

# Winning in the customer era:

Fraud

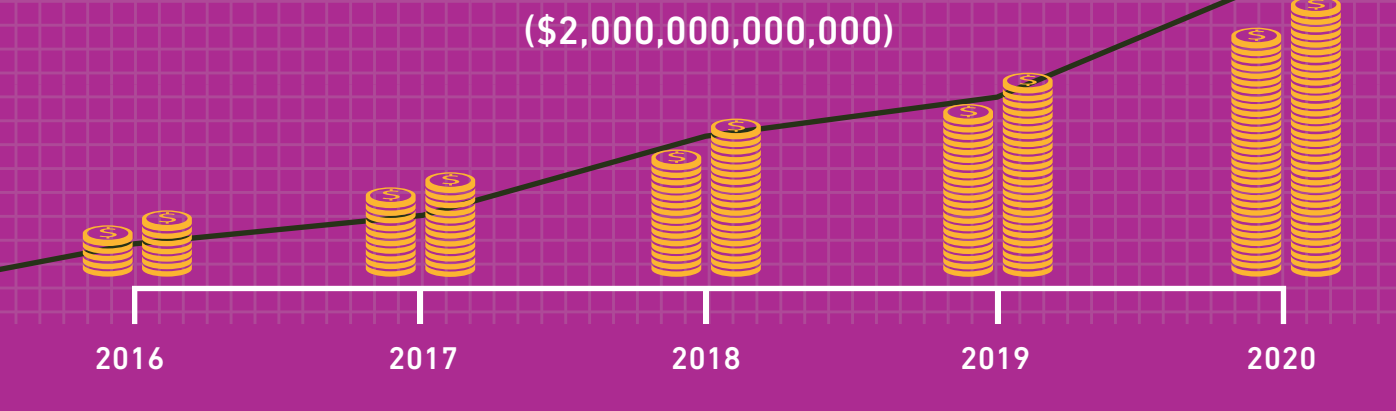
A balanced approach to fraud

## The situation

# \$2 trillion

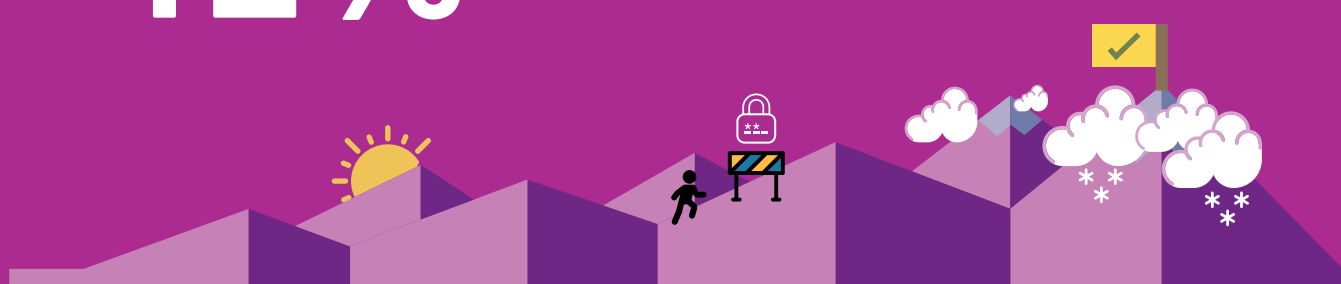
in global fraud losses predicted by 2020

(\$2,000,000,000,000)



# 42%

of CXOs state **increased exposure to fraud is a major inhibitor to success**



# 77%

are not confident in their fraud prevention strategies



# 39%

report increasing levels of online fraud



## The approach

# 1 in 4

boardrooms believe their business has a balanced approach to fraud



# 4/5

boards recognise the commercial impact of fraud



# 53%

are increasing budgets to tackle fraud by up to a 1/5



## Strategies for success

1

### Maximise data and minimise customer friction

40% are consolidating and rationalising data from multiple sources for fast, accurate decisions



2

### Advanced analytics for proactive fraud prevention

45% are adopting predictive fraud analytics and advanced analytics in the next 12 months



3

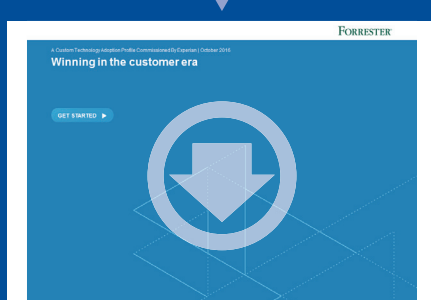
### Advanced technologies for sophisticated fraud detection

40% are investing in new technologies such as device recognition to identify customer information



### Download the study:

Get your FREE copy of the complete Forrester study to understand what it takes to win in the customer era.



### Who we surveyed:

380 C-level (22%) and functional heads (78%) responsible for digital, risk, customer experience, IT, fraud and operations

Region	Industry	Revenue
Europe: <b>66%</b>	Retail: <b>27%</b>	\$100-\$499m: <b>46%</b>
Africa: <b>17%</b>	Financial Services: <b>48%</b>	\$500-\$1b: <b>15%</b>
Middle East: <b>17%</b>	Telco Services: <b>25%</b>	\$1b or more: <b>43%</b>