, webinars, and information for Voting Members.

New Newsletter Design – Of course, we are unveiling a new design for the newsletter and we hope you enjoy it.

As you see, it has been a busy year and there is more to come. If there is anything you would like to convey, please do not hesitate to contact the office. Nathan Goldberg, TRMA Associate, and I are here to serve you.

Regards,

Jose F Segarra, MNA, CAE
TRMA Executive Director

TRMA'S MISSION

TRMA is a professional resource that is sought by industry leaders. It is a growing, diverse and global organization that delivers quality information forums and strategies relevant to our members' changing and dynamic industries. The mission of TRMA is to promote cooperation within the Telecommunications, Pay TV, Utility, Waste Management and other industries to effectively balance risk while reducing fraud and uncollectibles for the benefit of our industry and paying customers.

For content ideas, contact the Co-Chairs of the Communications Committee

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FROM THE COMMITTEES

Technology Committee

Co-Chairs: Ryan Spillman, U.S. Cellular; Jeff Hobbs, Afni



Now more than ever, technology is a driving force for TRMA and business. From 2019 through 2020, the Technology Committee has transitioned the TRMA website, evaluated digital engagement solutions, and supported the 2020 Virtual Connect meeting.

Starting in 2019, the Technology Committee worked with TRMA's management company, Bostrom, to review vendors and present a business case to upgrade the TRMA website. The Committee worked with the selected vendor to make layout and design decisions, test functionality, and determine content. TRMA had a successful upgraded web launch in April 2020. The Committee continues to review website analytics, opportunities, and next phase enhancements, including the recent addition of the Learning Management System module

(AKA the TRMA Library).

As TRMA evolves, the Technology Committee continues to review digital options for in-person and virtual events. The Committee is continuously checking ways to drive engagement at conferences. The Committee has evaluated options to promote participation during presentations, including texting solutions to answer presenter questions and game-based mobile app solutions to encourage engagement.

The Technology Committee supported the 2020 Virtual Connect event. The virtual meeting was a success with strong attendance and positive feedback on networking breakouts and content. The Committee will continue to support future virtual and in-person events to offer technology solutions.

The TRMA Technology Committee continues to review TRMA to determine how technology and digital options will benefit members and business affiliates. The upgraded 2020 website, digital engagement tools, and supporting Virtual Connect are moving the association future-forward.

With many of our interactions

with coworkers, colleagues and clients being digital in 2020, if you have used a platform for a conference or meeting that you believe would be a good fit for TRMA, please don't hesitate to share with the Technology Committee.

Benchmarking Committee

Jim Smith, Chair, Cincinnati Bell; Ellen Amarosa, Board Liaison, Frontier Communications



For the past 12 months the Benchmarking Committee has been focused on implementing significant changes that will improve the overall program. Key objectives include simplifying the benchmarking questions/inputs to increase participation and ease of use, improve outputs/reporting, and develop a web-based portal for the program. To complicate matters during this transition, Hitachi Consulting was exiting this line of business and were no longer supporting the program



effective June, 2020. The board evaluated vendors and selected North Highland as our consultant. Thankfully, Mike Trail and Tara Craig transitioned to North Highland and will continue to support the program. We appreciate all of their hard work over the years and look forward to working with them in the future.

Objective #1 - Revamp benchmarking survey and output

In 4th quarter, 2019, a board oversight committee started working on evaluating all of the benchmarking questions/inputs in order to reduce the number of questions and focus only on metrics that were considered valuable. Over the years, requests were submitted to add new metrics which complicated the submission process. For some companies, the metrics were difficult to obtain and interpretation of the metric was broad. This led to perceptions that the survey was lengthy and difficult to complete. A subcommittee started working on modifying questions for each section of the survey. Payment/Accounts Receivable sections were completed in June and Write-off/Recovery by the end of October. The team is currently working to complete

Acquisition and Decision by

the end of December. The subcommittee is well represented with input being provided by Wireline/Wireless and Canada/US entities. We appreciate all of those members participating!

The second aspect of this objective is improving the output/reporting. There is a need to modify this reporting to ensure the output is easy to understand and meaningful. The ultimate goal is to develop reporting that can be pushed to key stakeholders of our respective companies that can be easily understood with little explanation.

Objective #2 - Develop web-based portal for benchmarking program

The second key objective is technology upgrades. North Highland is currently working on a proposal to develop a web-based portal that improves security protocols, increases participation, enhances the user experience, improves completion rates, and allows for customizable metrics. The proposal will include good, better, best solutions which will depend on funding that is available. The goal is to finalize 2021 plans by the end of year.

We have a lot of new and exciting changes coming! If you are interested in learning more about progress, please

consider attending our committee meeting on December 9th.

Recreate the 2020 Virtual Connect BYOB Networking Event with these recipes!

French Martini

- 2 ounces vodka
- 1/2 ounce Chambord - raspberry liquor
- 3/4 ounces pineapple juice
- Garnish: lemon twist or a cherry

Classic Aperol Spritz

- 3 ounces prosecco
- 2 ounces Aperol
- 1 ounce soda water or ginger beer
- Garnish: orange wheel



WELCOME TO OUR NEW MEMBERS

Hughes

Main Contact: Patrick Conolty - patrick.conolty@hughes.com
As a leading provider of broadband satellite services, products, and managed network solutions, Hughes will find great value in participating in a communications consortium specifically geared around credit and collections. We share in the interest of gaining/sharing industry insights and effective business practices that help to maximize revenue recovery, minimize risk and improve the overall customer experience.



Sequium

Main Contact: Peter Hendricks - peter@sequium.com
Headquartered in Marietta GA, Sequium Asset Solutions is the leader in the accounts receivable management industry leveraging sophisticated Business Intelligence, Machine learning, Digital Communications and Human Capital to produce groundbreaking results for customers. The company is recognized as a leader of innovation within the industry.



Symend

Main Contact: Jay McMullan - jaymac@symend.com
Symend is an intelligent solution that dynamically engages your at-risk customers. We help enterprise customers improve their engagement and recovery outcomes by transforming the digital customer experience. Our scalable solution reduces write-offs, strengthens recession readiness and our clients spend less to retain their valuable consumers, while protecting their brand.



Vivint

Main Contact: Nathan Pinaire - npinaire@vivint.com
Vivint Smart Home is a leading smart home company in North America. We create simple, affordable smart homes. Our offering includes: An integrated smart home security system; In-home consultation; Professional installation; 24/7 monitoring and customer support.
Dedicated to redefining the home experience with intelligent products and services, we serve more than 1.5 million customers throughout the U.S. and Canada.





Visit the 2020 Virtual Connect Tote Bag

Our sponsors have put together an impressive list of resources and materials for you. Download PDFs, view their videos and contact them for more information.

Visit the TRMA Library Today!
<https://trma.mclms.net/en/>

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|---|--|--------------|--------------|-------------|
| Experian | | + | | |
| Experian Look Ahead | | ☆ | | |
| E-book: Accelerating Recovery with Digital Transformation | | 📎 ✓ ☆ | | |
| Look Ahead 2020: State of the Economy as of September '20 | | 📎 ✓ ☆ | | |
| Tip-sheet: Target Smarter - How you can reach the right consumers the first time and every time | | 📎 ✓ ☆ | | |
| Whitepaper: Debt collections during COVID-19 | | 📎 ☆ | | |
| FICO | | + | | |
| Applying Predictive Analytics in Telecommunications to Stop Money Laundering | | 📎 ☆ | | |
| Prescriptive Analytics for Collection Communications | | 📎 ☆ | | |
| Subscription Fraud: The Role of AI and Machine Learning - a Q&A | | 📎 ☆ | | |
| What is Telecom Subscription Fraud - and how can you fight it? | | 📎 ☆ | | |
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TRMA Library

Can't Find the TRMA Library? It's easy!
Visit www.trmanet.org and click.

Telecommunications Risk Management Association

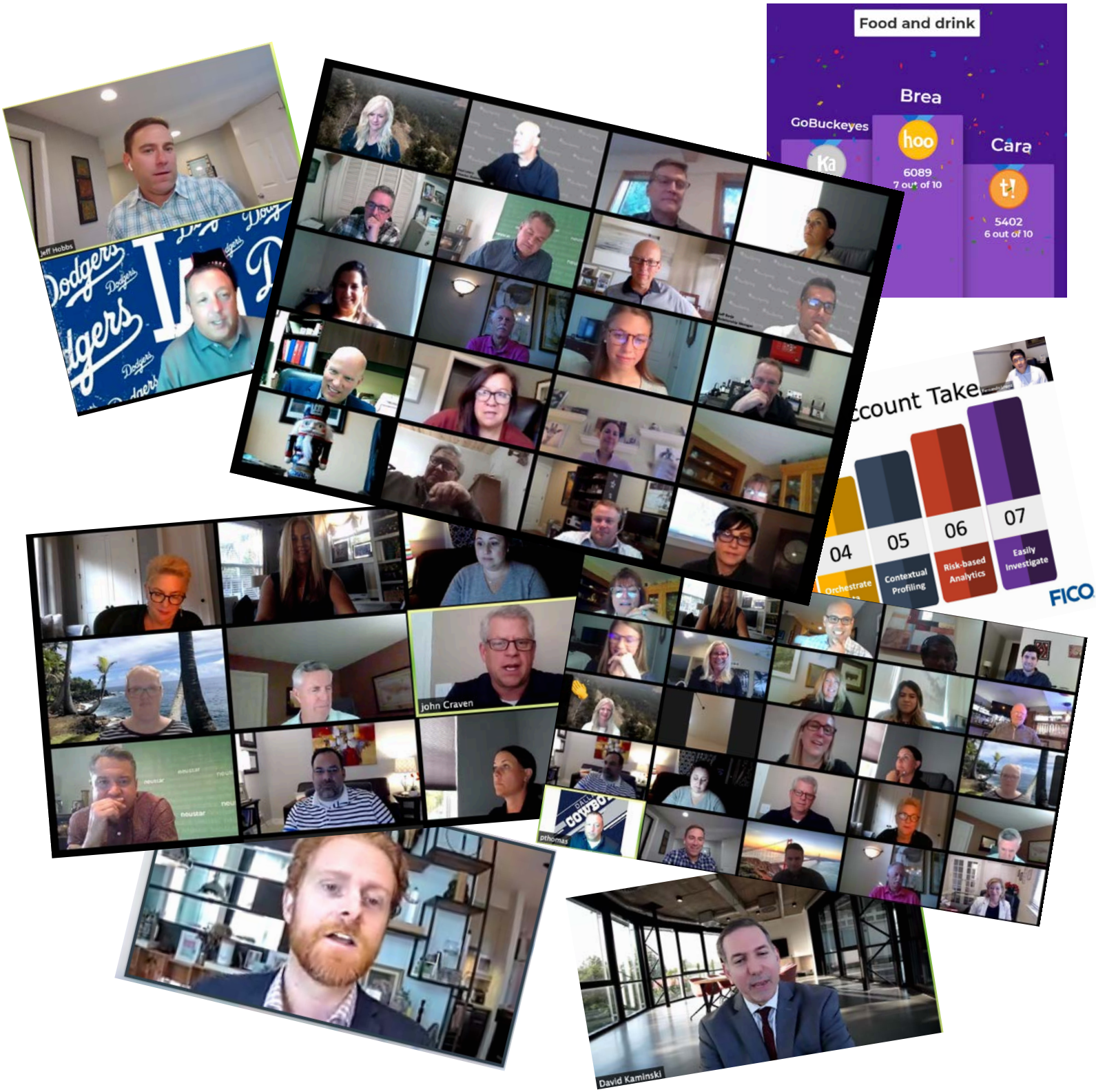
Since its founding in 1997, TRMA has served as a professional resource devoted to industry leaders from [member companies](#). Our diverse organization serves as a forum for communication and utility-based risk management professionals while creating a community for members to share best practices, access tools and benchmarking data relevant to the dynamic industry, and balance risk.

Quick Links

- TRMA 2020 VIRTUAL CONNECT
- TRMA LIBRARY**
- BENCHMARKING RESOURCE
- COVID-19 RESOURCES



TRMA 2020 VIRTUAL CONNECT





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TRMA MEMBERSHIP RENEWALS

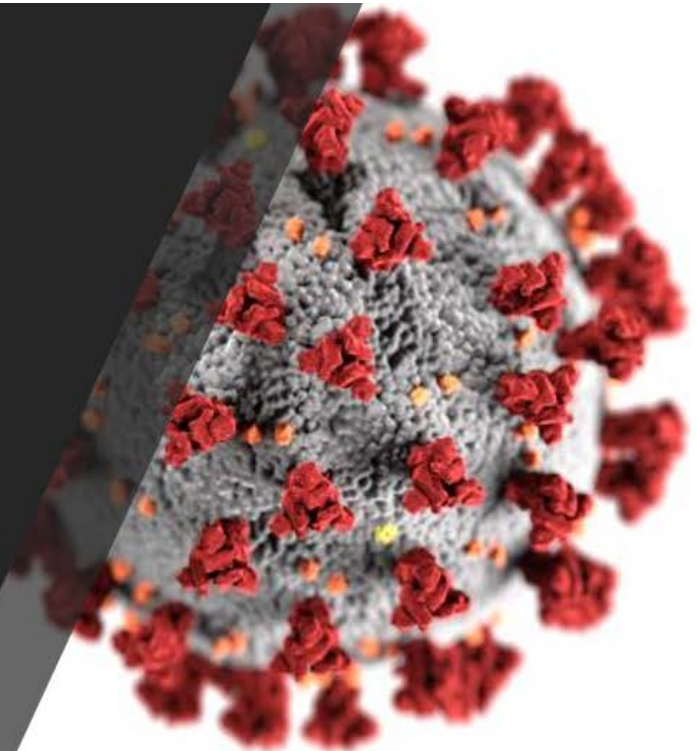


The end of 2020 signals the start of the Holiday Season and membership renewals. As we near the end of the year, your company's key contact will be receiving an email with both an invoice and an online payment link to renew your membership. Any membership renewal questions can be directed to info@trmanet.org. We look forward to your company continuing to be part of the TRMA community.

COVID-19 Resources

Visit www.trmanet.org/covid-19-resources and find exclusive content available only to members:

- Free TRMA Webinars Recordings
- Business Affiliate Resources
- Government Resources





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The Fight Against Telecom Subscription Fraud

Fraud is a serious concern for the Telecom industry, with proceeds and services used by organized crime and terrorist networks. In an industry which is undergoing widespread digital transformation, there are clear implications and requirements to prevent fraud.

Defining Subscription Fraud

Subscription fraud occurs when a fraudster uses their own, a stolen or a synthetic identity to obtain devices and services with no intention to pay. As the wholesale, and retail, purchase cost of devices has increased over recent years, a grey market has been created and exploited by fraudsters obtaining devices to resell for lucrative profits.

Solutions that offer identity verification and validation services are unable to address the critical question of first-party fraud – those customers that own the identity but have no intention to pay for the services or devices. And the question of intent can vex credit assessment and identity fraud systems. First-party subscription fraud looks like a credit risk issue of delinquency or default. A large proportion of fraud may be classified as bad debt which also has consequences on resource-stretched collections operations. If the company is trying to collect a debt where there is no intention to pay then it's a waste of resources as well as a potential opportunity cost.

First-party fraud also includes a significant proportion of 'mules', with university students often targeted. They are instructed to apply for as many devices as they can in return for the promise of quick cash. Often, the mule doesn't consider the impact this will have on their future credit rating, or maybe they don't care, as is the case with some foreign students taking out devices shortly before returning overseas and leaving the debt behind them.

Once a subscription is activated and in the hands of an organized fraudster, the subscription fraud

can then be the forerunner to commit other types of telecom fraud, such as interconnect bypass and international revenue share fraud.



Figure 1: Fraud Types

How to Fight Subscription Fraud

First, Telecoms should determine who "owns" and is accountable for subscription fraud. Is it the fraud team? Credit risk? Revenue assurance? Also, is there a clear and agreed fraud risk appetite that has exec sponsorship and is agreed by all stakeholders?

Then, deploy new analytical techniques that can dramatically help reduce subscription fraud losses. These include machine learning models and social network link analysis.

Machine Learning

At the pre-book stage, there is a shift from the more traditional predictive models using regression techniques toward machine learning models. In part, this is due to the ever-changing nature of fraud. While the scorecard approach is



tried and tested, the time required to develop the score means by the time it is operationalized the fraud MO has changed, leaving the scorecard less effective than it could be.

On the flip side, machine learning techniques are scalable and can be self learning and adaptive, so they keep up more effectively with changes in tack by the fraudsters. Machine learning increases the concentration of fraud relative to non-fraud applications at high score thresholds, whilst minimizing false positives and therefore impact to customer experience. At the lower score thresholds machine learning has the opposite effect, reducing the concentration of fraud relative to non-fraud, therefore minimizing false negatives and fraud losses. This is because algorithms such as neural networks can understand hidden layers within the relationships between variables contained within the data, and so make more accurate decisions.

Link Analysis

Other analytical technology can further enable fraud teams to become increasingly proactive at either pre- or post-book stage. Link analysis software using advanced algorithms can piece together hidden relationships in the data to quickly identify fraud rings. Uncovering one fraud case can lead to finding many more cases from the same fraud ring by leveraging organized gangs' biggest weakness – shared identity data – using fuzzy matching and relationship-driven predictive analytics. This allows fraud teams to achieve much higher detection rates and lower false positives. Visualization techniques allow investigators to significantly reduce the time taken to unpick fraud rings and identify greater volumes of likely fraud to reduce potential losses.

To learn more about bringing advanced analytics to every decision you make, please visit www.FICO.com.

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