

8x8[®]

The Hidden Risk Inside Shipping Confirmations

Real-Time Fraud Prevention for
Trusted Customer Messages





Stopping Fraud in Shipping Messages Before Customers Click

Shipping confirmations have become one of the most trusted customer touchpoints. When a delivery update arrives, customers act quickly and without hesitation. Fraudsters know this.

As a result, shipping notifications are now a prime target for SMS fraud, phishing, and impersonation attacks.

The scale of the problem is growing fast. Globally, scammers stole more than [US\\$1.03 trillion](#) in the past year. Nearly [59% of consumers](#) have encountered fake delivery notifications, and package delivery scams consistently rank among the [top five fraud types](#) across major markets.

When Shipping Notifications Become an Attack Vector

Fraud targeting shipping messages relies on speed and trust. Fake tracking links harvest personal or payment details. Fraudulent OTP requests pose as courier verification.

Bot-driven traffic floods systems to inflate messaging costs. Brand impersonation redirects customers to malicious sites, triggering downstream account takeovers.

Without real-time detection, these attacks spread before teams can react. Delayed response puts customer trust, brand reputation, and operational continuity at risk. In shipping communications, fraud must be stopped the moment it appears.



Omni Shield: Built for Real-Time Fraud Prevention

Omni Shield delivers continuous, real-time protection across shipping and delivery messaging traffic.

Designed to combat SMS fraud, AIT, and identity-based messaging threats, it blocks threats before messages reach customers. It provides:

- **Automated threat detection**
Continuously monitors traffic patterns to identify spikes, spoofed senders, repeated OTP triggers, and bot-driven behaviour.
- **AIT and SMS fraud protection**
Detects and blocks illegitimate traffic in real time, preventing cost leakage and distorted performance metrics.
- **No-code control and rapid response**
Security and operations teams can block high-risk routes instantly through a self-service dashboard, without development work.
- **Intelligent traffic management**
Filters fraudulent traffic while preserving delivery performance for legitimate shipping messages.
- **Real-time alerts and visibility**
Live dashboards and alerts surface anomalies early, enabling immediate investigation and action.



Protect Shipping Trust with 8x8 Omni Shield

Across retail, logistics, and marketplaces, secure shipping communications are no longer optional. With real-time monitoring, automated blocking, and intelligent traffic control, 8x8 Omni Shield ensures customers receive only legitimate delivery updates, exactly when they expect them.

Discover how 8x8 [Omni Shield](#) safeguards customer trust across every message or continue reading the complete article on: [Real-Time Fraud Prevention in Shipping Confirmations with Omni Shield - 8x8 CPaaS](#)

