



# EXPERIAN learningDAY<sup>2022</sup>

Accelerate and maximize your data potential

# EXPERIAN learningDAY<sup>2022</sup>

## Preventing fraud as a key strategic priority - what's required?

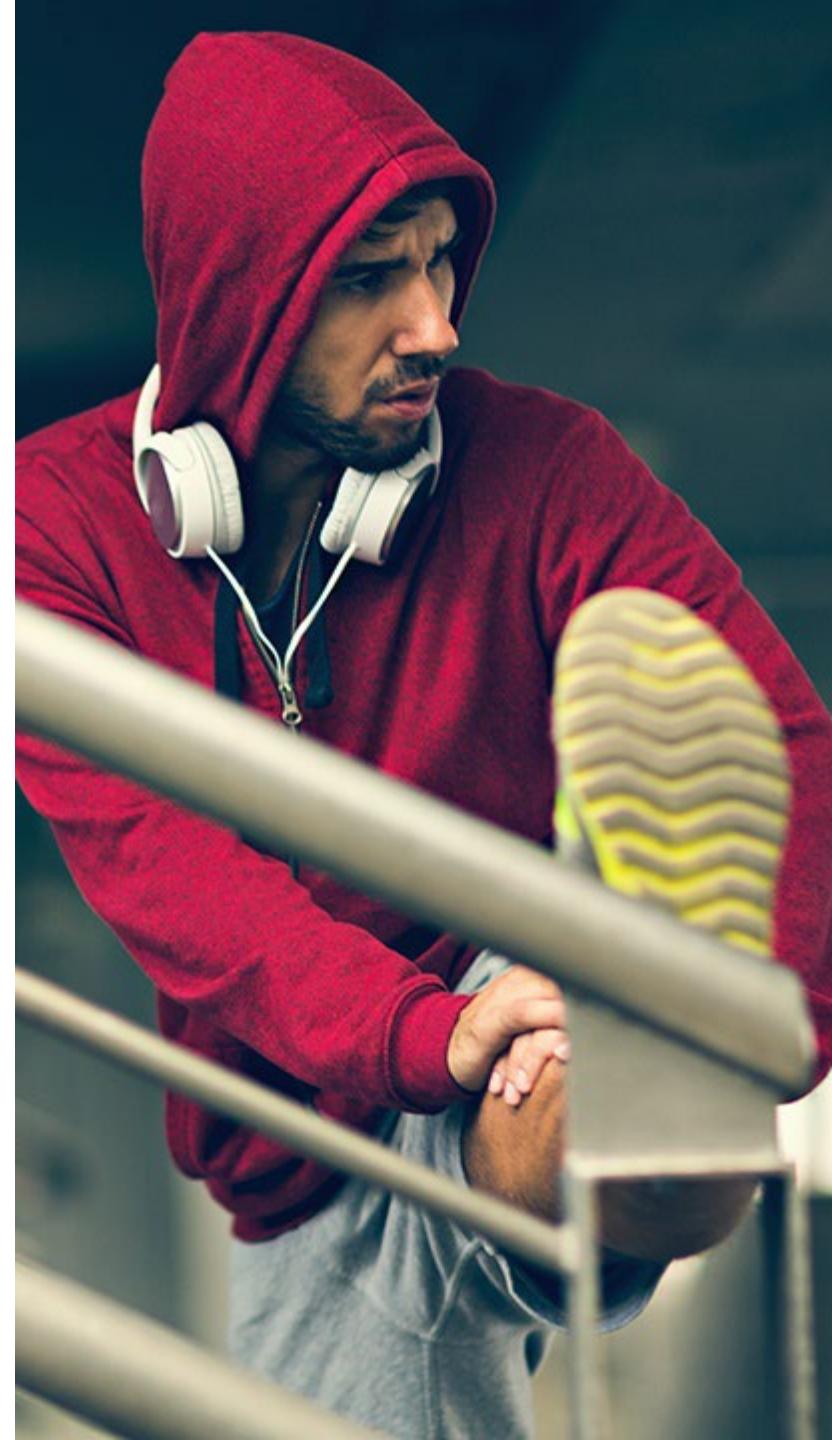


**Wilnes Goosen**

ID & Fraud Consultant  
Experian



Are you **confident**?



# Consumer digital trends and behaviors according to Experian Global Insights Report 2021



Increase in online activities since the pandemic began

**25%**



Plan to increase their banking and shopping transactions

**49%**



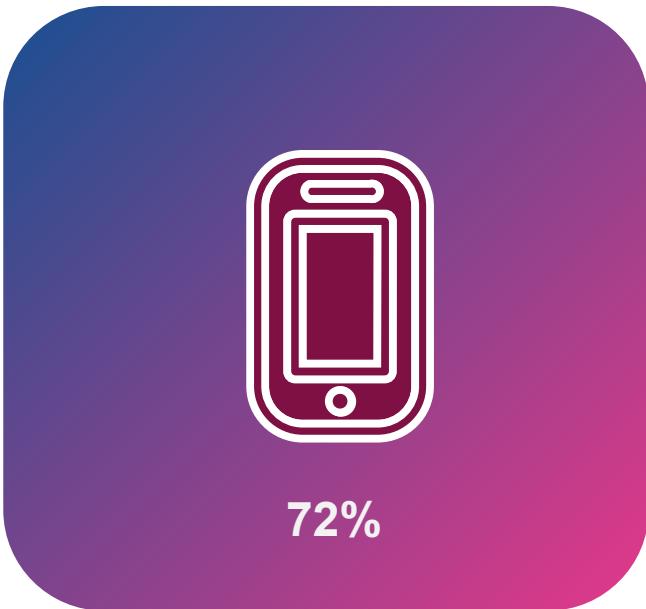
Have used a mobile wallet (+9%-pts increase since pre-pandemic)

**62%**

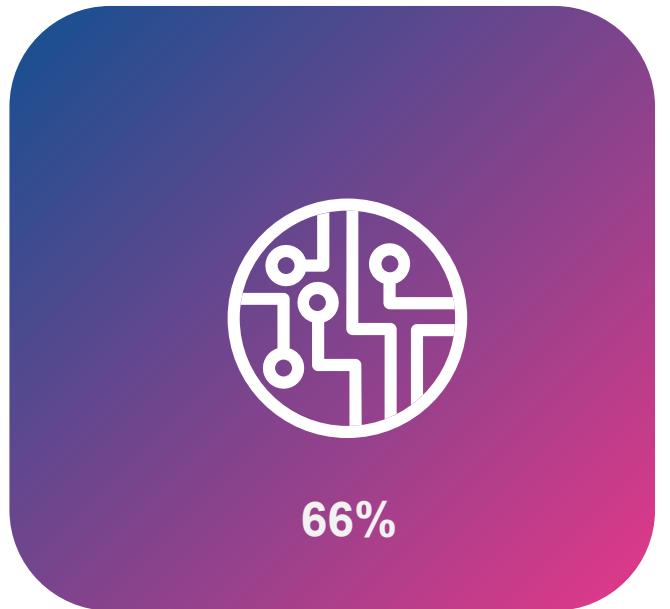
# Consumer preferences are moving towards invisible security



Physical Biometrics such as facial recognition and fingerprints.

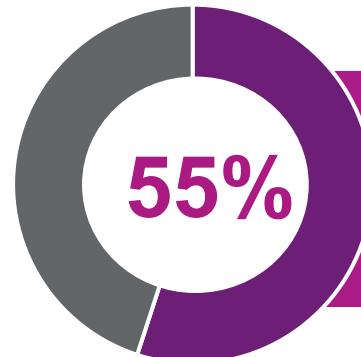


Pin codes sent to mobile devices.



Behavioral analytics, passively observed signals that require no effort from the consumer.

# Consumer concerns throughout the pandemic



of consumers say security is their top priority online. Unchanged over past 5 years of our study.

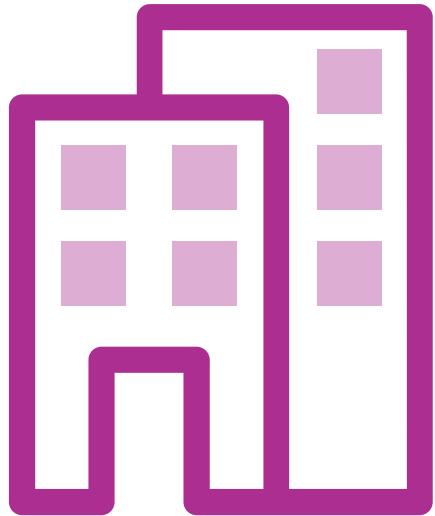


of consumers are worried about identity theft compared to 28 percent pre-pandemic.



of consumers are worried about online privacy compared to 29 percent pre-pandemic.

# Investing in digital strategies



**9 out of 10** businesses said they have a digital customer journey strategy, and nearly half (47%) implemented during the pandemic.

# The Great Recognition Divide



**95%** of businesses are confident in their ability to recognize their customer.



**55%** of consumers don't feel recognized by businesses.

## Fraud Ecosystems and Preparation for the future

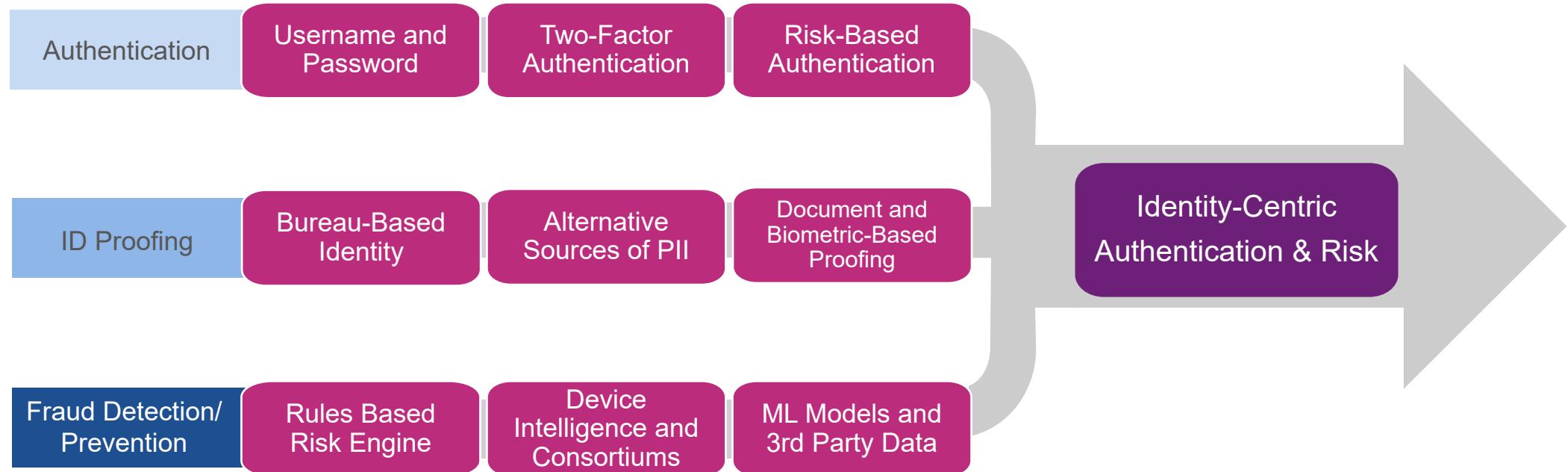
Consumers want businesses to do more when it comes to privacy and security.

## Evolving Identity and Fraud Solutions



# Evolving Market Demands for Authentication

Modern authentication requires a **CONTINUOUS** and **PASSIVE** assessment



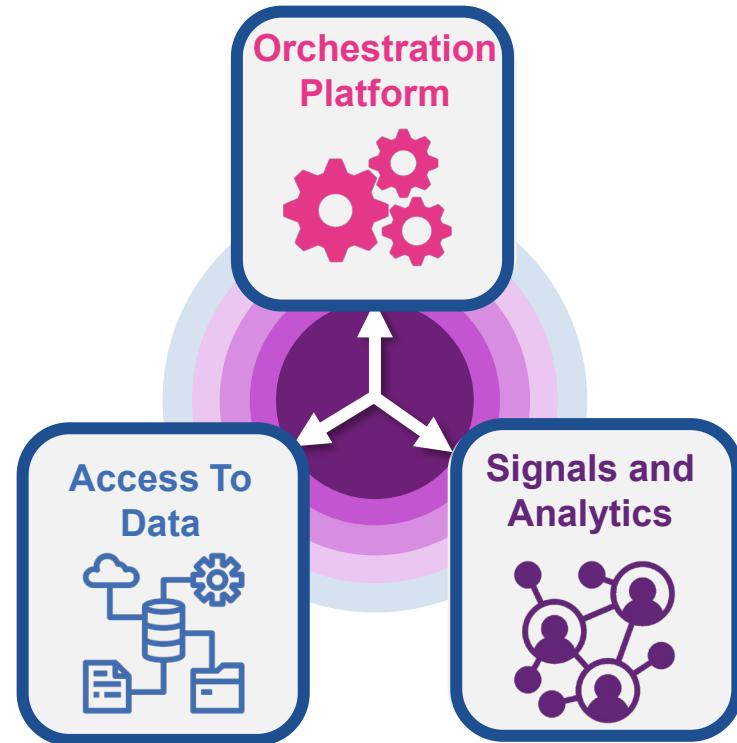
- Centers around Identity
- Utilizes a wider variety of contextual risk signals covering device, user behavior, consumer history and attack vectors
- Leverages digital exhaust and enriched data
- Applies to existing and new account events
- Pairs risk to appropriate authentication method
- Powers future authentication methods (e.g., Tokenized ID)

# Enabling end-to-end identity and fraud automation

Automating signal gathering, orchestration and analytics leads to better decisions across the enterprise

What's needed is a powerful combination of solutions...

...that helps to enable the **end-to-end automation** of the identity and fraud lifecycle





# CrossCore

# CrossCore

## One place. One platform.

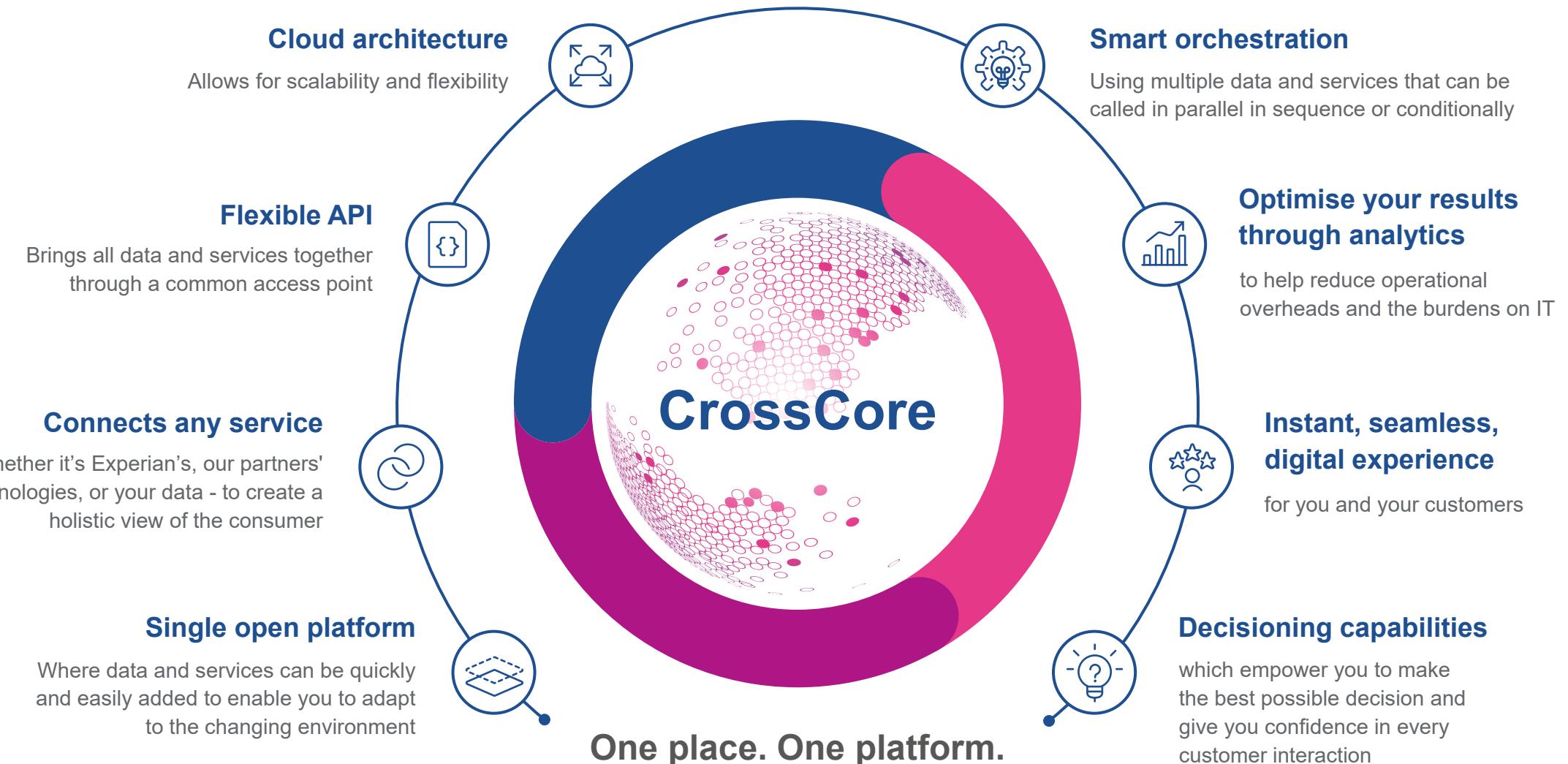


Experian's CrossCore brings together all the data and services you need into a single view via **one platform**.

Offering flexibility and an open API approach, it provides you with greater control for managing your risk profile and customer journeys, particularly when you need to adapt to changing circumstances.

CrossCore is a uniting force, with sophisticated orchestration and advanced analytics providing the **confidence you need in every customer interaction**.

# CrossCore can enable...



# Key Takeaways

The Digital Expansion is accelerating the fraud concerns among users with no definitive answer from the companies

Intelligently-layered solutions can help you stay ahead of the threat

Advanced Analytics are needed to secure your future

Reach out to our Experian Fraud team to learn more!

# Questions?

**CONTACT US**



Marketingafrica@experian.com



www.experian.co.za