



## CASE STUDY

# Compliance and More: Using Automation and AI to Detect Security and Compliance Risk in Modern Collaboration Platforms

### Reducing the costs of compliance and non-compliance

## Problem Situation

Attivo Group is a collection of financial companies, providing advice and financial planning services to a large customer base. Based in the United Kingdom (UK) with offices in London, Cardiff, and Cheltenham, Attivo Group has adopted a growth-by-acquisition model with expectations of a 10-fold expansion over the next few years.

To meet the expectations and demands of its customers, Attivo Group employs a highly-educated and well-trained staff to create and deliver financial services. Attivo Group embarked on a digital transformation, evaluating and deploying technologies that would enable its Financial Advisors to more effectively serve their clients and the firm to compete in the market. One of the areas of focus was modernizing its communication infrastructure, looking at Unified Communication solutions, including voice, video, and chat, that would enable employees to more efficiently and effectively collaborate internally as well as engage with customers.

MiFID II requires the recording, preservation, and supervision of all transaction related calls. Attivo Group had been recording and archiving calls with its legacy communication solution, however gaining insights and intelligence from

these conversations was nearly impossible. Attivo Group wanted to find a way to mine phone conversations to identify expressions of dissatisfaction and intervene before customers filed a complaint, and more importantly, improve overall customer satisfaction.

Processes were managed manually rather than relying on technology, available systems were siloed, and adhering to regulatory compliance overshadowed all activities. Identifying risk required employee team members to manually review the contents and highlight which were problematic. Due to the sheer volume of calls made on any given day, reviewing all calls was a massive and costly undertaking, so the team only reviewed a narrow sampling.



## HIGH-LEVEL INFO

### INDUSTRY

Financial Services

### CHALLENGES

- Manual and time-consuming call review processes
- Reactive compliance handling
- Growth by acquisition adds complexity

### RESULTS

- Identify risky behavior across all recorded calls
- Reduction in personnel and related costs needed for call review
- Data mining of calls to improve processes and customer service

### WEBSITE

<https://attivogroup.co.uk/>

With its goal of aggressive growth, Attivo Group knew it would need to re-think processes and systems, adopting technology that would allow it to scale, enable easier cross-entity management and oversight, meet customer expectations, and remain compliant. An alternative solution of adding more team members to manage workloads was too cost-prohibitive and margin-reducing.

## Solution Selection and Implementation

Attivo Group had identified RingCentral as its preferred Unified Communication vendor for both Cloud PBX (audio) and RingCentral Meetings (video conference). RingCentral's platform would enable Attivo Group to meet the needs of its financial advisors and customers and the implementation was key to its digital transformation strategy. But Attivo Group also needed a compliance partner that was fully integrated with RingCentral and purpose built to handle all forms of modern collaboration in order to comply with MiFID II call recording requirements. It sought out Theta Lake's Risk and Compliance Suite to automate its processes and streamline management and compliance initiatives.

The Risk and Compliance Suite automatically integrates with modern collaboration platforms to ingest video, audio, and chat content and automatically analyzes all of the digital content to detect regulatory, privacy, conduct, and security risks in what is said, shown, and shared. Theta Lake and RingCentral have an established partnership with native integrations that enabled a fast and easy deployment and seamless integration.

## Centralized Process Management, Alerts, and Oversight

Upon implementation and integration with RingCentral, Attivo Group was able to immediately begin ingesting both audio and video recorded calls into the Theta Lake Suite and have them automatically analyzed. This provided the compliance team with direct management and oversight of all calls, not just a sampling.

Because Theta Lake quantifies each voice and video call with a risk score (calculated based on a number of parameters), reviewers can quickly prioritize calls for immediate remediation. In addition, the Theta Lake Suite pinpoints for the reviewer the exact time in which the risky behavior was identified, eliminating the need to listen to the entire conversation to find the risk. With Theta Lake, Attivo Group can now proactively have each and every call reviewed, rated, and flagged for potential compliance issues and avoid the high cost of non-compliance.

## Standard Theta Lake Benefits

The Theta Lake Risk and Compliance Suite surfaces detections of potential risks in an AI-enabled workflow that learns from a review teams' actions. Within the review, each risk detection is clearly pinpointed on the video or audio timeline, allowing teams to engage directly with potential issues, take action, and move on. Smart workflows also allow content to be routed to risk and compliance teams based on geography, business unit, or source system.

**“Complying with regulations shouldn’t be about just checking a box. With Theta Lake, we’re able to seamlessly integrate the solution with our collaboration platforms, review recordings, and determine risk levels and remediation efforts automatically.”**

## An Eye on the Future: Classifying Good vs. Bad Calls

As Attivo Group looks to the future, it plans to eventually expand its usage of the Theta Lake platform to achieve high customer satisfaction and reduce customer churn. In addition to identifying calls where there may risk, Attivo Group would like to mine the recorded calls to be able to identify those that are considered “good” to be used in training instances.

## Reaching New Heights Faster, Easier, and Better

Attivo Group has fully embraced the power of technology to optimize how it delivers services and value to its customers, improving the experience for internal and external stakeholders. Enabling software that can fully automate formerly resource-intensive processes has empowered its employees to gain efficiencies and better serve its constituents while adhering to compliance regulations. With Theta Lake Risk and Compliance Suite, Attivo Group is now well positioned to reach its expansion goals.



**Interested in seeing a demo of the platform Attivo Group chose?**

**Click here.**

**ABOUT THETA LAKE.** Theta Lake, Inc., dual winner of UC Today's 2020 Best Compliance Product and Best Security Product, was founded in 2017 by proven entrepreneurs and enterprise technologists with decades of leadership experience and recognition from Global 100 customers and top industry analysts. With a mission to provide modern collaboration security and compliance, Theta Lake's patented and multi-patent pending AI helps security and compliance teams more effectively and quickly scale their risk detection and the workflows for communication security, data loss protection, and supervision of modern video, voice, and unified collaboration systems. The Theta Lake Compliance Suite is SOC 2, Type 2 compliant. Visit us at [ThetaLake.com](https://ThetaLake.com); LinkedIn; or Twitter at [@thetalake](https://twitter.com/thetalake).