



## CASE STUDY:

# VOCALINK ZAPP PAY BY BANK APP

## Mobile Payments Fraud Prevention



### CHANNEL / MOBILE



## Pay by Bank app

**Vocalink Zapp** is the UK's leading mobile payment innovator. Zapp's new Pay by Bank App technology lets consumers make near real-time payments on their phones and tablets, whenever they see the Pay by Bank app paymark.

### ZAPP'S CHALLENGE

- ▶ **Immediate, accurate fraud scores:** across people, transactions, banks, merchants and platforms - not just cards.
- ▶ **Protection from new unknown, fraud attacks in real-time:** crucial to reassuring financial institutions and merchants that the Zapp platform is recognised as the safest way to pay.
- ▶ **Delivering a great customer experience:** Zapp did not want to inconvenience customers by unnecessarily blocking genuine transactions.
- ▶ **Limit operational overheads:** spot and block new fraud attacks without continually increasing analyst headcount.

### FEATURESPACE'S SOLUTION

Following a detailed evaluation process, Zapp chose Featurespace's ARIC engine for its ability to:

- ▶ **Spot new, unknown types of fraud instantly** and automatically, ensuring Vocalink Pay By Bank is the most secure way to pay.
- ▶ **Reduce the volume of genuine transactions declined by 90%** compared to other tools on the market. Resulting in improved customer acceptance and less operational overheads.
- ▶ **Provide scale and flexibility** to Vocalink as they grow their Pay by Bank app business.

### RESULTS FOR ZAPP

- ▶ Featurespace delivered the ARIC engine on time and on budget at every stage of implementation.
- ▶ Agreed a 5 year contract to be Zapp's sole provider of fraud prevention.
- ▶ Delivered on-premise, the ARIC engine processes over 2,000 transactions per second for millions of customers.
- ▶ Pay By Bank will launch with the best fraud prevention in the market.

*"Our implementation of Featurespace's incredible real-time analytics capability will be essential over the next five years to delivering a great experience, whilst providing some of the highest levels of fraud protection in the industry."*

PETER KEENAN, CHIEF EXECUTIVE OFFICER, ZAPP

### CONTACT US

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Vocalink Zapp is being used by:

