

CyberSource Fraud Management For Loyalty Programs

Protect your business while driving customer retention and loyalty. Screen for fraud at account access, purchase and redemption of points.



CyberSource fraud management solution helps you provide a secure environment for participants in your loyalty program. Each point of user interaction, including purchase, transfer and redemption of points, as well as account events such as account creation, login and account changes, is an opportunity to protect your customers against loyalty fraud.

Our loyalty fraud management solution combines advanced analytical algorithms, customizable rules, data from 68 billion transactions, and global expertise to optimize the accuracy of your fraud screening. With experience protecting loyalty points and miles as a currency, CyberSource can help you reduce risk in your loyalty program.

\$238B
in estimated value
sitting as a liability
on the books of airlines,
hotels, and other
program owners¹.

KEY FEATURES

- ✓ Over 260 validation tests including device fingerprint, IP geolocation, and other flags
- ✓ More than 10 predictive risk models by region and industry, including travel
- ✓ Flexible rules engine and rules-based transaction score development
- ✓ Insights from 68 billion transactions that Visa and CyberSource process annually
- ✓ Monitors for suspicious activity at account creation, login and account updates

KEY BENEFITS

- ✓ **Avoid fraud as your loyalty program grows**
Accurately pinpoint fraud and still recognize genuine purchases and redemptions of points or miles.
- ✓ **Protect your relationship with your best customers**
Real-time decisions mean that purchases, redemptions and logins will be seamless and safe.
- ✓ **Gain insights to counter fraud globally**
Access risk intelligence from transaction data worldwide and CyberSource fraud experts on five continents.
- ✓ **Reduce the complexity of fraud management**
With more automation and expert resources, you can easily scale fraud prevention tactics and spend less time reviewing.

¹ "Loyalty points fraud: A real risk for a virtual currency", Ryan Yuzon, Director of Consulting, RFI Group, April 30, 2015. <http://bit.ly/1NcWcQl>



Loyalty Fraud is a Growing Challenge in the Digital Economy

As companies seek to increase their volume of repeat customers, loyalty programs in travel and retail have become more important.

Companies now offer more earning and redemption choices than ever, often through partnerships and rewards ecosystems. These programs can create a lot of value for consumers, but also come with risks.

The loyalty earning and burning lifecycle has opened new avenues for fraud. Fraudsters purchase points with stolen cards, redeem fraudulently obtained points for valuable goods and services, and take over loyalty accounts that belong to genuine customers¹.

Fraudsters have increasingly spotted loyalty as a weak point in many companies' fraud management systems². Points and miles translate to real money. We can help you protect them with strong defenses.

Our Solution

CyberSource Fraud Management for Loyalty Programs provides a complete fraud management solution throughout the loyalty lifecycle, with Account Takeover Protection and Decision Manager.

Analyze access behaviors, monitor for suspicious account changes, and analyze purchases.

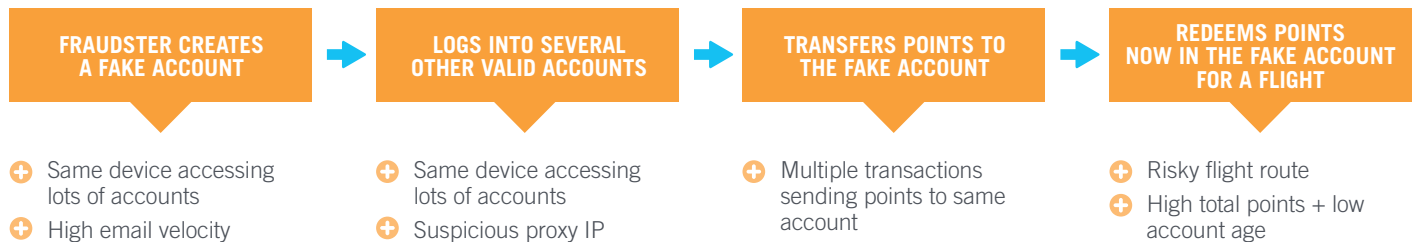
Account Takeover Protection monitors user account creation and login behaviors to identify valuable returning customers while defending against fraudulent account creation and takeover attempts.

Decision Manager screens for fraud at checkout, helping you protect purchases and redemptions of your loyalty program points. Decision Manager has over 260 detection tests, a powerful rules engine, a case management system and data dashboard, and real-time reporting and fraud tuning. Loyalty transactions may use only points rather than standard payment methods, but CyberSource evaluates hundreds of data elements from each transaction to accurately detect fraud with or without credit card information.

Managed Risk Services let you complement your capabilities with our fraud experts.

How it Works

In one common loyalty fraud scenario, CyberSource can stop fraud at several points in the sequence of events by screening each user interaction for suspicious characteristics.



With CyberSource, one easy connection can transform your payment capabilities.

We make it simple for you to use our products and services, whether you have a laser focus on fraud screening or want to utilize our full range of payment management solutions. Our platform is pre-integrated with leading eCommerce and travel technology platforms worldwide for seamless implementation and a faster time to market.

References:

¹CyberSource Fraud Management Benchmark Study, Airline Industry Edition 2014.

²"Loyalty Fraud Trends and Developments", Travel Payments Insider, March 2014.