

# Omni Channel Fraud

Fraudsters Are On The Move  
– Is Your Bank Ready To Keep Up?



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**Disclosure:** The comments and opinions expressed in today's session are my own and not necessarily those of Fifth Third Bank.

interesting story

YEAR

COLOUR

YEAR

### METHOD OF LEAK

SIZE

NO OF RECORDS STOLEN

DATA SENSITIVITY

SHOW FILTER

latest

2016

2015

2014

# Significant Increase Of Exposed Consumer Data.



Business Email Compromises Up  
Since 2015 - FBI

A woman with long brown hair, wearing a red dress, is talking on a black smartphone. She has a concerned expression on her face. In the background, there is a blue ATM machine with a red screen and a keypad. The scene is set indoors, possibly in a hallway or a public area.

Hackers crossing traditional boundaries. Hacks turning into phone calls to reset PINs.





Slow Merchant Adoption of  
EMV Not Optimizing Customer  
Protections.



Comments - 234

This is the best thing on the in!

Cancel Send



Today 15:37  
Hi, How are you?

Today 15:39  
Yeah good, whats going on?

Today 15:37  
Going to get some food. Meet you there?

Today 15:39  
Ok, can we meet there at 10 mins?

Fraudsters are preying on our  
new cultural norms and  
entitlements for financial gain.

# Who Moed

Fraud Risk Professionals Are Being Forced To  
Think About Fraud In New Ways...

# Cheese? Or Risk Failure.



# Our Lens Of Fraud

Card

3<sup>rd</sup> Party

- Fraud App
- Lost/Stolen
- ATO
- CFT
- NRI

1<sup>st</sup> Party

Not Fraud

Bustout – kinda fraud

Deposit

3<sup>rd</sup> Party

1<sup>st</sup> Party

Check

- Altered
- Stolen
- CFT

Fraud App

ATO

Kiting

Bad Deposit

Consumer Loan

3<sup>rd</sup> Party

1<sup>st</sup> Party

Fraud App

ATO

Misrep

Asset

Straw Buyer

## Card

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## Consumer Loan

3<sup>rd</sup> Party

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**Call Center**

**Online & Mobile**

**Branch**

**ATM**

**POS**



Card

Deposit

Consumer Loan

1<sup>st</sup>  
Party

Call Center

1<sup>st</sup>  
Party

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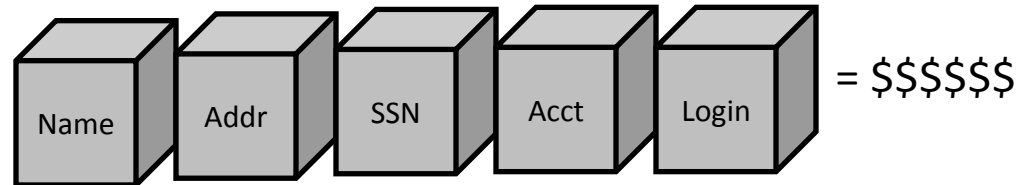
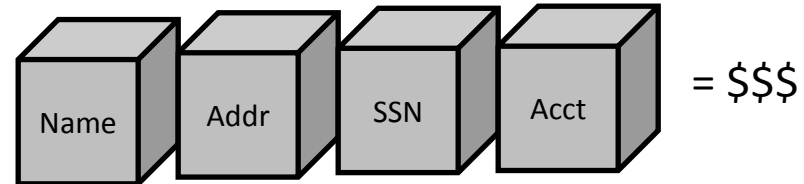
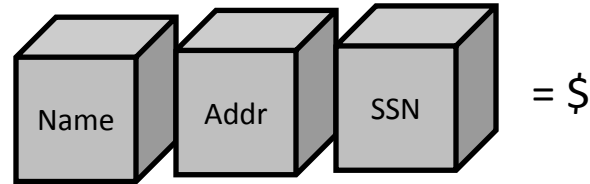
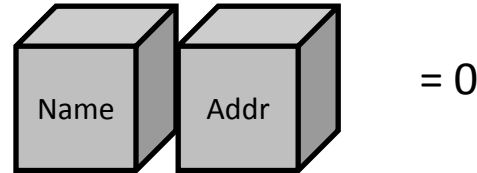
# The Fraudster's Lens



## The Fraudster's View Of Banks



## The Fraudster's View Of Banks





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Log  
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Acc  
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**Mobile**

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**Call Center**

Ad  
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Log  
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ne

**Branch**

Ad  
dr

Acc  
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SSN

# Paradigm Shift



Today

Tomorrow

Future

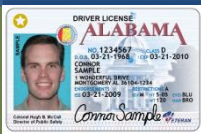
Call Center

OTP

Online &  
Mobile

???'s

Branch



ATM

PIN #

POS

CVC



Paradigm Shift:  
Static Authentication

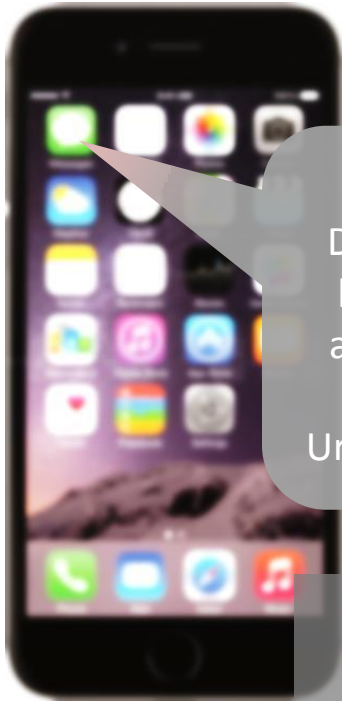






# Paradigm Shift: Customers Are The Victims

True... But, Not Always.



**\*\*Fraud Alert\*\***

Dear Bank Customer, We  
have noticed suspicious  
activity on your account.  
Call us at 800-igo-tyou.  
UrBanks Fraud Department



**Work From  
Home**



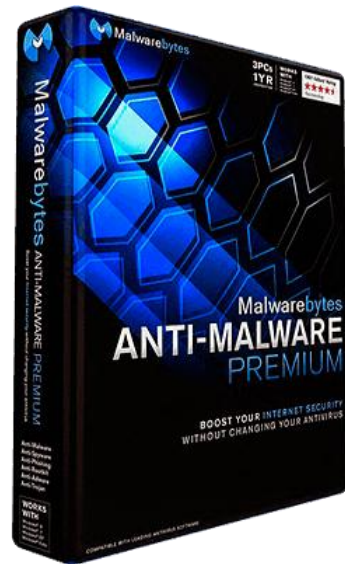
# Paradigm Shift: Scam Victims Are Not a Bank's Problem

**#Account Closures #CRA #Reputational Risk #LostRevenue  
#Futurecustomer #Brand #fraudtarget #multiproduct**

**What Can We Do To Manage The Risk?**



Custom Alerts

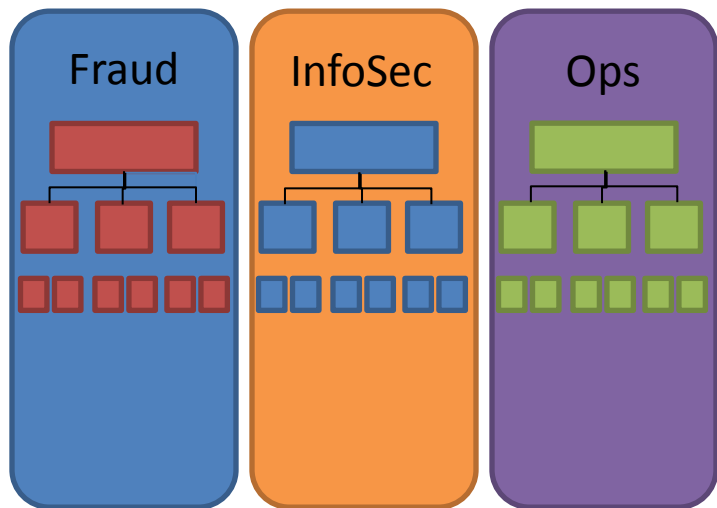


Best Practice:  
Enlist Customers In The Fight



# Best Practice: Deputize Everyone

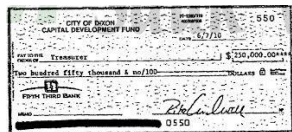
- Establish Identification & Referral Program
- Training & Awareness
- What To Do's...
- Make It Simple



Best Practice:  
Destroy Silos



## Instrument Controls



## Channel Controls



## Customer & Acct Details



Best Practice:  
Transaction Integration

# The Take-away







Our Defenses, Policies and Anti-Fraud Programs Need  
Migrate To A Customer Centric Approach.



Know Your Customers Better Than The Fraudsters Do.



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Fifth Third Bank  
VP, Director Enterprise Fraud Risk Management

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