

# UMassFive College Federal Credit Union (UMassFive) Improves Member Experiences with Card Risk Office Select

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## A successful integration of Card Risk Office Select from Fiserv helped Massachusetts-based UMassFive dramatically reduce false positive ratios, decrease member friction and lower its fraud exposure – resulting in increased operational efficiencies, improved member experiences and more.

### Client profile



UMassFive operates as a nonprofit financial cooperative, providing personal and business banking products and services to over 50,000 members in Western and Central Massachusetts. UMassFive members are a highly mobile, academically affiliated community who frequently travel domestically and internationally – making card reliability, ease of use and friction-free experiences critical aspects of the financial institution's brand promise.

### Challenge

The credit union wanted to deliver a seamless debit and credit card experience with minimal disruptions, protect its members and fight fraud without creating unnecessary friction or false declines. And they needed to do it all with fewer resources than larger financial institutions. Additionally, the team wanted to ensure member satisfaction remained high when call volumes peaked and to explore self-service and digital tools that met the needs of their members with a personalized approach.

### Solution

The credit union knew they needed to shift their fraud management approach to one that was more strategic, and wanted expert guidance to help develop a plan. So, they partnered with Fiserv and implemented Card Risk Office Select, an advanced, analytics-based fraud management service.

### Proof points

- The credit union's false positive ratios dropped, significantly improving approval rates
  - Credit false positives decreased 81%
  - Debit false positives decreased 48%
- Fraud basis points, declined materially after implementing Card Risk Office Select
  - Credit basis points reduced 71%
  - Debit basis points reduced 24%

- Interchange revenue grew due to increased card usage
- Contact center call volumes related to card declines decreased
- Members can now transact when traveling without fear of being declined

Broad, location-based card blocks and manual processes were creating excessive friction for UMassFive College Credit Union. While these fraud protections were meant to help reduce exposure, they were frequently causing legitimate transactions to be declined when members were traveling both domestically and internationally, which led to lost confidence in UMassFive cards. Branch staff and contact center teams were also struggling with incredibly high volumes of travel notifications, manual overrides and escalations.

## Finding the balance between fraud Protection and member experience

UMassFive knew it needed to mitigate risk while implementing a more adaptable strategic fraud management program moving forward. To achieve its key objectives, the credit union shifted to a more advanced, analytics-driven fraud management model with Fiserv Card Risk Office Select. They made several operational shifts to support this new strategy:

- Removed blanket international and domestic blocks
- Eliminated manual domestic travel notifications
- Refined how compromised cards are handled, to avoid unnecessary reissues
- Increased point-of-sale limits
- Promoted card controls to encourage members to use CardHub, a platform from Fiserv that enables cardholders to digitally manage their cards and see their spending online or through their mobile banking app



A number of our members who travel frequently were encountering transaction challenges in certain countries due to how our fraud systems were configured. Not surprisingly, this created a lot of friction and a subpar member experience, which ultimately affected certain long-term relationships.”

**Craig Boivin**  
VP of Marketing, UMassFive

All of these steps enabled UMassFive to expand its card portfolio with confidence and peace of mind rather than fear of loss, while enabling other process changes, including:

**Risk-based decisioning:** Card Risk Office Select evaluates transactions based on behavior, merchant data and transaction type versus geography.

**Advanced scoring:** The solution offers improved fraud scoring models that adapt and learn as fraud trends emerge, which allowed more legitimate transactions to pass through while identifying fraudulent ones at a greater rate.

**Ongoing optimization:** A regular cadence of reviews of fraud rules and performance data allowed for continuous fine-tuning.

**Dedicated partnership:** Fiserv risk analysts worked closely with UMassFive, becoming an extension of the credit union’s internal team.

## Meaningful improvements for UMassFive and its members

After shifting to Card Risk Office Select, UMassFive saw several improvements, including a dramatic reduction in false positives and basis points:

Credit false positives decreased

81%

Credit basis points decreased

71%

Debit false positives decreased

48%

Debit basis points decreased

24%

The credit union also saw reduced fraud exposure, better member experiences, greater operational efficiency and growing interchange revenue.

The changes provided profound improvements for its member base, too. Members no longer need to warn the credit union before routine travel, and new cardholders are now onboarded smoothly and confidently. Equally as important, the shift reinforced trust in the brand and strengthened the credit union's position as a leading financial partner.

"If a member calls us today to add a travel note, we can let them know it's no longer necessary for domestic trips," said Craig Boivin, VP of Marketing at UMassFive. "And for international travel, they can take care of it right in the My Cards screen in our mobile app. It's created a much smoother, more convenient experience for our members and our staff."

## What's next for UMassFive?


Now that the credit union has shifted and stabilized its card fraud management, UMassFive is focused on its next phases of growth: expanding digital issuance and wallet experiences, improving credit card performance, reducing friction across the card lifecycle and growing overall card portfolio usage.


And the Fiserv-UMassFive partnership? It's an ongoing commitment to continuous improvement, made possible with the right tools and a trusted team.



# Connect with us

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 [fiserv.com](https://www.fiserv.com)

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