



## Genesys Fraud Management

### CLOUD-BASED PROACTIVE COMMUNICATIONS ACCELERATE CREDIT CARD FRAUD RESOLUTION

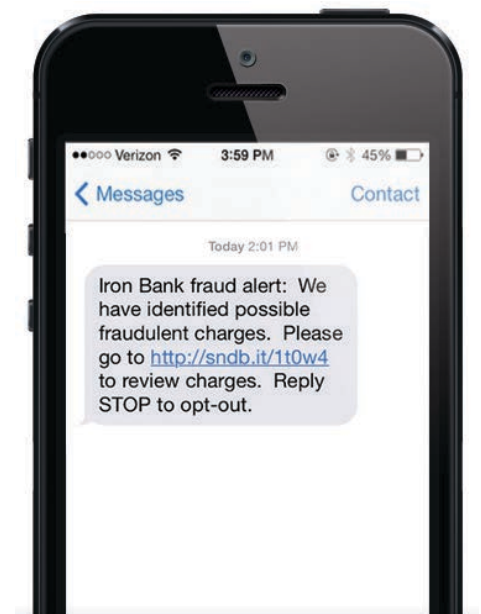
The Genesys Fraud Management solution is a proactive, interactive, multi-channel communications solution. It enables financial institutions to uncover, alert, and resolve suspicious credit and debit card transactions in a highly efficient and effective way. The Genesys cloud-based Fraud Management solution integrates with fraud detection systems to offer real-time, personalized, and interactive dialogs, enabling financial institutions to automate fraud alerts and cardholder confirmations so that they can resolve cases in less time, thereby saving money, and increasing customer satisfaction and loyalty.

### The Value of Receiving Real-Time Interactive Fraud Alerts

Time is of the essence when it comes to fraud mitigation. With the Genesys Fraud Management solution, notifications are sent automatically to alert customers regarding potentially fraudulent card transactions, account access, or changes personal account information such as their log-in, password, email address or Social Security number. Financial institutions that capitalize on proactive alerts will suffer lower fraud costs and their customers will appreciate the touchpoints, which will increase customer satisfaction and the overall customer experience. Institutions that fail to do so, do a disservice not only to customers who see the value of alerts, but also to their own bottom line.

### Consumers Prefer To Be Contacted Via Multiple Channels When Fraudulent Activity Is Suspected

Understanding how to best reach your customer is the key to an effective customer experience. Today's customers are increasingly mobile and difficult to reach through just one communications channel. An overwhelming majority of customers prefer to be notified by multiple and various forms of communication, and most are eager to indicate the type of alerts they receive and their preferred delivery method including a phone call, text message, and email, if fraudulent activity is ever suspected on their debit or credit cards. An effective multi-channel alert escalation strategy that honors cardholder communications preferences is crucial in situations where time is of the essence and minutes wasted can cost financial institutions millions of dollars annually.



#### BENEFITS

- Quickly identify suspicious card transactions
- Alert cardholders via their preferred channels
- Confirm fraud by automated customer interactions
- Limit agent conversations to confirmed fraud cases
- Reduce fraud losses
- Minimize card usage disruption
- Improve customer loyalty

“Credit card fraud cost banks and retailers more than \$11 billion in the United States, up 15%.”

- Bloomberg BusinessWeek

