



CASE STUDY · SECURE ENTERPRISE COMMUNICATIONS

7-Eleven Secures 14M+ Customer Interactions with Call Masking & Social Firewall

How one of Asia's largest convenience-retail and delivery networks protects customer and driver privacy, and shuts down fraud across its consumer, seller and employee apps — a LoFTech customer success story.

14M+ Consumer app users protected by Social Firewall	12M+ Users covered by VoIP call masking	2 LoFTech SDK modules deployed (VoIP + Social FW)	3 Apps integrated: Consumer, Seller, Employee (white-label)
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The Challenge

7-Eleven needed to protect a massive, high-frequency customer base from fraudulent SMS, voice calls and impersonation on open OTT channels — while also protecting the privacy of delivery drivers and customers who exchange personal contact details during order fulfilment. Both problems had to be solved without slowing down operations across the consumer app, seller app, and internal employee workflows.

How LoFTech Helped

1. Call Masking & Delivery Privacy (VoIP SDK)

- VoIP SDK integrated directly into the e-commerce and logistics app.
- Call Masking API tied to the ordering system, so real phone numbers are never exposed between driver and customer.
- Post-purchase coordination and delivery communications happen natively inside the platform.
- Every call is auditable — recording, logging, and compliance tracking built in.

2. Fraud Prevention (Social Firewall)

- SDK embedded into the consumer app, the seller app, and a white-labeled employee EIM app.
- Seamless integration with existing CRM, delivery, payment and RMA systems.
- All communication is kept inside the Social Firewall framework — away from open SMS, voice calls and OTT apps.
- Box-opening video captured as evidence, strengthening dispute resolution and risk management.

Results

- Driver and customer PII protected — real phone numbers are never shared during delivery coordination.
- Interaction access automatically restricted to active delivery windows, closing off harassment and spam after fulfilment.
- Consumer, seller and employee communications centralized inside one auditable Social Firewall.
- Full recordkeeping compliance maintained through a complete system of record.
- Faster, automated delivery coordination workflows for both drivers and customers.

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This is a LoFTech customer case study — the deployment described was delivered by LoFTech, not Auspac One. Summarized and formatted by Auspac One from LoFTech's own solution materials ("Success Scenario – Customer Privacy" and "Success Scenario – Fraud Prevention"). Figures and outcomes as supplied by LoFTech; contact Auspac One to confirm current details before relying on them.