

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%

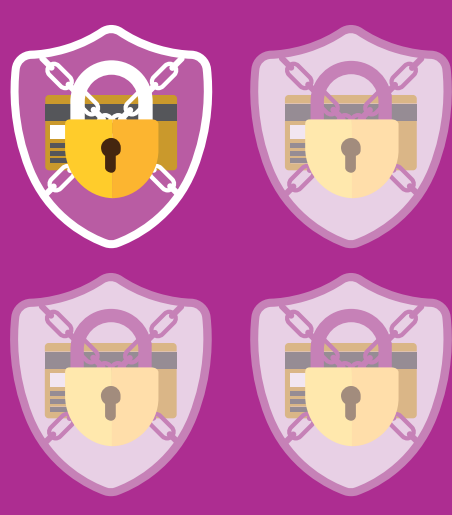
of CXOs state **increased exposure to fraud is the second biggest inhibitor to success**



only

77%

are not confident in their fraud prevention strategies



39%

report increasing levels of online fraud



The approach

only

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

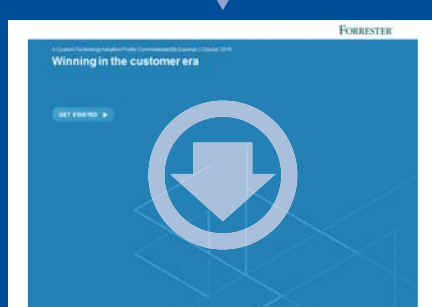
Advanced technologies for sophisticated fraud detection

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