



➔ Fraud Management Solution

➔ The Cost of Fraud

Cost of fraud increased in 2009 costing businesses more than \$54 billion. Credit card fraud surged as the No. 1 form of rising identity theft, and it now comprises 75 percent of I.D. crime cases. (Javelin)

Accelerate Card Fraud Resolution

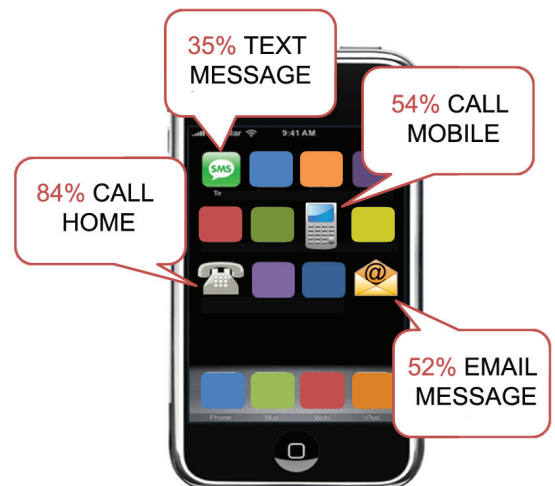
SoundBite's Fraud Management Solution is a Real-Time, interactive, multi-channel cardholder communications solution. The solution enables banks to alert, uncover, and resolve the growing number of suspicious credit and debit card transactions in a highly efficient and effective way. Enabled by SoundBite Engage™, a multi-channel, proactive customer communications platform, the SoundBite Fraud Management Solution integrates with fraud detection systems, including TSYS CardGuardSM, to offer personalized, interactive dialogs, so that banks can contact more cardholders and resolve more cases in less time.

Solution Benefits

- Reduce time to confirm fraud, lowering risk and total dollars lost
- Resolve fraud automatically via interactive cardholder communications and free up agents to spend time on higher priority tasks
- Reinforce cardholder relationships with timely and personal communications that build loyalty and minimize disruption in card spending
- Augment current contact information to contact more cardholders quickly and effectively
- Capture and communicate over cardholders' communications preferences to ensure high response rates

Consumers Prefer to be Contacted via Multiple Channels When Fraudulent Activity is Suspected

Understanding how to best reach a customer is the key to effective communications. Today's account holders are increasingly more mobile and difficult to reach through just one communications channel. A 2010 SoundBite Fraud Communications Survey conducted by Harris Interactive, reveals that an overwhelming majority of consumers—89 percent—would prefer to be notified by multiple and various forms of communication, including a phone call, text message, email, and letter if fraudulent activity is ever suspected on their debit or credit cards. An effective multi-channel solution that honors cardholder communications preferences is crucial in situations where time is of the essence and minutes wasted can cost financial institutions millions of dollars annually.



Top Ways Consumers Prefer to be Contacted Regarding Fraud
2010 SoundBite Fraud Communications Survey conducted by Harris Interactive

Here's How it Works

SoundBite's cardholder fraud notifications are triggered when the bank detects suspicious card activity. The Real Time Fraud Module connects to the bank's infrastructure, including the TSYS CardGuard fraud detection system, so that as soon as transactions need to be validated, the cardholder is notified. The SoundBite Dialog Engine executes automated, interactive, voice, text, and email communications which authenticate the cardholder identity, present detailed account activity, and options for the cardholder to confirm or deny the transaction. In the event the cardholder refutes the transaction, SoundBite immediately connects the cardholder with a fraud specialist.

Key Features of the Solution

Real-Time Fraud Module

The SoundBite Real-Time Fraud Module provides the connection point(s) to the bank's case management system, fraud detection system, and/or system of record. The Fraud Module triggers automated messaging to the cardholder when potentially fraudulent events are detected and coordinates the results of the cardholder interaction with real-time updates to the bank's system of record.

Campaign Strategy Manager

The Campaign Strategy Manager enables banks to develop and manage notification decisioning strategies. Each strategy can be designed based on variables including time of day, fraud type, transaction type, consumer communication preference, risk level, open to buy amount, and response outcome.

Dialog Engine

SoundBite's Dialog Engine enables self-service and agent-assisted case resolution. It supports an interactive automated dialog initiated from an inbound or outbound cardholder message. Using its multi-channel rules engine, a bank can determine how to respond to a cardholder using pre-defined messages.

Contact and Preference Management

Contact and Preference Management functionality captures and augments cardholder contact information. Build, manage, and maintain a database of customers to proactively communicate during the fraud management lifecycle via their preferred communication channels.

Reporting and Analytics

SoundBite offers a variety of pre-defined and custom reports to measure and optimize the effectiveness of your communications strategies. Banks can easily tie results back to measurable business value including trends and data that identify how many fraud cases are confirmed without involving an agent, the best time to reach a cardholder, and how many cases are identified as true fraud.

About SoundBite Communications

As a leading provider of on-demand, multi-channel proactive customer communications solutions, SoundBite transforms the way organizations communicate throughout the customer lifecycle to build trusted, lifelong, and profitable relationships. Visit SoundBite.com for more information.