NICE Actimize

Datasheet

IFM: Scam Prevention
Fight Fraud Fiercely

In today's rapidly evolving financial landscape, scams and social engineering attacks that lead to Authorized/APP fraud pose significant threats to both financial institutions (FIs) and their customers. IFM's Scam Prevention Solution provides a comprehensive, AI-driven solution to detect and prevent scams in realtime, safeguarding FIs and customers.

Real-Time Prevention: Uses advanced AI and machine learning models to identify and halt scam activities as they occur, ensuring immediate protection.

Cross-Channel Coverage: IFM monitors interactions and transactions across all channels—including mobile, online, and branch—ensuring real-time, comprehensive scam prevention across every channel.

Behavioral Analytics: IFM's advanced behavioral analytics continually monitors and profiles typical monetary and non-monetary patterns, creating a unique profile for each customer to detect deviations in behavior to identify potential scams early, enhancing detection accuracy without disrupting customer experience.

Typology-Specific Analytics: With a typology-focused approach, IFM executes concurrent models specific to scam types, ensuring accurate detection, while minimizing false positives. This depth of insight allows for a more targeted approach to tackling evolving scam tactics as well as enabling distinct customer treatments based on specific risks, from alternative operational processes and scripting to in-channel warnings and messages.

Data Intelligence & Analytics: Powered by extensive data intelligence capabilities, the solution integrates internal data and third-party risk signal data from both within and outside of the organization, allowing FIs to combine multiple dimensions of profiling from transactional, behavioral, identity, and authentication to network signals and geolocation to paint a complete picture of each interaction. This holistic view strengthens scam detection by identifying suspicious patterns that might otherwise go unnoticed.

IFM Scam Prevention is a powerful solution that goes beyond detection to deliver strategic business benefits. Enhanced scam prevention builds customer trust, strengthening loyalty and reducing churn, as customers feel secure across every interaction. Additionally, regulatory compliance alignment reduces potential liabilities, reinforcing the institution's reputation as a responsible, proactive guardian against fraud. IFM empowers institutions to proactively safeguard assets and reputations, all while optimizing resources and fostering long-term customer confidence.