



**DELIVERS PEACE
OF MIND**

CASE STUDY

**PERSONALIZED
SERVICE HELPS
HANCOCK BANK
CUSTOMIZE RISK
MANAGEMENT AND
DECREASE FALSE
POSITIVES**

The old adage of “there is no constant but change” is nowhere more applicable than in the efforts that a financial institution faces when dealing with online fraud threats. Financial transaction processing must be fortified against an enemy that presents itself with different methods, sometimes with each encounter.



WITH THE HELP OF THE ACI CONSULTANT'S TIME ONSITE, HANCOCK BANK HAS DECREASED FALSE POSITIVES BY 25%. THIS ALLOWS THE TEAM TO DECREASE THE AMOUNT OF UNNECESSARY TIME SPENT ON FALSE POSITIVES AND DECREASE THE IMPACT TO CUSTOMERS FOR FOLLOWING UP ON TRANSACTIONS THAT ARE NOT FRAUDULENT.

HIGHLIGHTS

THE CHALLENGE

Faced with increasingly sophisticated fraud attacks, Hancock Bank realized it needed to optimize their implementation of ACI Proactive Risk Manager™ to reduce exposure to fraud.

THE SOLUTION

Hancock Bank contacted ACI's Fraud Consultancy Services to have a solutions consultant work with them to evaluate their current system and make recommendations based on the bank's specific needs and industry best practices.

THE RESULTS

After the consultation, Hancock Bank has been able to streamline their processes and decrease false positives by 25%, giving the bank more time to serve customers.

Seeing the need to provide a robust fraud and risk management approach to securing their customers' transactions and accounts, Hancock Bank partnered with ACI Worldwide in 2006 when it purchased Proactive Risk Manager. Over the next four years, Proactive Risk Manager helped Hancock to fulfill their mission of "Helping people achieve their financial goals and dreams."

In 2010 Hancock Bank contracted for ACI's Financial Crime Consultancy Services to help improve the results achieved through the use of Proactive Risk Manager, in order to optimize Hancock Bank's fraud management operations.

"We were really looking forward to the consultant coming out to see us and we were hopeful that there would be some solid recommendations made from a Proactive Risk Manager expert that could look at our own institution with a fresh perspective to help us make sure that we could keep up with the threats, in a timely manner," said Kristi Estay, AVP check card supervisor for Hancock Bank.

The first step was to run a performance query to evaluate the effectiveness of each of Hancock's current rules. The intent was to find rules that were outdated or not effectively working. The results from the query helped to refine the bank's work practices by getting rid of those things that were causing false positives, saving the bank a great deal of labor evaluating alerts that were not fraud.

After reviewing the current implementation of Proactive Risk Manager, it was clear there were changes that could be made to help Hancock. "Minor table changes such as setting up the database changes, modification of specific criteria such as merchant name, additional tips with Excel and working with pivot tables, as well as suggestions for queue monitoring, helped immensely," said Kristi.

"The consultant also suggested best practices that we needed to put into place and be mindful of," interjects Patty DeRoche, fraud analyst supervisor. "Along with these guidelines, he left templates that we could use to do searches with, and that allowed us to further narrow down the false positive rates. After the engagement, the consultant followed up to see how we were progressing with the changes that were suggested. Having him answer post-event questions that came up after he left also helped us clear up a few questions that we came up with after he gave us his suggestions."

"Some of these things sound simple, but it made all of the difference in the world to us," said Patty. "Having an expert look at your system can help you understand how to best use Proactive Risk Manager according to how your bank needs to use the system, not how another bank with a different environment uses it. In fact, it was much more useful to have had some years of experience with using the system so that we were aware of its tools and usefulness in order to pinpoint areas that we thought we needed more information on and then have the consultant come in to show us the additional things that we could use to really harness the tool's capabilities. This time with the consultant helped us to streamline our efforts for maximizing our time to more efficiently manage our own operations. Now we are working smarter and more effectively with the staff that we do have so that we don't necessarily need more people now that we have a fresh perspective on how to use Proactive Risk Manager in a more streamlined manner."

With the help of the consultant's time onsite, Hancock Bank has decreased false positives by 25%. This allows the team to decrease the amount of unnecessary time spent on false positives and decreases the impact to customers for following up on transactions that are not fraudulent. The team feels like they are more knowledgeable about using Proactive Risk Manager for their efforts with fraud and risk management prevention. "Being able to rule out fraud and keep our customers' faith and happiness is just as important as preventing the fraud," says Kristi.

Kristi concluded, "There was just so much that we learned from the three days that was spent with the consultant. The consultant was perfect for Hancock Bank as an institution, as he was able to talk to my team on a business level to understand what our needs were. In turn, he was able to communicate on a very deep technical level with our own programmers about changes that needed to be instituted on their end to help us from a business perspective, which everyone appreciated. When he left we felt like perhaps we may have waited too long to have ACI come in to help us evaluate our system. We are so pleased with our results."





REVOLUTIONIZES PAYMENTS

ACI Worldwide, the Universal Payments company, powers electronic payments and banking for more than 5,000 financial institutions, retailers, billers and processors around the world. ACI software processes \$13 trillion each day in payments and securities transactions for more than 300 of the leading global retailers, and 21 of the world's 25 largest banks. Universal Payments —  — is ACI's strategy to deliver the industry's broadest, most unified end-to-end enterprise payment solutions. Through our comprehensive suite of software products and hosted services, we deliver solutions for payments processing; card and merchant management; online banking; mobile, branch and voice banking; fraud detection; trade finance; and electronic bill presentment and payment. To learn more about ACI, please visit www.aciworldwide.com. You can also find us on Twitter @ACI_Worldwide.

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