

CASE STUDY

Regulated Neobank: Automated Cross-Channel Abuse Detection

CONTEXT

Consumer neobank serving 10M+ customers, regulated by the Reserve Bank of India (RBI). The platform faced daily phishing, impersonation, and credential theft attacks. Findings are based on detection and enforcement data from a 12-month period.

CHALLENGE

Automated cross-channel detection was required to identify and drive takedown abuse targeting web, mobile, and social product surfaces.

OUTCOME

- 80% reduction in active scams within three months
- Identified over 1000 scams across websites, social media, app stores, and the dark web
- 50% increase in scam detection coverage vs. prior solution
- Proactive blocking of compromised customer payment cards

SYSTEM CAPABILITIES DEMONSTRATED

- Automated cross-channel detection
- Visual analysis of scams
- Continuous monitoring for leaked cards and employee credentials
- Structured extraction of scam intelligence to strengthen KYC control