

# Cumberland Building Society

ACI Proactive Risk Manager™ Protects Cumberland Building Society's Customers From Debit Card Fraud



**Cumberland Building Society has 34 branches in Cumbria, Dumfriesshire, Preston in North Lancashire and Haltwhistle in Northumberland. The Cumberland employs more than 400 people and is the largest building society based in Cumbria. The Cumberland offers savings, investment, banking, mortgage and estate agency services, and in 2004 joined Visa's debit program.**



## The Challenge

The Cumberland introduced new debit cards under Visa's debit program to replace those previously issued under the switch debit card scheme. Following its migration to Visa's debit program, the Cumberland had to fully comply with Visa's card issuer requirements and mandates for fraud detection.

Although the Cumberland investigated several solutions, ACI Proactive Risk Manager™ offered the most cost-effective solution in relation to the Cumberland's experience of debit card fraud, while still meeting the necessary compliance requirements.

## The Solution

The Cumberland runs ACI Proactive Risk Manager on a daily batch update basis, with alerts produced at the start of each business day. The Cumberland uses the standard rules recommended by Visa, with the variable parameters based on the institution's customer and account base profiles, as well as past fraud experiences. This component of Proactive Risk Manager builds on the Cumberland's fraud expertise by allowing real time generation of new rules to address emerging forms of fraud and compliance mandates as soon as they are identified.

With Proactive Risk Manager, transaction activity that deviates from known profiles or matches a rule established by the Cumberland generates an alert delivered to prioritized queues for further investigation

by a reviewer. A comprehensive set of tools enables the Cumberland's supervisors to manage reviewers and alert queues to maximize staff resources.

Proactive Risk Manager's automated workflow engine also ensures that all of the Cumberland's established steps and time frames are met. Furthermore, the solution audits all of the Cumberland's Visa debit card transaction activity, as well as captures and maintains statistics on the institution's fraud savings, fraud losses and reviewer/model performance, providing valuable management information.

compliant with Visa's card issuer detection regulations. "We were impressed by how easy it was to set up Proactive Risk Manager in the Cumberland's current environment," said Bob Matthews, investment controller at the Cumberland. "The system is easy to use and flexible in that we can make changes to the rules and parameters quickly and in-house."

In the future, ACI plans to work with the Cumberland and other institutions in the UK to define fraud solutions — such as electronic distribution of messages and fraud alerts to consumers' preferred points of contact.

## The Results

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The Cumberland considers reputation an essential aspect of its business, thus the institution wanted its customer base to have confidence that it was taking proactive steps to combat fraud and protect customer accounts. ACI Proactive Risk Manager meets all of these goals. Moreover, the solution ensures that, as a member of Visa's debit program, the Cumberland is fully

**"We have received positive responses from customers we have contacted in relation to Proactive Risk Manager alerts. Even though the transactions weren't fraudulent, our customers appreciated that we monitor their transactions for potential fraud."**

*Bob Matthews  
Investment Controller  
Cumberland Building Society*