

# How iwantmyname cut fraud losses and freed up time and resources



## Challenge:

Fraud losses, negative customer experience, and time-consuming manual review.



Sift was a way to get all of our implicit knowledge about fraud behaviors automated. We saw the value from the outset, and were excited to see the benefits."

**Paul Spence, COO and co-founder**

Sift Product

Payment Protection

## RESULTS



75% reduction in fraud losses



Much less time spent fighting fraud