Fraud and Identity Solutions consulting

Fraud loss mitigation remains a core challenge and focus for the majority of industries served by Experian Decision Analytics. In combination with fraud and identity management policies, however, our clients are also influenced by risks and required resources associated with activities and business drivers such as:

- New product launches and customer access channels
- Nontraditional or higher-risk consumer and commercial market penetration
- Enterprise-wide process and intelligence
- Implementation of hosted services and products
- Regulatory pressures and related costs
- Customer experience and retention
- Emerging or shifting fraud trends and threats

Experian’s Decision Analytics consultants help clients meet these challenges through our risk-based approach to fraud mitigation and customer authentication. We help organizations proactively manage risk by providing comprehensive insight into an individual's identity or commercial entity, enabling you to identify new credible customers, protect existing customers and meet regulatory obligations. Clients leverage our deep expertise and understanding of operational best practices, as well as our industry-leading analytics and data assets, to define fraud and identity strategies that deliver better, more insightful decisions while extracting greater value from current and prospective customer relationships.

Our analytics experts have a proven track record of producing successful custom modeling and operational consulting engagements. We have deployed custom compliance and fraud risk scores and associated decisioning strategies across various portfolio types and for numerous Top 10 financial institutions. Models are developed using the latest techniques, such as regression, neural nets and decision trees, to tailor scores that meet specific client needs and are effective in unique addressable markets and industries.

Experian consultants work with clients in the long term to conduct both operational and analytic assessments of current strategy effectiveness that include benchmarking analysis; validation studies; and profile and strategy analysis to derive specific recommendations based on changes in business, economic or market conditions.

Fraud and Identity Solutions consulting capabilities

Operational reviews
Experian® helps organizations examine existing fraud and identity management processes in order to find new opportunities to reduce fraud losses, improve the customer experience and reduce operational costs via studies centered on:

- **Case creation** — examination of the characteristics that drive applicants and transactions to costly review processes. Determination of predictive value and false-positive ratios associated with each process point and their ultimate business impact.

- **Case resolution and customer impact** — creation and assignment of transaction-level procedural
commercial authentication, application leaders specializing in consumer and business analysts and thought identity intelligence experts, scientists, auto lending — employs and deploys to fraud analytics across diverse professional experience specific with more than 100 years of combined Experian’s Decision Analytics team — Why Experian?

Operational reviews can be enhanced through additional analytic analysis and assessments. These activities are driven by provision of client data to Experian and produce studies focused on:

- **Portfolio characteristics** — such as credit quality, “know your customer”-type match rates and geographic-based distributions. They include information on both Experian data and client data.
- **Performance tag analysis** — leverages various Experian scores (third- and first-party fraud, credit risk) and attributes that help identify the underlying behaviors aligned with fraud occurrences.
- **Waterfall analysis** — to record and understand the procedural ordered progression of data access to quantify and assess current impacts and opportunities for efficiency improvement.
- **Segmentation analysis** — isolating these studies comparatively by various market and access channels, regions and product lines.

**Why Experian?**
Experian’s Decision Analytics team — with more than 100 years of combined professional experience specific to fraud analytics across diverse market verticals such as banking and financial services, utilities, retail and auto lending — employs and deploys identity intelligence experts, scientists, business analysts and thought leaders specializing in consumer and commercial authentication, application fraud prevention and account management. Our consultants are highly educated professionals with advanced degrees and proven experience and leadership in understanding and often creating the industry’s most advanced and predictive credit risk, fraud risk, authentication, decisioning and operational best practices.

More than 8,000 clients use our fraud prevention and authentication products and draw upon our recommended best practices and operational expertise to minimize losses, improve compliance, enhance operational efficiencies and increase revenue.

**How does an Experian engagement work?**
Experian’s Fraud and Identity Solutions consulting engagements typically follow a practical, four-step process to include:

- **Background research** — applicable to both operations and analytical projects and designed to require minimal client resource allocation:
  - Operations — detailed review of existing processes and workflows; rule, policy and queue definitions; and performance metrics
  - Fraud analytic consulting — review of application and transaction volumes, approval rates, review rates, performance tags, available identity data and other client-specific fields of interest to create a data set to drive the fraud analytic consulting review.
- **On-site reviews and interviews** — one- or two-day sessions at a client site to monitor processes in production and identify additional subjective or objective decisioning policies. Adopted by those closest to those processes to clarify any areas of ambiguity.
- **Preliminary findings** — a series of discussions to explore initial results that identify specific areas that encompass the greatest opportunities for improvement.
- **Final presentation** — a detailed presentation of specific recommendations that typically include:
  - Short-term opportunities that can be realized more immediately and without any alterations to technology use or infrastructure
  - Midterm opportunities that require moderate changes to existing processes but are offset by the operational and loss savings that they will generate
  - Long-term opportunities to review current processes versus industry best practices and articulate a vision for an ideal state

For more information, please contact your local Experian sales representative or call 1 888 414 1120.

**About Experian Decision Analytics**
Experian Decision Analytics helps clients make better, more insightful decisions and create greater value from customer relationships across their entire book of business — from consumers to small and commercial enterprises. Clients use Decision Analytics’ data intelligence, analytics, technology and consulting expertise to expand customer relationships; manage and mitigate credit risk; prevent, detect and reduce fraud; meet regulatory obligations; and gain operational efficiencies. Decision Analytics provides the intelligence used by leading businesses worldwide to assess with confidence the potential risk and reward of critical business decisions.