



## CASE STUDY

# HMRC Partners with Com Laude to Save Consumers Millions

How strategic Domain Name Management can deliver effective fraud protection.

In 2005 Inland Revenue and the Customs & Excise Department joined to form HM Revenue & Customs (HMRC). Com Laude's Demys team helped develop a domain name strategy, and launch, and manage their domain portfolio.

Com Laude provides HMRC with strategic domain name portfolio management, fraud prevention, and dispute resolution services.

### Fraudulent Activity

HMRC identified that imposters were using misleading websites to fool consumers into using premium rate phone lines to access government services that were available for free or at low cost.

The cost to consumers was in the millions, was damaging to HMRC's reputation, and burdening their customer service support lines.

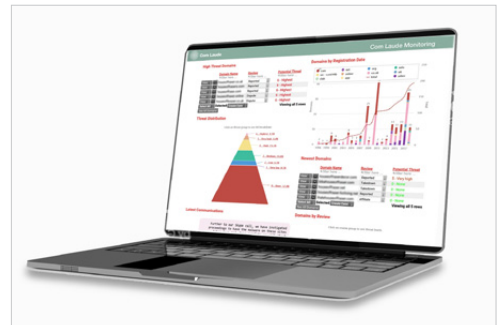
### Prevention of Infringement

The Demys brand protection enforcement platform was used to detect infringements, and the algorithm was able to identify those sites having the most impact. Those sites were then prevented from operating through either DRS, or UDRP disputes.

### Millions Saved for the Public

- In partnership with HMRC the vigilance of Com Laude's brand protection enforcement platform has saved the public over £2 million, just from the premium rate phone scams.
- During 2018/19 alone approximately 450,000 people were redirected away from rogue sites involved in a variety of scams (phishing, compromised emails, advance fee fraud).
- A significant decrease in the amount spent on customer service to assist those scammed, and improved public perception of HMRC.

**This partnership between HMRC and Com Laude has successfully saved the public millions.**



### CHALLENGE

Misleading rogue websites were defrauding the public out of millions of pounds every year through premium rate phone lines, phishing and other scams.

### SOLUTION

Demys brand protection enforcement platform identified fraudulent sites, prioritised them according to impact, and prevented them operating through legal action.

### RESULTS

- Over £2 Million has been saved from phone scams.
- 130+ misleading domains, & 450,000+ visits are now redirected to genuine GOV.UK pages
- A significant decrease in customer service costs attributed to helping those scammed.

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