BANKING SECTOR — FRAUD REDUCTION THROUGH AI-POWERED ANALYTICS

INT.

PROBLEM STATEMENT

A leading bank was facing mounting fraud risks due to delayed detection mechanisms. Traditional systems failed to flag anomalies in time, leading to financial losses and growing customer dissatisfaction.

Inadequate pattern recognition created **gaps in anomaly detection.**

Siloed systems **prevented unified fraud visibility** across channels.

Fraud detection processes were **reactive and slow.**

Rising customer churn due to trust issues.

INT.'S SOLUTION

INT. implemented a **real-time fraud analytics engine** with the following features:

- ✅ **Anomaly Detection:** AI models identified fraud in real time by learning from past patterns.

- ✅ **Pattern Recognition:** ML analyzed transactional data for suspicious activity.

- ✅ **Real-Time Alerts:** Instant alerts integrated with support workflows.

- ✅ **Real-Time Dashboards:** Tailored views for analysts and leaders.

- ✅ **Unified Data:** Merged fraud data from all channels.

INT. applied its **end-to-end modernization methodology**

01

Discovery:
Mapped fraud use cases and reviewed existing data sets.

02

Design:
Built real-time ingestion pipelines and trained ML models.

03

Development:
Integrated alert systems with existing CRM.

04

Deployment:
Seamless go-live with zero downtime and parallel testing.

05

Drive:
Ongoing model retraining and alert threshold tuning.

IMPACT

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73%
drop in fraud cases, based on incident logs.

65%
faster resolution, with response time cut to under 25 hours.

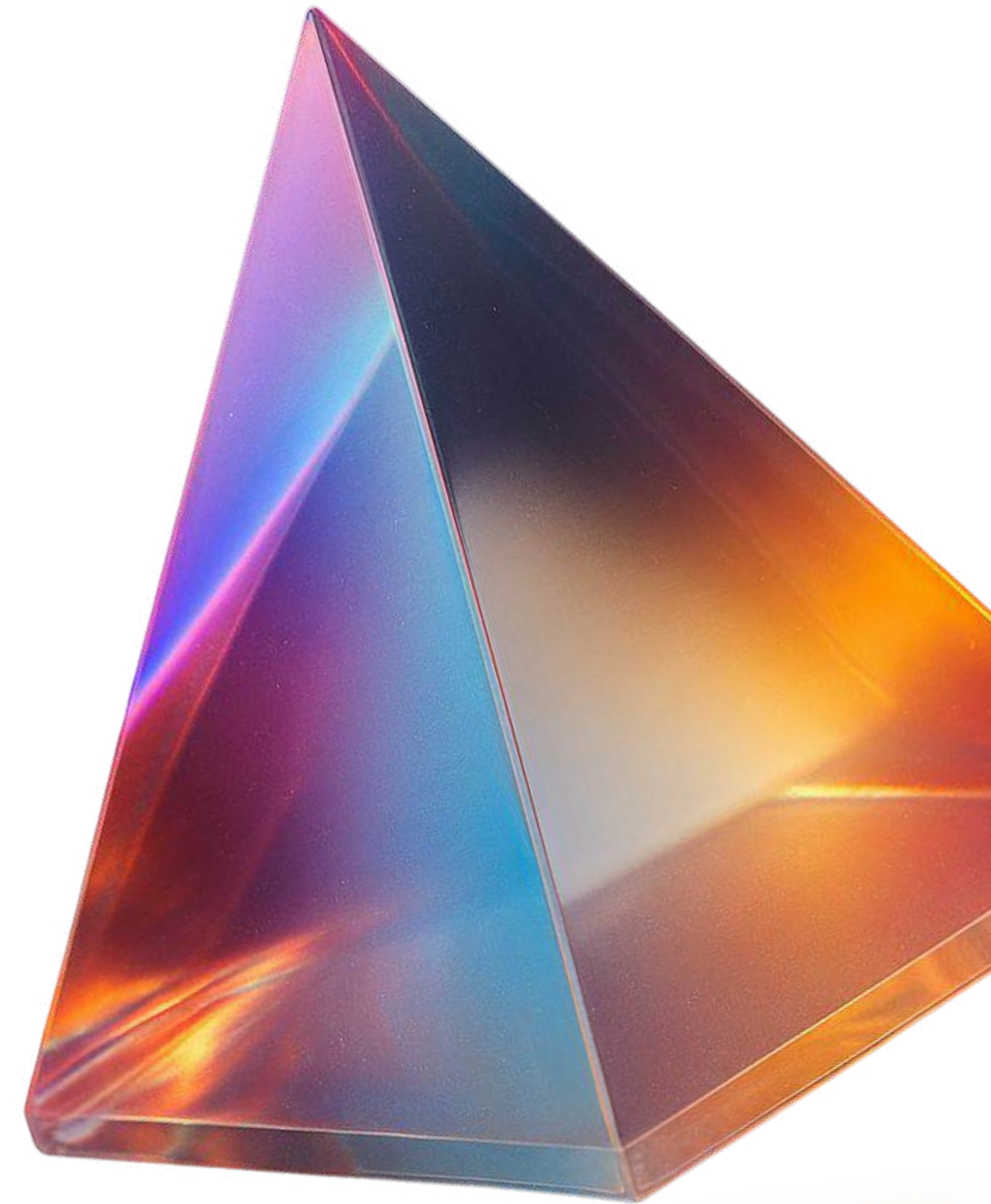**38%**
fewer fraud complaints, tracked via CRM.

4x
better anomaly detection, measured by model accuracy.

98%
alert SLA compliance, from integrated response logs.

22%
higher retention among high-risk users, per churn data.

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Delight Your Customers
- The easiest way to achieve growth

✉ info@intglobal.com   🌐 intglobal.com

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