



Feedzai Enterprise

# Account Opening Fraud

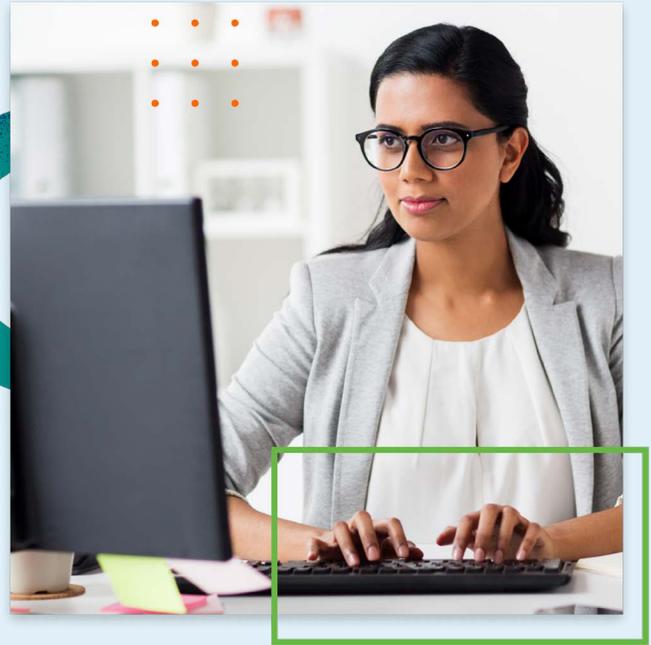
Financial institutions responded to the rapid shift to online banking and commerce by overhauling their digital platforms, resulting in an account opening process that is more convenient for consumers.



Feedzai ranked #15 on the Forbes list of most promising AI companies.



Feedzai named best-in-class fraud and AML machine learning platform vendor



But the culmination of data breaches, pandemic-driven fraud schemes, and stolen identities make it more difficult than ever to stop fraudulent applications without upsetting potential customers. Of the suspected fraudulent applications, 45% turn out to be truly fraudulent once manually investigated<sup>1</sup>. Therefore, making the wrong call puts the financial institution's revenue and reputation at risk. Beyond that, conventional data sources don't assess digital risk signals and are often siloed, creating more manual reviews for investigators. Feedzai Account Opening creates a frictionless customer experience while effectively fighting fraud in real time with a scalable machine learning platform.

## Obtain more customers in real-time with zero friction

- ✓ Increase auto-acceptance rates using diverse data enrichers**  
Reduce manual reviews and streamline account opening for low-risk applicants. Use a combination of attributes across various data sources, like credit bureaus, social media, telco, email, and more, to create a robust understanding of risk in real-time.
- ✓ Layer Controls Based on Digital Risk**  
Use a zero-trust approach with intelligently layer controls, using aggregated digital risk attributes. Create robust customer profiles from day one to monitor early account activity and thwart suspect account funding and bust-out.
- ✓ Focus Operational Teams on Fraudulent Applications**  
Use of all internal and external data, coupled with machine learning to improve the efficiency of risk strategies for detecting fraudulent applications and let genuine applications pass. Creating increased capacity for operational teams to focus on the highest risk applications.
- ✓ Build Digital Trust for Every Customer at Scale**  
Leverage machine learning to establish a baseline of trust at the point of application. Combine device and network data with behavioral biometrics and malware analytics to passively authenticate consumers, identify anomalies, and combat synthetic and third-party fraud.

<sup>1</sup> Banking Exchange, How to Reduce Account Opening Fraud, March 2021



# Key Features



## Data Enrichment

Strengthen digital risk assessment using device, email, network, and behavioral intelligence.



## Simple Investigations

Reduce investigation time with Feedzai Genome, our visual link analysis tool. Systemically uncover network relationships among other fraudulent accounts.



## Optimized Rules and Models

Use pre-defined, battle-tested models and rules that can be deployed immediately combined with tailored customer's historical data.



## Scalable Machine Learning

Perform in-depth analytics for each applicant at scale and reduce false positives through Feedzai's Segment of One Profiles™. Automate model training to stay ahead of the fraudsters.



## Omnichannel FRAML

Score the entire customer lifecycle in a single platform from account opening through to ongoing due diligence and fraud transaction risk.



## Cloud-First Platform

Leverage the scalability of Feedzai's cloud to handle large data sets and drive insights in real time.

*"Feedzai is a partner that is flexible enough to optimize the customer journey and treat it as a differentiator rather than a simple requirement."*

Senior Manager at a top 5 UK bank



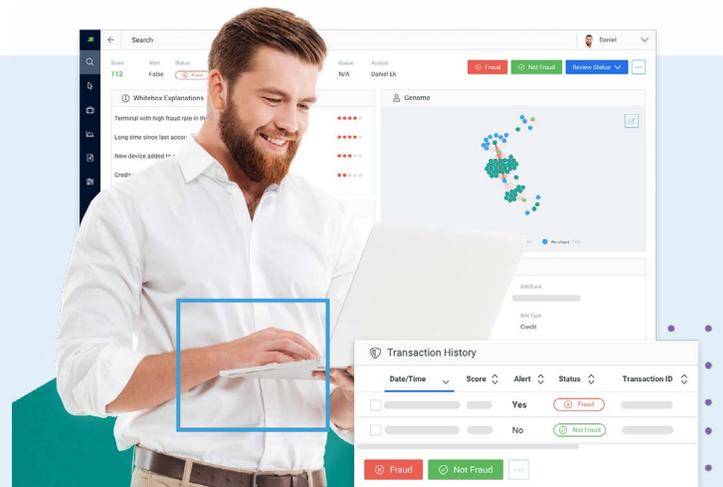
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