



# CASE STUDY: GLOBAL CREDIT CARD ISSUER

Transactional  
Fraud Prevention



## CHANNEL / MULTICHANNEL



GLOBAL CREDIT  
CARD ISSUER

Leading global credit card issuer - their UK business has over 1 million customers.

### CUSTOMER'S CHALLENGE

This Global Credit Card Issuer wanted to build a new transactional fraud detection system to:

- ▶ Improve customer acceptance and reduce false fraud alerts
- ▶ Spot new fraud automatically
- ▶ Automatically adapts for consistent performance - no need for retuning

### FEATURESPACE'S SOLUTION

The ARIC engine was implemented to:

- ▶ Monitor individual customer behaviour across all transactional data.
- ▶ Increase customer acceptance by accurately understanding legitimate customer behaviour on an individual basis.
- ▶ Spot and block new fraud attacks by detecting anomalies in behaviour.

### CUSTOMER RESULTS

Implementing the ARIC engine achieved the following results for this Global Credit Card Issuer:

- ▶ Reduced the volume of genuine transactions declined by 70% - accepting more business
- ▶ For Card Not Present (online) fraud, ARIC reduced the volume of genuine transactions declined by over 80%
- ▶ Cut fraud losses by over 40% - improving revenue

### CONTACT US

For more info about ARIC and our products:

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*"Featurespace took the time to understand what we were trying to achieve, learn about our business and come up with a solution that is going to make a real difference to our business."*

GLOBAL CREDIT CARD ISSUER