feedzai | Case Study

Rank Group gets the Upper Hand with Feedzai's Genome

Rank Group

Key Results

95%
Increase in operational efficiency

15%
Increase in fraud prevention and detection

£12K
Cost saving in minutes

About Rank Group

With £746.5 million in annual revenue, Rank Group is the United Kingdom's largest casino and sixth largest bing brand. They're on a mission to excite and entertain.
https://www.rank.com

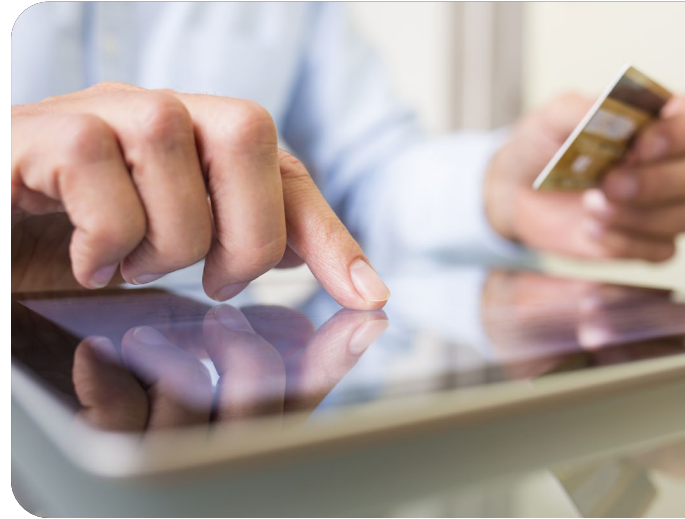## The Challenge across channels

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.

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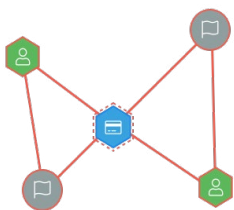Customers who are captured in financial crime are managed efficiently and with trust

» **Comply**
Ensure compliance and transparency throughtout the journey

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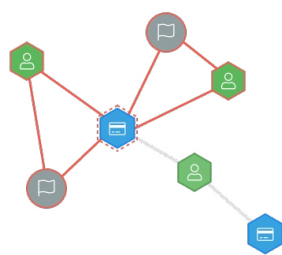

Genome in action

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.
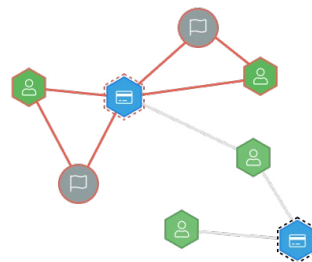

Step 1
Rank opens a fraud case within Case Manager. Genome shows two customers (green icon) using the same card (blue icon) on two different transactions (grey icon).
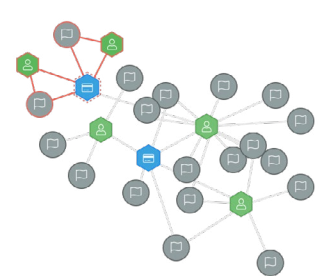
Step 2
Expanding on the card to find additional customers, Genome uncovers three customers using the same card. The third customer is also using a second card.

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/

Feedzai numbers for Rank Group

Improved fraud detection. Less customer friction.

95%	**15%**	**£12K**
Increase in operational efficiency	Increased fraud detection and prevention	Cost savings in minutes

Drive your Growth with us.

Talk to an expert

Awards and Recognition

Quadrant
Knowledge Solutions

Feedzai named a leader in SPARK Matrix AML.

Aité

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

Chartis

Feedzai named a category leader in Chartis Payment Risk 2023

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