

National Fraud  
Intelligence Bureau



**ActionFraud**

National Fraud & Cyber Crime Reporting Centre

**0300 123 2040**



# Action Fraud and the National Fraud Intelligence Bureau

Pauline Smith – Director of Action Fraud

# The Journey



**2006**

The Attorney General and Chief Secretary commissioned the Treasury's Fraud Review



**2009**

The development of Action Fraud and the National Fraud Intelligence Bureau (NFIB)



**2014**

The transition of Action Fraud to the CoLP

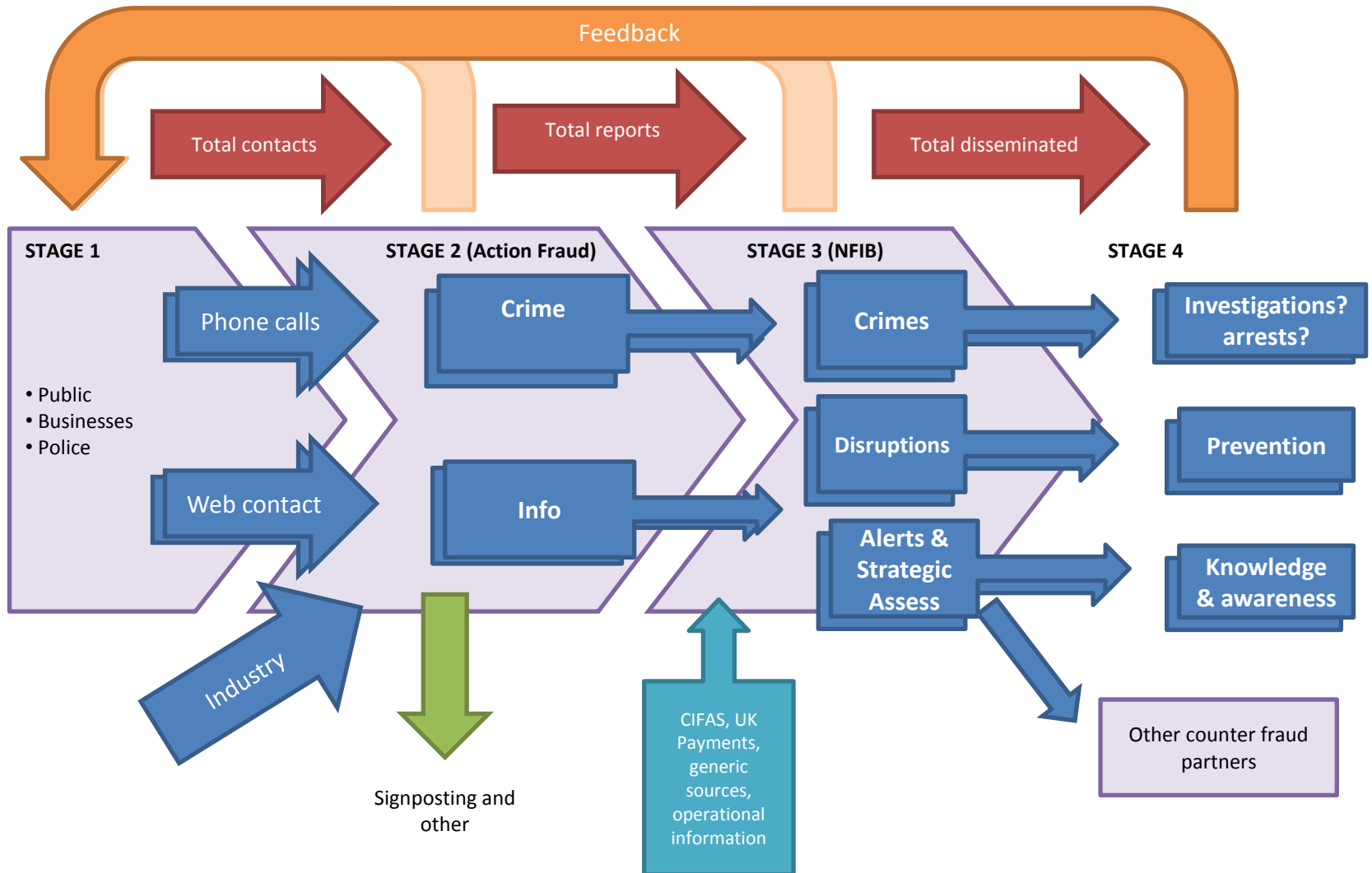


# Purpose

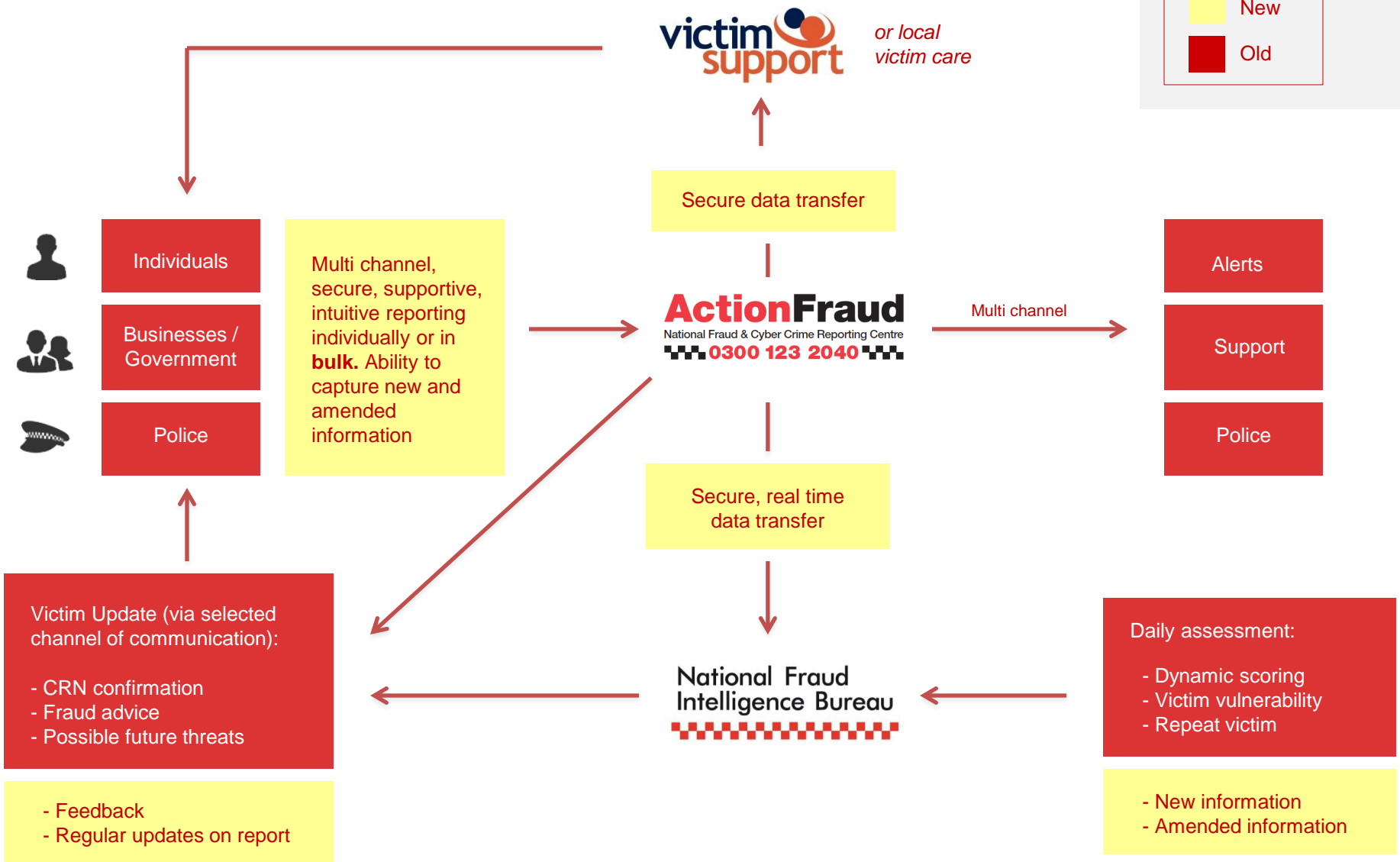


1. Provide an accessible, effective and consolidated means for members of the public and businesses to report instances of fraud and cyber crime committed in the UK.
2. Provide all members of the public and businesses an effective and efficient professional level of customer service.
3. Identify, develop and disseminate crime reports for investigation to UK Law Enforcement Agencies operating locally, regionally and nationally in the pursuit of visible justice for victims.
4. Proactively identify, target and disrupt enablers used in the preparation and commission of fraud and cyber crimes, in order to prevent and reduce harm.
5. Providing education and awareness, through the enrichment of the national fraud and cyber crime threat assessment and intelligence picture, in order to help protect and prepare members of the public and businesses.
6. Working with all partners across the counter fraud and cyber landscape to protect the UK from, and pursue, serious and organised fraud and cyber crime.
7. Provide the above in a way that is committed to service delivery and that is value for money for the UK public.

# Operating model



# Our old & new model



# Customer channels



**ActionFraud**  
National Fraud & Cyber Crime Reporting Centre  
0300 123 2040



**0300 123 2040**

**Mon-Fri 8am to 9pm**

**Sat & Sun 9am-5pm**

Report and advice over the phone

**Report 24/7 & Web chat**

**[actionfraud.police.uk](https://actionfraud.police.uk)**

Secure online reporting and advice on avoiding  
the latest scams

## Social networking



# Prevention / Alerts / Products

Alerts

Prevention Campaigns

Monthly Threat Updates

Force Profiles

Operational

Debrief reports

Cyber Threats



# Disruption Work



50,000  
Telephone  
numbers sent for  
disruption  
Preventing £45m



1,100  
Website  
suspension  
requests  
Preventing £11m



30,000  
Bank Accounts sent  
for disruption  
Preventing £250m

Total of 80,000+ disruptions resulting in prevention of £300m+



# Disruption Work

National Fraud  
Intelligence Bureau



**ActionFraud**

Report Fraud & Internet Crime

**0300 123 2040**

WEBSITE SUSPENDED

To Report fraud and for further advice please visit:

[www.actionfraud.police.uk](http://www.actionfraud.police.uk)

If you have been re-directed to this webpage, the website you are trying to access has been suspended due to suspicion of fraud.

The National Fraud Intelligence Bureau (NFIB) is working closely with counter fraud partners across the UK and abroad to reduce the harm caused by criminals committing fraud.

If you have been affected by activity associated with the suspended website please contact Action Fraud, the UK's national reporting centre for fraud and internet crime by visiting [www.actionfraud.police.uk](http://www.actionfraud.police.uk)



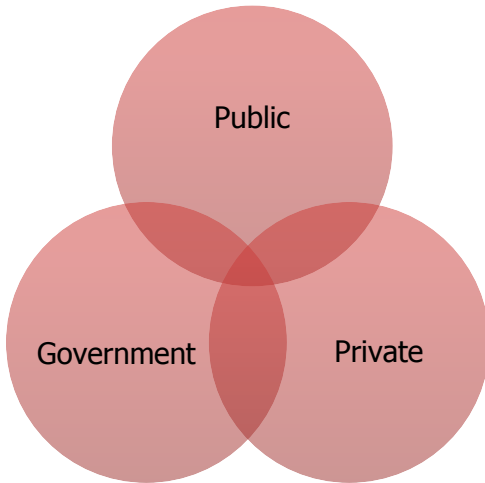
# Joint Service Development Strategy 13/14



1. Victim Care unit – Pilot
2. Refresh of our brand
3. Complaints Analysis
4. Change in Victim Correspondence
5. Bulk Reporting
6. Digital engagement – Action Fraud  
Looking out for you

# Designing the service for the future

## Partnerships



## Strategic Priorities for Delivery



User requirements

SLA



## **Service Enhancements**

- Increase Action Fraud awareness
- Improve prevention advice
- Ensure reporting process is efficient
- Maintain feedback handling process
- Improve Victim Care
- Service delivery consistency with Police

# Thank you. Any questions?

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