

HeyLily Announces Real-Time Protection Against AI-Enabled Scam Calls

Real-time voice authenticity detection helps protect loved ones from AI voice call scams

SEATTLE – [March 11, 2026] – Today, HeyLily launched a comprehensive scam protection solution that shields families from the surge in AI-powered fraud attacks targeting older Americans. HeyLily provides three layers of protection: blocking known scam numbers, analyzing calls in real-time to detect fraud tactics, and alerting a trusted circle of family or friends who can intervene immediately to stop scams in progress.

Older Americans are facing a newer kind of phone scam: a caller could sound exactly like someone trusted. Call blocking and spam filters help reduce obvious junk, but they cannot stop live impersonation from new or spoofed numbers. Americans still received an average of **2.56 billion robocalls per month** from January to September 2025, and **only 44%** of phone companies had fully installed mandated robocall-fighting controls as of late September 2025. In 2024, consumers reported **more than \$12.5 billion** in fraud losses, including **\$2.95 billion** from imposter scams. AI voice cloning raises the stakes because it is easy to weaponize. One security lab reported creating a convincing voice clone from **just three seconds of audio**. In July 2025, a Florida mother reported losing **\$15,000** after a caller used an AI-cloned version of her daughter's voice to demand bail money. People cannot reliably spot high-quality deepfakes. Researchers found that only **24.5%** of "well done" deepfake videos were recognized as fake, even when viewers knew to look for fakes. Today's protections may catch known scam numbers or suspicious requests, but they do not verify whether the **voice itself** is real, leaving families exposed when the scam sounds like someone they trust.

HeyLily addresses these unmet needs by adding real-time voice authenticity detection on top of real-time scam-pattern detection, so families get protection even when the caller sounds like someone they trust. When an unknown call comes in, HeyLily prompts the user to answer with protection enabled, and it can also be turned on mid-call with a single tap. During the conversation, HeyLily evaluates two signals in real time: (1) language patterns that indicate fraud tactics (urgent money movement, requests for codes, pressure and secrecy), and (2) audio signals that suggest the voice may be AI-generated or cloned. If risk is high, HeyLily shows a clear warning designed for high-pressure moments and offers simple actions: end the call, pause and verify, and call back using a saved number. For users who want extra support, HeyLily can optionally alert a trusted contact when a high-risk call is detected.

"Scam calls are no longer just about unknown numbers—they are about believable impersonation," said Anson Choi, Head of Design at HeyLily. "Families need protection in the moment, especially when a call sounds like someone they trust. HeyLily adds real-time voice authenticity detection and clear, simple guidance during the call so people can pause, verify, and avoid irreversible financial harm."

HeyLily is designed to work in the exact moments scams succeed. Customers download the app, enable protection for unknown callers by default, and choose whether they want an optional "trusted contact" escalation for high-risk situations. When a call begins or at any point mid-call, HeyLily displays a clear on-screen status and listens for both scam patterns and signs that the voice may be AI-generated or cloned. If risk rises, HeyLily alerts the users with a plain-English warning and recommends immediate next steps: stop sharing information, end the call, and verify by calling back using a saved number. HeyLily can also work alongside existing call blocking and spam labeling tools by focusing on what those tools cannot confirm: whether the voice itself is authentic.

“Before HeyLily, the hardest part was how real the voice sounded because panic takes over fast,” said Mei Xiao, an owner of a small sushi franchise. “Now we get a clear warning during the call and a simple checklist to verify identity before anyone sends money.”

“We’ve invested in call blocking for years, but the most damaging scams don’t look like spam. They sound like trust,” said Evan Lam, a student at UW. “HeyLily adds the missing layer by flagging likely voice cloning and prompting safer behavior in real time.”

“As a caregiver, it’s hard to teach someone to spot every trick. Giving them support at the moment makes a world of difference,” said Jeisson Estrada, Business Analyst at Amazon. “HeyLily makes it easy to spot those scam tactics and avoid costly mistakes under pressure.”

To learn more or get started with HeyLily, visit: <https://heylylily.vercel.app/>