

# Actionable intelligence to improve your business

Introducing  
Fraud Analytics



Application fraud is a growing, global challenge. Economic hardship has driven increasing numbers of over-indebted individuals to misrepresent their qualifications for credit. Additionally, credit application processes are more vulnerable to third party application fraud as sophisticated fraudsters are easily accessing personal information shared on the Internet, social media and digital channels.

## Improved fraud detection Case study

The European subsidiary of a large international banking group was experiencing increasing levels of bad debt and write-off losses due to fraud in the loans portfolio and its manual fraud prevention process was simply not fast enough.

Applying Experian's Fraud Analytics, existing data was enhanced, highly predictive models were developed and an optimal strategy for the fraud prevention process was defined.

Since making the changes, the fraud detection rate has improved tremendously. Through analysis and prioritisation of just 5 per cent of the lowest fraud scoring customers, the bank identified a 52 per cent rate of attempted fraud. Manual refer costs have paid back more than 19 times and they can offer higher customer service levels due to faster processing time.

## Strengthen fraud defences at the point of application

Fraud trends evolve quickly and are difficult to predict. However, the effects are very similar: a decline in profitability and a negative impact on customer experience. It's essential to develop a solid strategy for combating fraud at the point of application.

## Introducing Fraud Analytics

Experian's analytical solution for fraud prevention includes the analysis of existing fraud management processes historic fraud cases, new data sources, advanced fraud analytics and setting the fraud prevention strategy. This delivers an effective fraud solution that identifies and controls fraud in the most efficient way.

## Fraud requires a sophisticated solution

Experian uses advanced modelling techniques and qualitative methods to build rating systems that best suit each client's circumstances, data and regulatory requirements. We offer a bespoke solution, a flexible engagement model, full knowledge transfer and more than 30 years of experience in providing vital fraud prevention insight.

## With Experian's Fraud Analytics, you can:

- Minimise fraud losses
- Ensure optimal fraud prevention effort is expended on new applications
- Enable faster, more profitable decisions
- Offer a better customer experience

## Why Experian?

- 30 years' experience in managing fraud prevention solutions
- Vast market understanding, global reach and experience
- Market-proven expertise in analytics, software and best practices
- Clients in more than 90 countries with many offices worldwide

Experian's fraud expertise, best use of data and advanced analytics forms a unique and powerful combination to help organisations prevent, detect, investigate and manage fraud.

Find out how you can improve fraud processes by visiting [www.experian.com](http://www.experian.com).

**Develop a strategic response to fraud**