



## CUSTOMER SUCCESS STORY: **ONE OF THE NATION'S LARGEST BANKS STOPS FRAUD IN ITS TRACKS**

CSG Interactive Messaging solution enables bank to alert customers to potential fraud

### BUSINESS OVERVIEW

It's a common challenge for financial institutions and consumers alike: how to reduce the risk of credit card fraud.

The rate of credit card fraud is skyrocketing in the United States, with 31.8 million consumers impacted by fraudulent charges annually. Nearly 90 percent of those victims are sent replacement credit cards, costing issuers as much as \$12.75 per card, along with additional time and resources spent supporting those consumers.

One of the nation's largest banks sought to expand the range of its fraud verification and notification program by proactively flagging potentially fraudulent charges. Customers are notified in near real-time of potential suspicious account activity and asked to verify their purchases. The bank's goal: automatically prescreen fraudulent activity and contact the customer via text message or voice call in real-time to thwart fraudulent purchases. With this approach, the financial institution aimed to significantly reduce fraud, deliver a more proactive customer experience and lower the costs associated with handling fraudulent cases.

### THE SOLUTION

Working closely with the client, CSG Interactive Messaging business rules were designed based off of a risk assessment to provide contact via multiple channels including voice and SMS, with voice being the most time-sensitive and highest risk.

For voice, speech synthesis and voice recognition technologies were leveraged to reach out to cardholders, establish right party contact, and conduct the initial screening of suspicious transactions. If fraud is suspected, the call is immediately transferred to a fraud agent.

Should cardholders not answer the initial call, a customer callback will be immediately identified by our automated IVR system, creating a seamless experience for what can be an anxious situation. SMS notifications follows a similar path, where the cardholder is notified and given an opportunity to verify a purchase. These automated notifications are conducted at a fraction of the cost of live agent calls, weeding out non-fraud situations automatically and letting the bank's fraud agents focus on the true fraud risks.



TOGETHER, YOU WIN.

## THE RESULTS

The financial institution has experienced significant benefits, including:

- **Robust fraud detection in real-time.** CSG Interactive Messaging leverages the client's business rules to identify potential fraud and directs those events to the appropriate channel in near real-time. On average, CSG Interactive Messaging supports 1.5 million transactions, sends 2.5 million SMS messages and supports 500,000 proactive calls to customers each month
- **Reduced number of fraud cases.** Nearly one-fourth (25 percent) of all consumers contacted with fraud alerts confirmed that the suspicious purchases were not theirs, enabling the bank to stop fraudulent activity before it occurred in a high number of cases. As a result, the average loss per account and loss per fraudulent event has also decreased
- **Significantly lower customer support costs.** Sniffing out fraud and reaching out to customers can be costly and time consuming. With CSG Interactive Messaging, the bank lowered its average cost per call by 46 percent
- **Reduced inbound calls.** With the new system, the bank has seen a 12 percent reduction in inbound calls to its call center. This has enabled call center staff to work on higher priority customer needs and inquiries
- **Happier customers.** Customers love the proactive approach and communication to prevent fraud, so much in fact that the bank has consistently earned a 95 percent satisfaction rating from its customers
- **Scalable future-ready solutions.** CSG Interactive Messaging conforms to bank data and transactional security standards, and provides a calling capacity that can scale to meet high volume needs. The solution also integrates seamlessly with third-party or internally-developed fraud management systems



## CONTACT US

Personalized, seamless and effective communications are critical for building customer loyalty and your bottom line. CSG has collaborated with industry leaders in retail, financial services, pharmacy, travel, telecommunications, freight and logistics to implement comprehensive inbound and outbound calling strategies to achieve their desired business results. Whether you have a single project to kick off or need to compete more effectively with a comprehensive interaction strategy, we'll work together with you to ensure that your strategic customer interactions are more precise, more personal and more engaging. Contact us to discuss how CSG Customer Communication Management solutions can position you for greater success.

**CSG INTERACTIVE MESSAGING ENABLED ONE OF THE NATION'S LARGEST FINANCIAL INSTITUTIONS TO SIGNIFICANTLY INCREASE ITS ABILITY TO PROACTIVELY FLAG AND PREVENT FRAUDULENT ACTIVITY—EVEN STOPPING 25 PERCENT OF POTENTIALLY FRAUDULENT TRANSACTIONS BEFORE THEY EVEN OCCURRED. BY ALERTING CUSTOMERS WHEN NECESSARY, CUSTOMER SATISFACTION ROSE EXPONENTIALLY WHILE FRAUD-RELATED COSTS DECREASED.**

## ABOUT CSG

CSG simplifies the complexity of business transformation in the digital age for the most respected communications, media and entertainment service providers worldwide. With over 35 years of experience, CSG delivers revenue management, customer experience and digital monetization solutions for every stage of the customer lifecycle. The company is the trusted partner driving digital transformation for leading global brands, including Arrow, AT&T, Bharti Airtel, Charter Communications, Comcast, DISH, Eastlink, iFlix, MTN, TalkTalk, Telefonica, Telstra and Verizon.

At CSG, we have one vision: flexible, seamless, limitless communications, information and content services for everyone. For more information, visit our website at [csgi.com](https://www.csgi.com) and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).