

A woman with dark hair and red lipstick, wearing a brown blazer over a white top, is shown from the chest up. She has a distressed expression, with her right hand covering her forehead and her left hand holding a gold credit card. The card has a black magnetic strip and some embossed numbers. She is sitting at a wooden desk with a laptop in front of her. The background is a blurred office setting.

SEFAS

SEFAS COMMUNICATION EXPERIENCE PLATFORM: MANAGING FRAUD ALERTS IN THE BANKING SECTOR

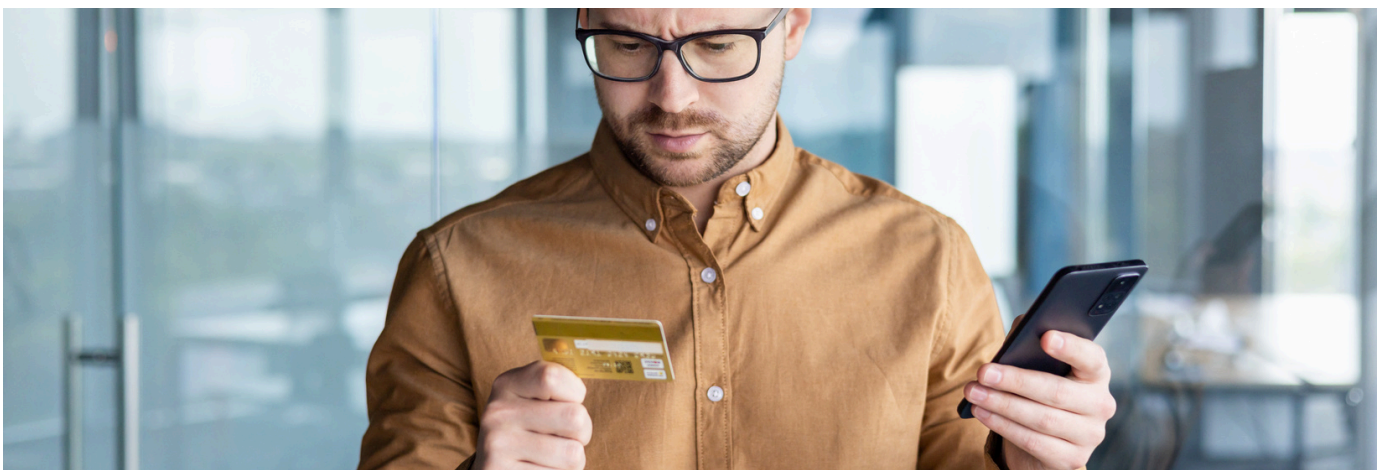
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SEFAS OFFERS A FAR-REACHING AND HIGHLY EFFECTIVE COMMUNICATION EXPERIENCE PLATFORM (CXP), WHICH DELIVERS TO BANKS AND OTHER FINANCIAL ORGANISATIONS A SERIES OF BUILDING BLOCKS TO ON-BOARD MANY DIFFERENT CUSTOMER COMMUNICATION AND EXPERIENCE PROCESSES.

THESE CAN POTENTIALLY GIVE THE BANK A 360-DEGREE VIEW OF ALL CUSTOMER INTERACTIONS, AND THE MEANS TO TRIGGER COMMUNICATIONS WHERE THESE INTERACTIONS REQUIRE THEM.

ADDITIONALLY, OUR CXP MAKES ALL RELEVANT COMMUNICATIONS AVAILABLE FOR REFERENCE BY CUSTOMER SERVICE RESOURCES WHEN THEY ARE SPEAKING TO THEIR CUSTOMER. IF A CUSTOMER HAS MULTIPLE PRODUCTS WITH A SINGLE PROVIDER THIS ENSURES BETTER CUSTOMER SERVICE, BY PREVENTING THE NEED TO DIVERT THE CUSTOMER BETWEEN DEPARTMENTS WHILE BEING PUT ON HOLD, WHICH CAN OFTEN CAUSE UNNECESSARY FRUSTRATION.

WHILST THE SEFAS COMMUNICATION EXPERIENCE PLATFORM HAS THE CAPABILITY TO SUPPORT A MULTITUDE OF POTENTIAL USE CASES, THIS WHITE PAPER WILL DETAIL A KEY USE CASE FOR THE PLATFORM WHEN UTILISING THE HC CONDUCTOR TOOL THAT CAN DELIVER REAL BENEFITS TO OUR BANKING CLIENTS - FRAUD ALERT.

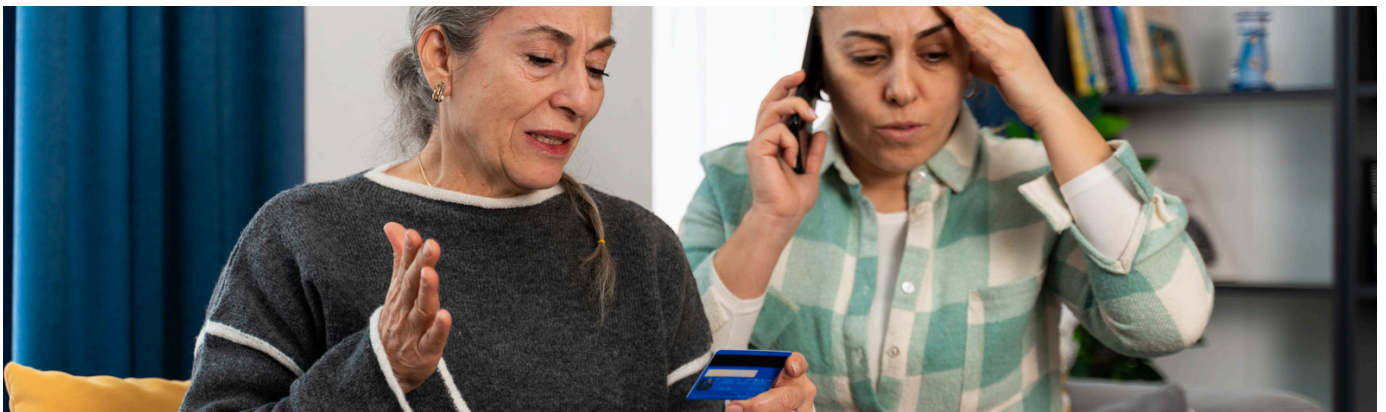


WHAT IS BANK ACCOUNT FRAUD?

When someone illegally accesses or manipulates a bank account to steal money or personal information (such as stealing account details, opening accounts with fake identities, or tricking people into transferring money to criminals for example), they're committing bank account fraud.

According to UK Finance data*, fraud cost UK banks approximately £1.17 billion in 2023 alone. While this figure represents a slight decrease compared to the previous year, fraud represents the potential for considerable financial loss for the industry.

Whilst as significant as the statistics may be, every case of fraud also represents real tales of pain, stress, and worry for customers of the banks - who in many cases may be some of the most vulnerable people in our society.



With digital banking and new payment options growing rapidly, fraudsters are finding more ways to take advantage of weak spots in the system. Smaller banks and fintech companies are often hit the hardest because they might not have the same resources as larger high street organisations.

As a result, any tool that can effectively help banks and other financial institutions in their fight against fraudulent activity is to be welcomed, and a tool that can respond to the bank systems discovering a fraudulent transaction and contact their client to the fraudulent activity BEFORE it causes the bank and customer significant harm is especially valuable.

**Source: UK Finance Annual Fraud Report*

WHAT IS THE IMPACT OF BANK ACCOUNT FRAUD?

ON BUSINESSES

Financial losses

The most direct impact of fraud is financial. Businesses can face substantial monetary losses due to the fraudulent transactions themselves, or the need to reimburse affected customers.

Operational costs

Responding to fraud can consume a business's resources. This in turn is likely to divert attention away from core operations. The time and effort spent in addressing fraud, implementing preventive measures, and dealing with customer concerns can be substantial.

Reputational damage

Fraud can lead to a tarnished reputation. Consumer trust is hard to earn and easy to lose, and incidents of fraud can deter potential customers and erode the loyalty of existing ones.

ON CONSUMERS

Financial losses

As with businesses, the financial losses that come with fraudulent activity are the most significant. Consumers can lose personal funds which can in turn affect their ability to pay mortgages and bills.

Emotional Stress

Victims of fraud often experience significant emotional distress. The feeling of being violated can lead to a lack of trust in future transactions, both online and offline.

Loss of time

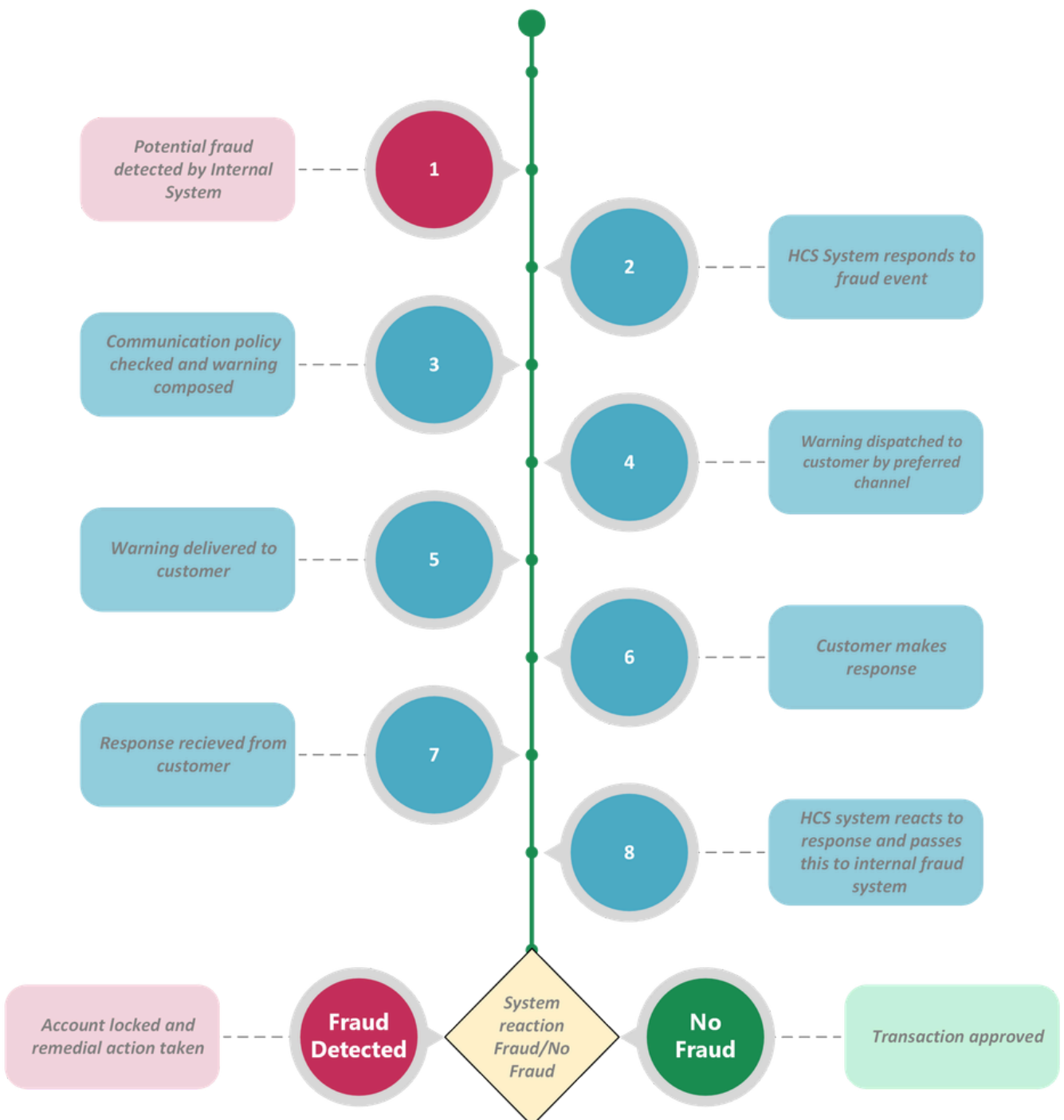
The amount of time and effort needed to recover any losses is not only frustrating but can leave a significant negative impact on a consumer's perception of a brand.

HOW TO STOP BANK FRAUD

To help customers avoid bank account theft, banks have introduced advanced tools to cross-check identity information across multiple data sources. By running additional checks and implementing a Fraud Alert communication workflow they can spot inconsistencies and prevent fraudsters.

However, effective fraud alert capabilities can enhance what banks already do and can help to mitigate against the potential fraudulent losses; Sefas can implement a solution that quickly and systematically responds to a threat and then help to deal with it.

HOW DOES THE SEFAS SOLUTION MANAGE FRAUD ALERTS?



FRAUD USE CASE: PROOF OF CONCEPT

The diagram on the previous page illustrates a timeline of events designed for a proof-of-concept implementation to manage fraud alerts for a major financial services client. Below is a detailed explanation of each step:

1. **Fraud Detection:** A suspected fraudulent activity is identified by the internal/client business systems. This detection triggers an event that is sent to and processed by HC Conductor.

2. **Information Gathering:** HC Conductor receives the alert and begins gathering relevant information based on preconfigured workflows within the system.

3. **Policy Check:** The system consults an internal policy database to determine the appropriate response. In this case, it identifies the event as critical fraud activity.

4. **Communication Preferences:** Before composing the warning message, HC Conductor will check the customer's preferred communication channel (e.g., email, SMS, or a link to a secure web portal). The message will then be composed appropriately for sending via this channel.

5. **Message Composition and dispatch:** Once composed, the warning message will be ready for immediate dispatch by HC Conductor to the affected customer via their preferred communication channel.

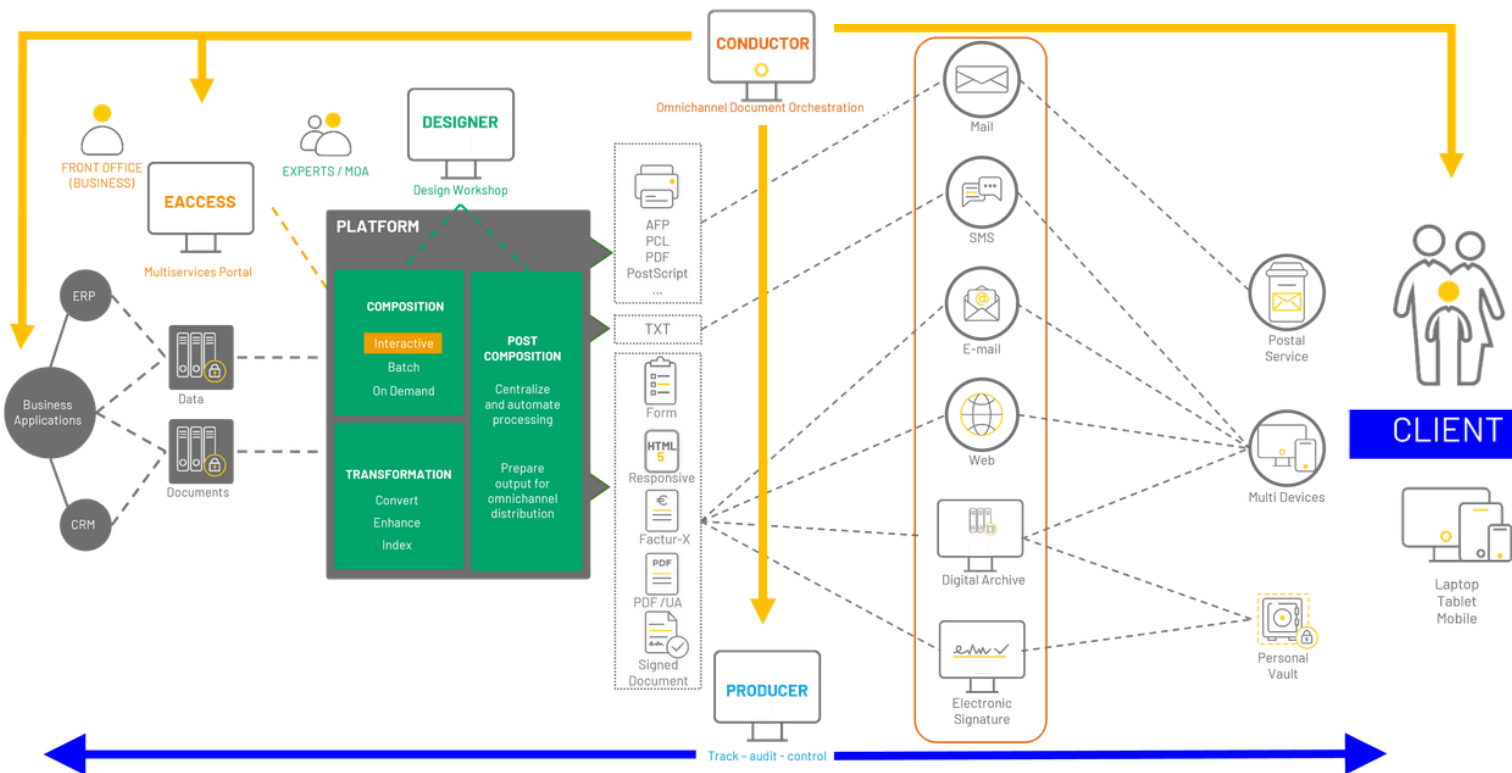
6. **Customer Notification:** The warning reaches the customer through their preferred channel, prompting them to confirm or deny whether the activity is fraudulent.

7. **Customer Response:** The customer responds via email, web form, or another designated method. HC Conductor monitors for this response in real time.

8. **Action Based on Response:** Depending on the customer's reply:

- If confirmed as fraudulent, HC Conductor escalates the alert to relevant internal/client business systems for further action (e.g. blocking transactions or issuing a new card).
- If confirmed legitimate by the customer, HC Conductor will inform the relevant Line of Business systems for them to take appropriate action.

WHAT IS THE SEFAS SOFTWARE ECOSYSTEM?



The Harmonie Communications Suite (HCS) is a comprehensive Customer Communications Management (CCM) solution, enhanced by advanced Customer Experience Management (CXM) modules, working together to provide all the functions of the Communication Experience Platform (CXP). The solution is fully modular and integrated, enabling a wide range of implementations and providing a complete platform to meet all CCM and CXM needs.

HC Designer serves as the primary user interface for client business applications, supporting composition, post-composition, and transformation workflows. **HC eAccess** adds an interactive composition component, empowering business users and front-line staff to efficiently create customer communications while maintaining brand consistency and tone. This tool supports both ad-hoc document creation and batch production.

The system is designed to produce outputs in various formats, including print, email, SMS, web forms, and document archives. These processes are managed by **HC Producer**, which serves as both print production tracking software and the main access point for our document processing engines. These engines generate outputs tailored to client requirements.

HC Conductor is Sefas's CXM management suite. Conductor enables omnichannel document orchestration by interfacing with customer preferences to intelligently route and dispatch communications.

Its event-driven architecture allows seamless integration with standard webhooks and REST API calls, offering exceptional flexibility within the CXM/CCM space.

This white paper focuses on Conductor's ability to integrate with various systems and deliver time-critical, reliable responses to customers, forming the backbone of the fraud remediation capability.

Conductor automates complex CXM processes with minimal human intervention once configured. It integrates seamlessly with existing systems using its event-driven architecture and supports innovative workflows tailored to specific business needs. By managing every aspect of the customer journey—from initial communication to resolution—it ensures highly personalized and efficient responses at scale.

The Sefas Communication Experience Platform powered by Harmonie Communication Suite offers a robust platform for managing CCM and CXM activities across industries. With Designer and Producer handling core communication processes and Conductor enabling intelligent orchestration of omnichannel communications, businesses can deliver reliable, time-sensitive responses while maintaining flexibility and scalability.

WHAT ARE THE BENEFITS?

The Sefas Communication Experience Platform (CXP) is an omni-channel communication solution designed to manage the customer journey by integrating both traditional and digital data to create jobs and produce print and digital outputs.

It is completely technology agnostic, allowing integration with existing systems and applications, and enabling customers to manage different communications based on their preferences, using rules that trigger specific actions.

This data is invaluable for analysing and improving customer journeys and enhancing customer experience.

Additional benefits the solution delivers include:



Ensuring communications are personalised and delivered via the desired channel of choice



Notification of non-delivery of email and routed to an alternative channel



Maintaining brand integrity



Keeping your customer engaged, aligned and informed



Support compliance of GDPR, NIST 800 -53, HIPPA

The Sefas CXP solution can be easily tailored to the specific needs and requirements of each client, helping businesses manage customer communications, track their progress, and respond to customer interactions in an automated and efficient way.

ACHIEVING EXCELLENCE WITH SEFAS'S OMNICHANNEL SOLUTIONS

Sefas is a pioneering software company specialising in the automation of document design, production, and distribution processes. Our cutting-edge solutions empower businesses to streamline their communication workflows, ensuring efficient and secure transmission of critical information across various channels.

Leveraging advanced technology, Sefas offers a scalable platform that integrates seamlessly with existing systems, providing a customizable and user-friendly experience.

Our commitment to innovation drives us to continuously enhance our offerings, making us the partner of choice for organisations aiming to optimise their document management practices, reduce operational costs, and improve customer engagement through personalised and consistent communications.

Sefas delivers the tools needed to transform your document processes, enabling you to focus on what matters most – growing your business and exceeding customer expectations.

Sefas's suite of omnichannel communication management solutions equips organisations with the necessary tools to refine their communication strategies.

For further information, please visit the Sefas website: www.sefas.co.uk

