PERSEUSS

CASE STUDY: ASIAN AIRLINE

THE MERCHANT

This Perseuss member is in the top 15 of the largest airlines in Asia based on passenger volumes. They operate globally and have been in business for over 70 years. For over three years, the fraud prevention team has used one of the major fraud management systems known in the industry to assess first-hand any incoming transaction. The team finds the tool useful and is very familiar with its benefits, features and user requirements. They chose Perseuss as an add-on in order to get additional input on the scoring of their current fraud management system. The team appreciates the fact that they do not need to open another program to work on their transaction.

THE CHALLENGE

As the company was expanding their market, they became more exposed to new threats and fraud schemes. It meant they needed to make some changes: the current time spent on fraud prevention was just not enough to manage the increased volume of transactions and to stay ahead of the fraudsters. The primary objective with Perseuss was to minimize the fraud losses and declines of transactions coming from genuine customers. Preferably, they would achieve this by automating the decisions so their team's manual review queues would become shorter and they could spend more time on other revenue protection related responsibilities.

THE SOLUTION

The implementation of Perseuss within the merchant's current fraud management system was quick and easy due to the existing partnership and integration. Perseuss started analyzing the transactions, providing an additional score to the user dashboard and either reinforcing the risk of a transaction, detecting new risks and identifying genuine bookings. This led to less transactions sent to the manual review queue, as Perseuss was set up to automatically deny high risk transactions. For those transactions that still needed manual review, Perseuss delivered extensive, in-depth intelligence to enable the review team to make faster and deliberate decisions.

0,04%

false positive rate

7%

accurately detected fraud cases

89%

overlap with merchants' main fraud system

THE RESULTS

During their trial period, Perseuss was able to:

1. Identify 69 fraudulent transactions that were missed by the customers main fraud system.

2. Confirm the risk on transactions that were already flagged by the system.

3. Speed up the manual review of suspicious transactions.

4. Provide in-depth intelligence for the decision process

5. All of the above, with a negligible false positive rate.

Already after 1 month was the company able to profit from their membership with Perseuss as their fraud savings exceeded their costs. Curious to find out what Perseuss can do for you?

REQUEST A FREE TRIAL