

ekata



Northern European Airline Identifies Fraud Faster with Pro Insight



Introduction

By adding Ekata Pro Insight to their existing fraud solution, one northern European airline is taking the turbulence out of their manual review process.

When it comes to airline fraud, every minute counts. Particularly for same-day flight bookings, where there's not much time between ticket purchase and take-off. Smaller airlines are just as much at risk as bigger ones, only with a smaller team to process the manual review queue. They need fraud tools that help them identify bad actors, fast.

One northern European airline has had good success with their overall fraud prevention tool, but it returned too many suspicious scores for the team to easily handle. They needed an identity verification tool to help them sort through the gray-area bookings.

When they were looking for a more robust offering than the free tools they were using, they decided to implement Ekata Pro Insight.

"We wanted to be more sure in gray area bookings, and we have achieved good results with Pro Insight. I don't remember any case where the tool said it was high-risk and it wouldn't have been the proper decision to put actions on that transaction. It has helped us in those high-risk situations."

Fraud Manager at a northern European airline

Now, when they get a suspicious score from their fraud tool, they simply enter the transaction details into Pro Insight. Pro Insight returns a score, along with an explanation of why that transaction was scored as positive or risky. The score along with the explanation allow the manual review team to make fast, confident decisions.

Because Pro Insight has reduced the amount of time the manual review team spends verifying gray-area transactions, they've been able to expand their fraud prevention role within the company. Now, along with ticket and credit card fraud, the team manages fraud for all aspects of the company, including baggage fraud and loyalty program fraud.

ProInsight IDENTITY REVIEW TRY BETA

PRIMARY NAME & DETAILS PRIMARY ADDRESS SECONDARY ADDRESS & NAME Optional

IDENTITY RISK SCORE

POSITIVE SIGNALS
Email address is valid

NEGATIVE SIGNALS
 Email registered name is unknown
 Email first seen 7 days ago
 Phone subscriber is unknown
 IP address is risky

0 **472** 500
 HIGH RISK
 Network signals risk is HIGH

Shay Johnson

Phone	Primary address	Secondary address	Email	IP address
+1 415 555 0147 View phone details	1098 Reppert Coal Rd Unit Detroit, MI 48219-4611, USA View address details	1474 Shadowmar Dr New orleans, LA 70118-1610, USA View address details	lifelongreader1940@hotmail.com View email details	166.170.27.45
SUBSCRIBER NAME No subscriber name available	RESIDENT NAME Shay Johnson	RESIDENT NAME Cameron Long	REGISTERED NAME Registered name not available	LOCATION Stockholm, Sweden
LINE TYPE Non-fixed VoIP	78-84 years old Matches the associated name (Shay Johnson) that you searched	25-29 years old Doesn't match the associated name (Shay Johnson) that you searched	ONLINE PRESENCE First seen 7 days ago	RISK IP address is risky

Want to test the Pro Insight dashboard for yourself?
 Contact an Ekata solutions expert to learn more.

Contact Us

75% Better accuracy

By using **Pro Insight**, the airline was able to achieve 75% better accuracy in "gray area" bookings.

International database

Pro Insight's database of name, email, address, phone, and IP allows the fraud team to quickly check orders in their most important markets.

Easy-to-understand score

Explanations are given with each score so that fraud reviewers have the confidence to make a fast decision important markets.

Reduces time for manual review

Less time spent on identity verification means more time spent reducing fraud in other areas of the company.

About Ekata

Ekata Inc., a Mastercard company, empowers businesses to enable frictionless experiences and combat fraud worldwide. Our identity verification solutions are powered by the Ekata Identity Engine, which combines sophisticated data science and machine learning to help businesses make quick and accurate risk decisions about their customers. Using Ekata's solutions, businesses can validate customers' identities and assess risk seamlessly and securely while preserving privacy. Our solutions empower more than 2,000 businesses and partners to combat cyberfraud and enable an inclusive, frictionless experience for customers in over 230 countries and territories.

Contact us to learn more.

www.ekata.com

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