

# How Permanent TSB evolved their fraud strategy to tackle payment fraud

The payments landscape is evolving across the globe. Consumers across the globe are adopting advances in technology. While real-time payments allow customers to instantly move money between accounts, criminals are employing the same tactics, leading to data abuse and misuse risk.

## Regulations fueling change

Many governments have issued regulations to guard against fraud and to protect consumer data. PSD2, the Revised Payment Services Directive, is part of a wider legislation which has impacted banks, payment and third party providers, as well as consumers. PSD2 applies to any transaction in which the transmitting and receiving bank are within the EU or EEA. Under PSD2, payment providers and banks are required to offer enhanced customer protection, extending greater control over the handling and exchange of information and payments to the consumer.

PSD2 requires all payment service providers in the EU to report payment fraud to national competent authorities (NCAs), and for NCAs to provide the European Banking Authority (EBA) and the European Central Bank (ECB) with statistical data on fraud relating to different means of payment.

## THE CHALLENGE

As one of Ireland's leading financial organizations, Permanent TSB prides itself in maintaining a positive customer experience through effective fraud detection and management. Effective fraud detection and management is a critical component of providing an exemplary customer experience. Permanent TSB considers itself to be one of Ireland's leading financial services organizations.

To align to PSD2 fraud monitoring requirements and further strengthen their anti-fraud strategy, Permanent TSB wanted a system to provide the highest level of protection in real time, while enhancing their customers' experience and security.

## The business impact

**>33,000**  
fraud reports  
generated per year

Operationally  
inefficient manual  
process to report fraud  
data to regulators

Time consuming email  
process to alert risk  
analysts to new fraud

### Smart answer

Permanent TSB partnered with Featurespace for their fraud detection, improving automation and integrating complex sets of customer and transaction data into a single platform.

The Featurespace Platform allows them to analyze transactions across a customer's entire payment journey, building a behavioral profile of each individual to spot anomalies in real-time.

## RESULTS

**Reduction**  
in false positives

**Better adherence to PSD2**  
and local jurisdiction  
regulatory compliance

**Increased operational efficiency**  
AMDL enables custom rule  
writing in non-code environment

### Outcomes

Operationally, Permanent TSB have found the Featurespace Platform to be intuitive, requiring minimal training for their fraud team.

The alert tags have improved the team's efficiency by giving them clear reasoning in real time. The platform has enabled them to connect data from multiple channels, creating a rich data set which in turn enables them to effectively evolve their rules over time. The Featurespace Platform has also helped them reduce their false positive rates, maintaining a positive customer experience.

The Featurespace Platform has been a huge success within the organization and we look forward to continuously building out the platform and our relationship with Featurespace.

**Dave Byrne, Fraud Technology  
Manager, Permanent TSB**

# Let's connect.

Book a demo to discover how The Featurespace Platform can help reduce fraud, business risk and operational costs.

Get in touch

Website



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