



CASE STUDY

Ikano Bank

A subsidiary of IKEA, and founded on the principles of value and simplicity

72%

Ikano Bank experienced a 72% reduction in fraud losses from impersonation after implementing TruValidate.

“We implemented TruValidate Device Risk in the fourth quarter of 2016. Results appeared immediately. It was huge.” – Eddie Vaughan

SCENARIO

The ease with which the Internet connects people, combined with sophisticated social engineering skills, has made it that much easier for fraudsters to separate their marks from their money. Fraudsters trick their victims into divulging their personally identifiable information, which the fraudsters then use to take out loans from lenders. Ikano Bank sought to protect their customers from these fraudsters without having to sacrifice the simplicity of their service offering, a major value proposition and point of differentiation.

STRATEGY

With real-time access to more than nine billion device IDs in the TruValidate™ global database, Ikano Bank gained instant visibility into the reputations and associations of the devices accessing its digital properties. Once Ikano Bank implemented TruValidate™ Device Risk, Eddie Vaughan, the bank’s UK Fraud & Financial Crime Manager, and his team began to place evidence of fraud against the offending devices in the TruValidate Intelligence Center, one of the world’s richest device reputation databases. From then on, devices used to submit fraudulent applications could be flagged automatically for review.

RESULTS

As a result of the savings from stopping impersonation fraud, Device Risk yielded Ikano Bank an ROI of 850% over the first two quarters alone. Now that the fraud has been stopped this impressive ratio has corrected, but Ikano Bank has kept TruValidate in its set of fraud-fighting tools.

“As long as people can be tricked into divulging their private information to fraudsters, we will be at risk for impersonation fraud. We are not immune, but TruValidate certainly helps us manage that risk to the greatest extent possible.” – Eddie Vaughan

Since implementation, Vaughan says TruValidate has:

- Helped the bank to identify more fraud every day
- Increased the amount of time his fraud team has to decide how to treat new, questionable applications
- Cut through the “noise” of conflicting data provided on applications
- Slashed false positives
- Supported a more data-driven approach to the bank’s investigation of suspected fraudsters

One solution, multiple applications

“Looking ahead, we’re asking ourselves how we can use TruValidate data in other ways,” Vaughan says. “We’re learning to integrate evidence from other TruValidate users into our decisioning process. We expect it will help us uphold our responsibilities for Anti-Money Laundering and Countering Terrorism Financing. And we’re beginning to explore how TruValidate data can help us understand our customers better, and identify bad debt behavior faster.”



850%

TruValidate yielded an ROI of 850% over the first two quarters.

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