

## Case Study

# Rank Group gets the Upper Hand with Feedzai's Genome

**95%**

Increase in operational efficiency

**15%**

Increase in fraud prevention and detection

**£12K**

Cost saving in minutes



## The Challenge

Rank Group, the U.K. based multi-channel casino operator, is on a mission to bring people together for fun and entertainment. Their brands include Grosvenor Casinos, Mecca bingo clubs, and Enracha, a community-based gaming business for the Spanish market.

Rank Group launched a new omnichannel wallet for casinos called Grosvenor 1. Grosvenor 1 links a player's digital wallet to the casino and provides exclusive rewards.

While Grosvenor 1 aligned perfectly with Rank Group's goals, it presented additional financial crime risks. Rank Group reached out to experts and were advised to incorporate a robust machine learning transaction monitoring solution to prevent both fraud and money laundering.

The most critical selection criteria for Rank Group was a fraud prevention and anti-money laundering tool that met regulatory requirements and addressed omnichannel risks. The other top concern was the ability to quickly identify financial crime.

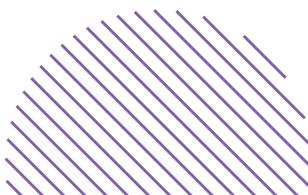
## About Rank Group

With £746.5 million in annual revenue, Rank Group is the United Kingdom's largest casino and sixth largest bingo brand. They're on a mission to excite and entertain.

<https://www.rank.com>

*"It used to take us half a day to connect all the disparate events in a complex fraud scheme, now it takes us 10 minutes."*

**David Reid**  
Head of Fraud and KYC, The Rank Group



# Why Rank Group choose Feedzai

Rank Group selected Feedzai because Feedzai's intelligent platform ingests and transforms multiple data streams and fraud insights across any channel and then enriches the data to create hypergranular risk profiles.

Further, Feedzai's machine learning platform delivers explainable AI by adding a human-readable semantic layer to the underlying machine logic. This satisfied regulatory requirements and provided an efficient method for explaining an analyst's decision-making process to regulators.

Genome, Feedzai's dynamic visualization engine, provided extra value. Genome makes visible the hidden connections among transactions. It is an easy way to "follow the money" — investigators can click to expand details for transaction after transaction, instead of performing many manual searches and keeping track of results in a spreadsheet.

## Feedzai's platform



### Prevent

Prevention strategies enable protection at the earliest stage



### Detect

Risk based data, cyber and customer history operate cohesively



### Remediate

Customers who are captured in financial crime are managed efficiently and with trust

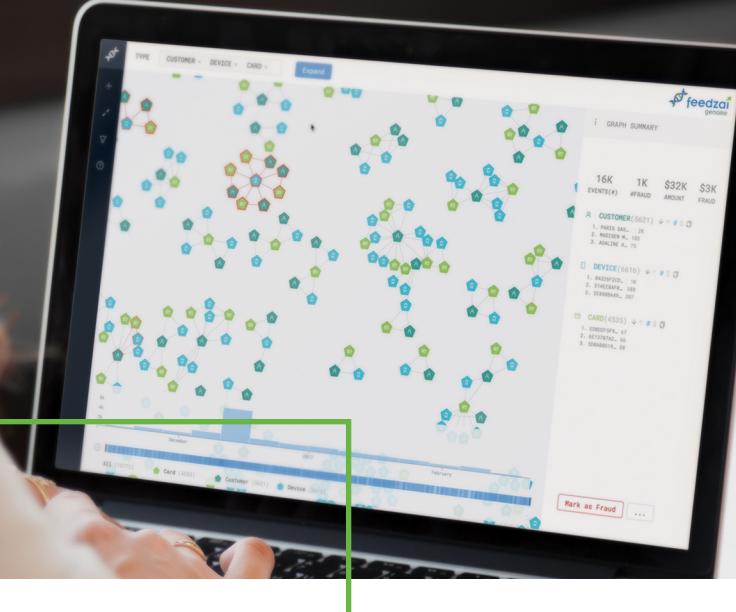


### Comply

Ensure compliance and transparency throughout the journey

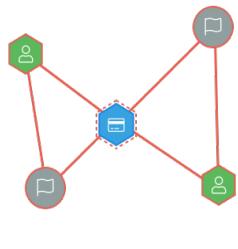


*Feedzai's machine learning platform delivers explainable AI by adding a human-readable semantic layer to the underlying machine logic.*



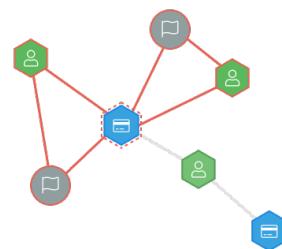
## Genome in action

Genome provided Rank with further insights about their customers. In this example, Genome visually connects customers using the same card across multiple accounts, which is against Rank's terms and conditions.



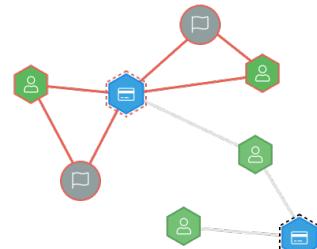
### Step 1

Rank opens a fraud case within Case Manager. Genome shows two customers (green icon) using the same card (blue icon) on two different transactions (grey icon).



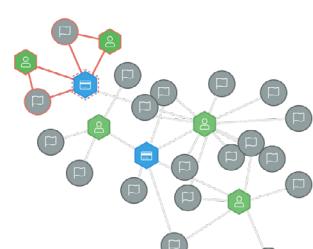
### Step 2

Expanding on the card to find additional customers, Genome uncovers three customers using the same card. The third customer is also using a second card.



### Step 3

Expanding on the second card to find additional customers, Genome uncovers three customers using the second card. This connection had not initially been flagged as fraudulent by the transaction monitoring platform.



### Step 4

Expanding on the five customers and their transactions, Feedzai Genome uncovered that five customers are using two cards.



Genome enabled Rank Group to perform more in-depth, more accurate investigations, and allows for greater confidence and explainability in risk score decisions.



Feedzai Genome also deepens risk assessment because patterns, not just flagged transactions, are reviewed. Reviewing patterns allows investigators and data analysts to increase the number of reviewed transactions; fewer false negatives slip through the cracks.

## The Results for Rank Group

Rank Group satisfied the need for robust transaction monitoring technology and boosted operational efficiency by 95%. By implementing Genome, Rank Group increased fraud detection on specific alerts by 15% and realized cost savings of £12,000 in minutes.

### For more information

[feedzai.com/resource/case-study-for-rank-group/](http://feedzai.com/resource/case-study-for-rank-group/)



### Feedzai numbers for Rank Group

**Improved fraud detection.  
Less customer friction.**

**95%**

Increase  
in operational efficiency

**15%**

Increased fraud detection  
and prevention

**£12K**

Cost savings  
in minutes

Brands Trust Feedzai



Request a Demo

**Ready to get started?  
Drive your growth with us.**

[Schedule a demo](#)

