Stay ahead of the curve with intelligent fraud operations

Financial institutions face more and more fraud threats as the volume of digital transactions continues to expand. Traditional approaches for fraud-prevention are no longer working in an increasingly complex world.

To combat fraud and abusive practices, leading banks are harnessing digital technology and advanced analytics to implement intelligent controls & cut fraud losses.

Preventing fraud when cybercriminals outpace legacy systems

Financial institutions are facing more and more fraud threats as the volume of digital transactions continues to grow at double-digit rates. Cybercriminals are becoming more sophisticated in their efforts to outpace legacy systems and tap into this growth. They are setting up global fraud rings and expanding their repertoire of deceptions. The exploding social media scene, combined with new payment technologies and more connected devices, exacerbates the problem by making it easier to steal identities and perpetrate a host of other frauds.

Cost of fraud expected to grow by 10% annually between 2016 and 2021

As digital proliferates our lives, the cost of fraud will continue to rise — even as companies invest more heavily in fraud prevention. Right now, in fact, financial institutions (FIs) are not only losing revenues and reputation, but also surrendering even more dollars to the operational costs of fraud-prevention.
To prosper and grow in this environment, firms in the financial services industry must have better solutions. They need smarter fraud operations that deliver improved fraud detection and prevention, more efficient claims and chargeback processes, and positive customer experiences.

**Intelligent fraud operations can help you stay ahead of the curve**

Our intelligent fraud operations solution integrates process excellence, analytics, and digital to manage the end-to-end fraud life cycle, and to empower financial institutions to combat financial crime and fraud.

We carry out rigorous analysis of each client’s situation to identify needs and gaps, then put together a customized solution package that incorporates three main components (available separately or as part of a complete comprehensive solution): fraud operations process support, intelligent case management systems, and analytics and digitally driven detection tools.

**Fraud operations process support**

We apply Lean DigitalSM and Six Sigma principles to conduct a thorough review of key fraud operations processes. In the case of fraud-detection systems, this includes processes for reviewing transactions, blocking and unblocking cards, and handling inbound and outbound calls.

We also assess claims and chargebacks processes, including those for refunds management, representment, and arbitration. With a team of more than 1,000 process analysts, analytics and digital professionals, we process 4 million claims, 1 million chargebacks, and 500,000 exceptions annually across the fraud lifecycle for large banks globally.

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Intelligent case management systems

Our case management offerings include two modules built on our artificial intelligence (AI) platform Cora:

- The **Detection and Prevention Case Management module** provides a better customer experience while reducing losses by improving the effectiveness of rules, queues, and agent decisioning.

- The **Claims and Chargebacks Case Management module** improves recovery rates while reducing operating costs by streamlining the recovery management process.

Both modules embed AI, machine learning, robotic process automation (RPA), natural language understanding (NLU), conversational AI, and ambient computing. This interconnected mesh of technologies helps tackle specific business challenges from beginning to end. Our modules also leverage structured and unstructured data to generate crucial insights that enable better decision making.

Analytics and digitally driven detection tools

Our best-in-class analytics tools harness the power of AI and digital technology, enabling banks to improve detection and recovery rates. These tools, including application scorecards, next-best-action models, and neural models, address specific business needs and help banks proactively detect and control fraudulent activities.

Business outcomes

Clients using our intelligent fraud operations solution have seen substantial impact in key performance areas, including reduced fraud losses, fewer false positives and customer complaints, lower operating costs, and increased revenues through improved chargeback coverage.

Examples of business impact delivered include:

- We helped a top-ten US bank create a fraud center of excellence (CoE) to consolidate multiple business units. The CoE improved chargeback effectiveness by 90 basis points and saved $10 million annually.

- Our fraud management solutions enabled a tier-one US bank to assess gaps in its chargeback and claims processes, and revise workflow allocation, agent skilling, and evaluation programs, driving a business impact of $3.2 million annually.

- We enabled a top-four Australian bank to reduce write-offs from $100 per case to $35 and improve recovery by $3 million annually.

Why Genpact?

Genpact is a global professional services firm that makes change real for companies. With over 1,000 process analysts, analytics and digital professionals, we process 4 million claims, 1 million chargebacks, and 500,000 exceptions annually across the fraud lifecycle for large banks across the US, Canada, Australia and the UK. We think with design, and leverage data and digital to solve business challenges. Our modular solutions span the value chain and feature nonintrusive integration with your legacy systems to yield higher return on investment. For financial services firms looking to transform their fraud management operations, our AI solutions integrate our deep domain knowledge with leading AI technology and services to deliver a distinct competitive advantage.
ABOUT GENPACT

Genpact (NYSE: G) is a global professional services firm that makes business transformation real. We drive digital-led innovation and digitally-enabled intelligent operations for our clients, guided by our experience running thousands of processes for hundreds of Global Fortune 500 companies. We think with design, dream in digital, and solve problems with data and analytics. We obsess over operations and focus on the details - all 78,000+ of us. From New York to New Delhi and more than 20 countries in between, Genpact has the end-to-end expertise to connect every dot, reimagine every process, and reinvent companies’ ways of working. We know that rethinking each step from start to finish will create better business outcomes. Whatever it is, we’ll be there with you - putting data and digital to work to create bold, lasting results - because transformation happens here, at Genpact.com.

For additional information contact, banking.solutions@genpact.com and visit www.genpact.com/what-we-do/industries/banking-financial-services

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