

## Enhanced Fraud Services

### Customize Your Fraud Prevention Approach with a Dedicated Risk Program Consultant

Your credit union's membership is unique, requiring a specialized plan to prevent fraud and mitigate risk while maintaining a seamless member experience. With PSCU's Enhanced Fraud Services, your credit union is assigned a dedicated risk program consultant who, on a daily basis, helps strengthen your existing anti-fraud efforts in order to more quickly and accurately prevent fraud and reduce losses.

As an extension of your team, PSCU's risk program consultant holistically analyzes your credit union's fraud and risk mitigation initiatives, building a customized program and response plan which allows management to more efficiently focus on other business operations. The collaborative results? A better member experience, reduced risk and lower fraud exposure.

### Proactively Navigate the Fraud Experience

Imagine having an experienced risk program consultant, who is well versed in the latest trends, researching whether your credit union's BINs are being sold on the Dark Web, conducting in-depth data analysis and looking after your credit union every day. Imagine having a strategic ally, who immediately responds to fraud events before they negatively impact your accounts, resulting in a

### Solution Summary

*Enhanced Fraud Services includes a dedicated risk program consultant, enabling a more customized approach for a seamless member experience that is aligned with a credit union's vision.*

#### *Features include:*

- *Dedicated Risk Program Consultant*
- *Customized Fraud Prevention Strategy*
- *Personalized Fraud Event Response Plan*
- *Specialized Training Included*
- *Dark Web BIN Monitoring*
- *Subject Matter Expertise*
- *Credit Union data into Linked Analysis tools*
- *Access to Blacklist IP Addresses, Phone Numbers, etc.*
- *Recovery Investigations (First-Party Evaluation) – Chargebacks*
- *Thorough Portfolio Observation Every Business Day*

stronger relationship with your members. These are just some of the actions your dedicated risk program consultant performs on your behalf.

Today, your credit union is likely reacting to fraud events as they happen. With Enhanced Fraud Services, your dedicated risk program consultant proactively supports your fraud and risk mitigation initiatives recommending improved strategies and techniques to reduce losses. Enhanced Fraud Services provides:

- **Portfolio Review:** a review of key membership characteristics, assessment of fraud exposure, custom-built response strategies and direction on reissue needs.
- **First-Party Fraud Investigations:** an analysis of fraudulent transactions, merchant history, and account history to identify possible member involvement and limit potential losses. First-Party fraud investigations are not provided in PSCU's standard fraud package.
- **Data Share for Deep Dive:** a download of bad IP addresses and other relevant data shared with the credit union and additional analysis after running it through PSCU's Linked Analysis tool.
- **Dark Web Monitoring:** Seeks out a credit union's specific BINs for sale on the Dark Web, applying protocol to stop fraud.
- **Interactive & Onsite Performance Reviews:** Delivers monthly and annual performance reviews of fraud rules, approval rates, fraud loss ratios, trends and reporting.

## Enhanced Fraud Services in Action

For one of PSCU's large credit unions using Enhanced Fraud Services, the outcomes within the first 30 days were notable. Their experienced risk program consultant reviewed 180 first-party chargeback cases and identified 16 potential first-party fraud transactions requiring more in-depth investigation. Based upon the investigation, it was determined that the members participated in the transactions and were held financially responsible which protected the credit union from \$14k in unnecessary loss. Where appropriate, members are directed to the non-fraud process to attempt recovery from the merchant. (First-party fraud investigation is included as a feature with Enhanced Fraud Services and is not part of PSCU's standard fraud package).

Achieving this level of risk management and fraud prevention analysis and strategy with in-house resources could be cost-prohibitive and ineffective for many credit unions – especially if the financial institution is not ready to hire additional staff. Exclusively through PSCU, credit unions enrolled in the Enhanced Fraud Services solution get the added benefit of our proprietary Linked Analysis tool, which uses cross-network analytics to create a 360-degree view of a member, enabling PSCU to link events through artificial intelligence (AI) across different platforms, individuals across different institutions, merchants across any card and all of these points to each other.

PSCU welcomes the opportunity to assist your credit union. For more information, please contact your Account Executive or call 844.FOR.PSCU (844.367.7728) and press 1 for Sales, or email us at [moreinfo@pscuh.com](mailto:moreinfo@pscuh.com).

A large credit union that adopted this solution early saw the following outcomes in the first 30 days:

RULES IMPLEMENTED	SAVINGS FROM RULES	NEW ISSUES IDENTIFIED
<b>37</b>	<b>\$38K</b>	<b>2</b>
NON-PSCU ISSUES IDENTIFIED	CONSULTANT HOURS SPENT	TASKS (AGAINST GOALS)
<b>1</b>	<b>48</b>	<b>20</b>