Card Risk Management
Leverage Our Industry-Leading Solutions and Services to Fight the Rising Cost of Fraud
Solutions

Debit and credit cards are the payment methods of choice for U.S. consumers. But rising card fraud, in which thieves gain direct access to deposit and credit accounts, can lead to significant losses. What can your financial institution do to fight back?

Card Risk Management from Fiserv proactively detects and prevents fraud and money laundering activity. Our innovative approach, which combines advanced fraud detection software with personalized supervision of your risk management efforts, is the reason our clients are seeing fraud losses up to 50 percent below the industry average.

A Proactive, Hands-On Approach

Fraud detection is a delicate business for financial institutions that take customer service seriously. The right balance must be found between investigating alerts and processing transactions quickly and efficiently.

Financial institutions of all sizes can build a comprehensive fraud detection strategy combining risk solutions from Fiserv with personal, hands-on investigative and support services. This innovative, proactive approach has saved our clients millions of dollars in loss avoidance, and it is the foundation for an enterprise solution to fraud management.

Fiserv leadership in risk management is rooted in our position as a leading card processor for financial institutions of every size. We continuously gather data about evolving fraud schemes and share this knowledge with our clients to minimize their losses. This intelligence is used to 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 you to build a seamless, multilayered defense against increasingly complex fraud and money laundering scenarios.

Electronic Neural Fraud Analysis and Card Tracking

Card Risk Mitigation: EnFact® from Fiserv is the foundation of our Card Risk Management offerings. It is a sophisticated, neural network solution that assesses fraud risk for card transactions without delaying or inconveniencing cardholders. EnFact includes a call center of skilled analysts combined with an automated voice response unit to provide notification or card status as appropriate. And EnFact Real-Time, an enhancement to the base EnFact product, allows financial institutions to identify high-risk transactions that should be used as part of the authorization decision.
“Merchants Bank fraud losses are significantly lower using Card Risk Office. That’s critically important because we’re a small institution where people wear a lot of hats. We can’t dedicate a staff full time to look at where fraud is coming from. Working with Card Risk Office gives us a significant advantage.”

Barbara Toof  
Vice President and Deposit Operations Manager

Card Risk Mitigation: CardTracker™

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

Card Risk Mitigation: CaseTracker™

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

Card Risk Mitigation: TranBlocker™

Card Risk Mitigation: TranBlocker is a web-based tool that enables your 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.

Verified by Visa/Mastercard Identity Check

Powered by the latest 3-D Secure technology, Verified by Visa and Mastercard Identity Check allow card issuers to increase revenue and acceptance rates with “zero-touch” authentication for e-commerce transactions. The technology can accurately identify genuine cardholders and allows them to proceed directly to checkout, creating a frictionless payment experience and lower abandonment rates. 3-D Secure employs sophisticated models that use data available during authentication, combined with device and location information, historical cardholder behavior and merchant and transaction data to authenticate cardholders in real time. With dynamic rules and immediate access to fraud data, you have more control over fraud thresholds and can use the information to contact cardholders about potentially fraudulent transactions.

Card Risk Office™ – Continuous Risk Management Assistance

Card Risk Office from Fiserv is a consultative and customized risk management service that multiplies the success of your risk management activities through continuous, hands-on assistance with your risk mitigation program. Working as an extension of your staff, a dedicated risk expert with knowledge of your data, rules, trends and customer base will research fraud incidents as they arise and determine appropriate solutions and strategies to mitigate your exposure. This personalized approach provides a powerful system to minimize risk and financial losses.
Available on an annual subscription basis, Card Risk Office provides subject matter expertise to increase your efficiency and responsiveness in a cost-effective manner.

A subscription leverages our most comprehensive risk mitigation services and includes:

- Daily monitoring of confirmed fraud cases; analysis and reporting of patterns of identified fraud risk
- Automatic fraud alert notification when a fraud trend is detected
- Real-time, end-to-end incident management and investigative support
- Strategic recommendations to improve the performance of your risk solutions, products and program
- 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 12-month review of annual fraud loss, risk solution return-on-investment data and customized recommendations for optimizing your risk products and services
- Insight into industry best practices and benchmarks across established client bases (peer group and national average comparison)
- Industry fraud trend education
- Invitations to Fiserv seminars/webinars on fraud prevention topics

**The Next Level**

Experience even more benefits when you combine Card Risk Office with CardValet® from Fiserv. Using data from the CardValet app to inform your risk mitigation strategies creates unique synergies. And, by putting your focus 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**

Financial losses due to fraud are growing. The market average of fraud losses compared with total transaction dollars is approximately 10.43 basis points, according to the Board of Governors of the Federal Reserve System (Nov. 30, 2016).

Fiserv clients utilizing our full suite of risk solutions can significantly reduce their fraud losses. We strive to achieve a fraud loss rate that is 50 percent below the industry average.

“If it wasn’t for this service, 121 Financial Credit Union would not have prevented over $1 million in fraud. We could not be more pleased and are grateful for all that is done within Card Risk Office.”

Sarah Cooke
Card Service Manager
As the scope, scale and frequency of fraud continues to grow, Fiserv can help your financial institution maintain a vigilant, yet cost-effective approach to fraud detection and risk mitigation.

**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 take action 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 usage
- Receive expert consultation and direction to respond to your fraud risk exposure

**Great Risk Performance Equals Client Satisfaction**

We can reduce false positive ratios to improve efficiency and reduce the impact of fraud on financial institutions and consumers.

**Connect With Us**

For more information about Card Risk Management, call 800-872-7882, email getsolutions@fiserv.com or visit www.fiserv.com.
About Fiserv

Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization. Our solutions help clients deliver financial services at the speed of life to enhance the way people live and work today. Visit fiserv.com to learn more.