

Global Bank Reuses Data to Fight Fraud and Improve Customer Experiences

The Client

A \$2.5 trillion top 10 global bank

The Challenge

Fighting fraudsters while improving call center costs

When the COVID-19 pandemic drove large numbers of customers to digital platforms, fraudsters were ready and waiting. Remote access takeover (RAT) attacks soared as cybercriminals got access to customer accounts and devices, using them for fraudulent transactions.

This top 10 global bank was struggling to protect its customers from increasingly sophisticated RAT attacks. It had tried several open-source tools for predictive analytics, but the results fell short. Meanwhile, pandemic-related branch closures led to a dramatic increase in customer calls. As call center volumes—and costs—skyrocketed, customer satisfaction decreased.

The bank needed a way to solve very different problems as quickly and efficiently as possible:

- Protect 15 million customers from remote access takeovers
- Reduce the number of false positive alerts or account takeovers
- Cut call center costs and volumes
- Improve customer service with chat and email solutions

The Solution

Real-time fraud detection, data reuse and scalable analytics

Teradata has helped organizations build reuse, flexibility, and ROI into analytics at scale for over 40 years. After assessing the bank's needs, Teradata outlined two goals:

Teradata's Analytics Approach Drives Results

65%

Reuse of data

37 hours to 12 minutes

Time saved in generating 15 million customer profiles

What Teradata Provided

Scalable predictive analytics solution to:

- Detect and prevent account takeover attacks
- Protect bank and customer assets
- Cut call center costs and volumes
- Improve customer service

Analytics 1-2-3 approach to:

- Eliminate data movement
- Reduce effort in the end-to-end process
- Automate management of individual models

Goal #1: Eliminate the bank's existing—and inefficient—custom Python, in-memory, project-specific data processing

Goal #2: Show the bank how to eliminate data transfers and speed up processing times by running advanced analytic functions in-database

Teradata followed its Analytics 1-2-3 strategy to build out the bank's predictive analytics:

- **Prepare Data:** Teradata used multiple data sources to create relevant features—time to logon, failed logon attempts, etc.—then wrote these into an Enterprise Feature Store for production and reuse in other projects.
- **Train Model:** Teradata then created predictive models using a hyper-segmentation—or “Segment of One”—approach.
- **Deploy Model:** Finally, models were deployed in-database using Predictive Model Markup Language (PMML) and scored in real-time. Teradata's Vantage CX platform was the decision engine that acted based on the predictions.

Teradata cut the time it took to generate 15 million profiles from 37 hours to 12 minutes.

The Result

Happier, protected customers—and significant time and cost savings

The bank finally has a real-time solution that's effective at detecting online account fraud. And reusing data slashes the time needed for data preparation. The modeling technique was very different for each use case, but the route to production was the same.

Now, data only needs to be secured once. Models can be trained quickly, using the data science team's preferred tools.

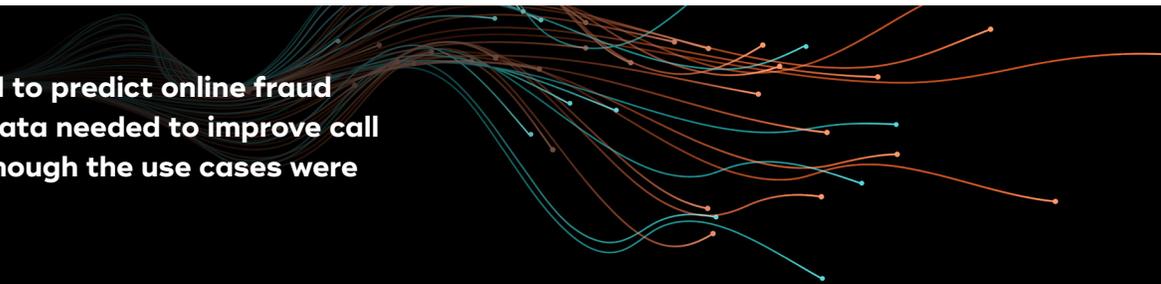
The fraud detection solution also enabled the bank to reduce call center costs and volumes in a fraction of the time other solutions required.

Teradata's Vantage CX helped the bank reduce its end-to-end process efforts, and the results are happier, better protected customers—and a connected multi-cloud data platform that enables endless scalability for all future analytics efforts.

About Teradata

Teradata is the connected multi-cloud data platform company. Our enterprise analytics solve business challenges from start to scale. Only Teradata gives you the flexibility to handle the massive and mixed data workloads of the future, today.

Learn more at [Teradata.com](https://www.teradata.com).



65% of the data required to predict online fraud behavior was the same data needed to improve call center deflection, even though the use cases were very different.

17095 Via Del Campo, San Diego, CA 92127 [Teradata.com](https://www.teradata.com)

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