
Card Risk Mitigation

Combining Predictive Analytics,
Leading-Edge Technology and Industry
Expertise to Protect Cardholders

Card fraud is an everyday reality for financial institutions, and the threats keep evolving. Having a strong, balanced approach to fraud mitigation is key to protecting your card portfolio and the consumer experience.

Card Risk Mitigation from Fiserv detects and prevents fraud while balancing the cardholder experience. It combines advanced fraud detection tools with expert consultation to help you achieve your fraud program goals and see fraud losses that can drop as low as 50 percent below the industry average.



A Proactive, Hands-On Approach

Fraud detection is a delicate business for financial institutions, and finding the right balance between fraud losses and cardholder friction is key.

Financial institutions of all sizes can build a comprehensive fraud mitigation strategy with risk solutions from Fiserv and hands-on investigative and support services. That innovative approach is the foundation for an enterprise solution for fraud mitigation.

We continuously gather data about evolving fraud schemes and share those trends with our clients to help them minimize their losses. That data also helps us further refine and enhance our solutions.

Multichannel Fraud Detection Solutions

Today's fraud trends demand risk management strategies that cross organizational silos for improved detection and operational efficiency. Our multichannel risk management solutions are delivered through a common operational platform with modular, easily integrated enhancements. This approach enables clients to build a seamless, multilayered defense against increasingly complex fraud and money laundering scenarios.

Card Risk Mitigation: EnFact®

Card Risk Mitigation: EnFact is the foundation of our Card Risk Mitigation offerings. It is a sophisticated, real-time, neural network solution that assesses fraud risk for card transactions without delaying or inconveniencing cardholders. Leveraging skilled analysts and an automated notification system lends flexibility and efficiency to a fraud alert communication strategy. Supported notification channels include text, email, letters and voice.

Card Risk Mitigation: CardTrackerSM

Card Risk Mitigation: CardTracker tracks compromised cards identified in Visa® or Mastercard® alerts. It displays all relevant alerts in one convenient, secure application and provides a daily report of all transactions made on those cards. When integrated with EnFact, CardTracker allows financial institutions to generate cases at lower scoring thresholds to aggressively monitor transaction activity on compromised cards.

Card Risk Mitigation: CaseTrackerSM

Card Risk Mitigation: CaseTracker adds a web-based interface to monitor and manage potential fraud cases. Through this application, financial institutions can check status, query and update their case information.

Card Risk Mitigation: TranBlockerSM

Card Risk Mitigation: TranBlocker is a web-based tool that enables a financial institution to block potentially fraudulent transactions with user-configured rules. When combined with EnFact, a case is automatically created for each denied transaction to ensure the cardholder is contacted about the suspect transaction.

Visa Secure® and Mastercard Identity Check™

Powered by the latest 3D Secure technology, Visa Secure and Mastercard Identity Check allow card issuers to increase revenue and acceptance rates with “zero touch” authentication for ecommerce transactions. The technology can identify genuine cardholders and allow them to proceed directly to checkout, creating a frictionless payment experience and lower abandonment rates.

3D Secure employs sophisticated models that use data available during authentication, device and location information, historical cardholder behavior, and merchant and transaction data to authenticate cardholders in real-time. Dynamic rules and immediate access to fraud data allow for more control over fraud thresholds and heightened engagement with cardholders about potentially fraudulent transactions.

Card Risk OfficeSM

Card Risk Office from Fiserv is a consultative and customized risk management service that multiplies the success of fraud mitigation through continual, hands-on assistance. Working as an extension of your staff, a dedicated risk expert with knowledge of your data, rules, trends and cardholders will research fraud incidents as they arise and determine appropriate solutions and strategies to mitigate exposure.

That personalized approach provides a powerful system to minimize risk and financial losses while being mindful of the cardholder experience. Card Risk Office includes:

- Daily monitoring of confirmed fraud cases as well as analysis and reporting of identified fraud risk patterns
- Automatic fraud alert notification
- Real-time, end-to-end incident management and investigative support
- Strategic recommendations to improve the performance of risk solutions and programs
- Guidance on tactical remediation and implementation of risk mitigation strategies
- Monthly rule reviews with recommendations to modify, remove or add new rules
- Hot carding support during a major compromise to identify when action is appropriate
- An annual risk assessment, including a review of annual fraud loss, risk solution return on investment and customized recommendations for optimizing risk products and services
- Insight into best practices and benchmarks across established client bases, including peer group and national average comparisons
- Fraud trend education
- Invitations to Fiserv seminars and webinars on fraud prevention

The Next Level

Experience even more benefits by combining Card Risk Office with CardValet® from Fiserv. Using data from the CardValet app to inform risk mitigation strategies creates unique synergies. By focusing on minimizing loss and providing a superior cardholder experience, the combined power of these solutions creates a competitive advantage for your organization.

Significant Bottom-Line Results

Fraud losses across all debit and general-use prepaid cards in 2019 were \$12.40 per \$10,000 in transaction value, according to a [2021 Federal Reserve Board report](#).

Fiserv clients utilizing our full suite of risk solutions can significantly reduce their fraud losses. As the scope, scale and frequency of fraud continues to grow, Fiserv can help your financial institution maintain a vigilant, cost-effective approach to fraud detection and risk mitigation while also helping to reduce false positive ratios to improve efficiency.



Key Benefits:


Fiserv provides powerful tools you can use to assess and mitigate the fraud risk of card activity without delaying transactions or inconveniencing cardholders.

- Track risk patterns and monitor or block authorizations based on national and global data
- Define the risk scoring threshold for your cardholders' transactions and act as needed
- Contact cardholders directly to warn of suspicious activity
- Reduce overall losses through quicker detection of potential fraud
- Provide a greater sense of security for your cardholders, encouraging more card use
- Receive expert consultation and direction to respond to your fraud risk exposure



Connect With Us

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