

CASE STUDY



US Payment Processor Reduces Credit Card Fraud Risk with CORE360

With thousands of customers in the financial industry using their products for credit signature processing, debit signature processing, PIN-based processing, ATM services, cardholder award programs, fraud management/detection/prevention, personalized cards, and prepaid card programs, this client required unparalleled security to make them a reliable and renowned customer service provider: one of the nation's top payment solutions companies.

“(our) new solution utilizes SMS-enabled mobile devices to notify financial institutions and their customers about potentially fraudulent financial transactions.” Client press release 2011.

Challenge

To improve the fraud detection and reporting services offered to their customers, our client's strategy was to support electronic notifications for fraud activity to their customers and cardholders – a feature that would simplify the process for communicating potential fraud events and accelerate the responses by allowing the customers to both receive and respond to fraud events through their mobile phone or other SMS device. Ultimately, this strategy would reduce costs by minimizing fraud analyst involvement and reducing the risk of subsequent fraudulent transactions by recognizing fraud immediately.

Solution

By integrating CORE360 with the fraud decisioning application and their mainframe-based customer management system, our client achieved the following event flow:

- Fraud decisioning engine detects a potential fraud transaction and pushes the transaction to CORE360;
- CORE360 creates the text message and delivers it to the cardholder by SMS for verification;
- Cardholder responds to the received message, indicating whether it is a valid transaction;
- CORE360 receives SMS response from cardholder, evaluates the response, and submits the disposition back to fraud engine for immediate action.

Benefits

- Reduce risk of subsequent fraudulent transactions through faster cardholder communication
- Reduce cost of resolving potential fraud events by minimizing fraud analyst involvement
- Able to engage fraud investigation for much lower value transactions, since the cost of processing is lower
- Support cardholder-preferred channels of communication
- Integrated with back-end Customer Information Systems using public APIs, eliminating cost and complexity of replicating customer data
- Provides web and CSR interfaces for their enterprise customers and consumers to maintain their accounts



Direct + 1.780.424.4922
Toll-free + 1.800.850.0114
Fax + 1.780.424.4925

MessagingDirect Ltd.
Suite 904, 10050 - 112 St
Edmonton, AB T5K 2J1

www.messagingdirect.com
sales@messagingdirect.co