

LARGEST BANK IN ASIA ACHIEVE HIGH-ACCURACY FRAUD DETECTION WITH KEWMANN

About the Bank

One of the largest banks in Asia with approximately 25,000 employees and USD 1.7 billion of net income in 2018 which provides diverse financial solutions through banking transaction services for many diverse groups and ages has enhanced their fraud detection system to solve the problems that they were facing and successfully achieved their desired outcome by leveraging big data, Artificial Intelligence and Machine Learning with KewMann.

The bank has over 40 million of accounts and 20 billion of transaction data since 2019. It owns a ruled-based fraud detection system to monitor and investigate all the accounts and transactions before performing any further action or making any decision to avoid occurrence of frauds.

Impact & Result



**Increase
30%**

more types of fraud
to be detected



**Reduce
50%**

of false alarm to
increase accuracy



**Near Real-
Time**

detection with
fast data



Challenges

1. Limited types of fraud could be detected

- Whenever they are having some new rules, they were not able to identify the fraud type and codify the rules immediately
- Affect the company's reputation due to bad reviews from customer's experiences
- Reduced the operational efficiency due to extra time and effort from fraud monitoring team investigating the consumer's transaction behaviour

2. Low accuracy level of fraud detection

- Produced too many false positives (which means an inaccurate fraud has been detected) that had affected the customer satisfaction due to the false assumption on the customer where they were actually transacting themselves
- Generated the false negatives frequently (which refers to detecting high suspicious customers as non-fraud) that caused the bank from suffering fraudulent loss

3. Limited visibility of linkages and relationships among transactions

- Whenever there is a suspicious fraud entity, the bank was not able to access and trace the entity's transactions and linkages to gain a better understanding on the consumer's transaction behaviour in order to take the most appropriate action

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The Product : KewDetect

Comprehensive AI Approach to Ensure High-Accuracy Fraud Detection

Applying more proven Machine Learning methods to ensure “no stone left unturned” and enhance fraud detection accuracy which includes the rule based, supervised, unsupervised and linked/relationship methodologies to ultimately reduce false positives and false negatives.

Ability to Detect And ‘Codify’ New Frauds in Near Real-Time Manner

The new frauds that are not included previously can be immediately “codified” and detected which improves operational efficiency by eliminating additional times and efforts to perform further investigation on potential new fraud.

Discover Fraudsters Faster with Knowledge Graph

Allow users to access to knowledge graph with network analysis to gain actionable and deeper insights on impacts and links of the entities by analysing the multiple relationships and interactions while discovering the potential fraud syndicates.

Enhance Work Processes with Microservices

Integrating the microservices that well suits to the existing work processes such as telegram/email alerts, dashboard for the investigators or case management application integration to enhance the work flow and improve operational efficiency.

Contact us:

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