



Online Fraud Detection



By Superwise.ai

Make Sure You Outsmart Fraudsters

From rapidly changing fraudster attack types, to mis-identified but legitimate customer behavior, and through shifting market dynamics that span across industries and geographies, the fraud detection space is constantly changing.

AI-powered online fraud detection solutions are becoming ubiquitous in the e-commerce sector, and most merchants today use one or more solution providers to rise to the challenge.

Yet for vendors offering fraud detection solutions, these fluctuations may have a disastrous impact: they need to strike the right balance between declining transactions to prevent fraud, and missing out on legitimate revenue. When operating AI models to prevent fraud, how can you make sure that you are in control?





Online Fraud
Detection



What Happens When Your
Models Go South:



How Can
Superwise.ai Help?

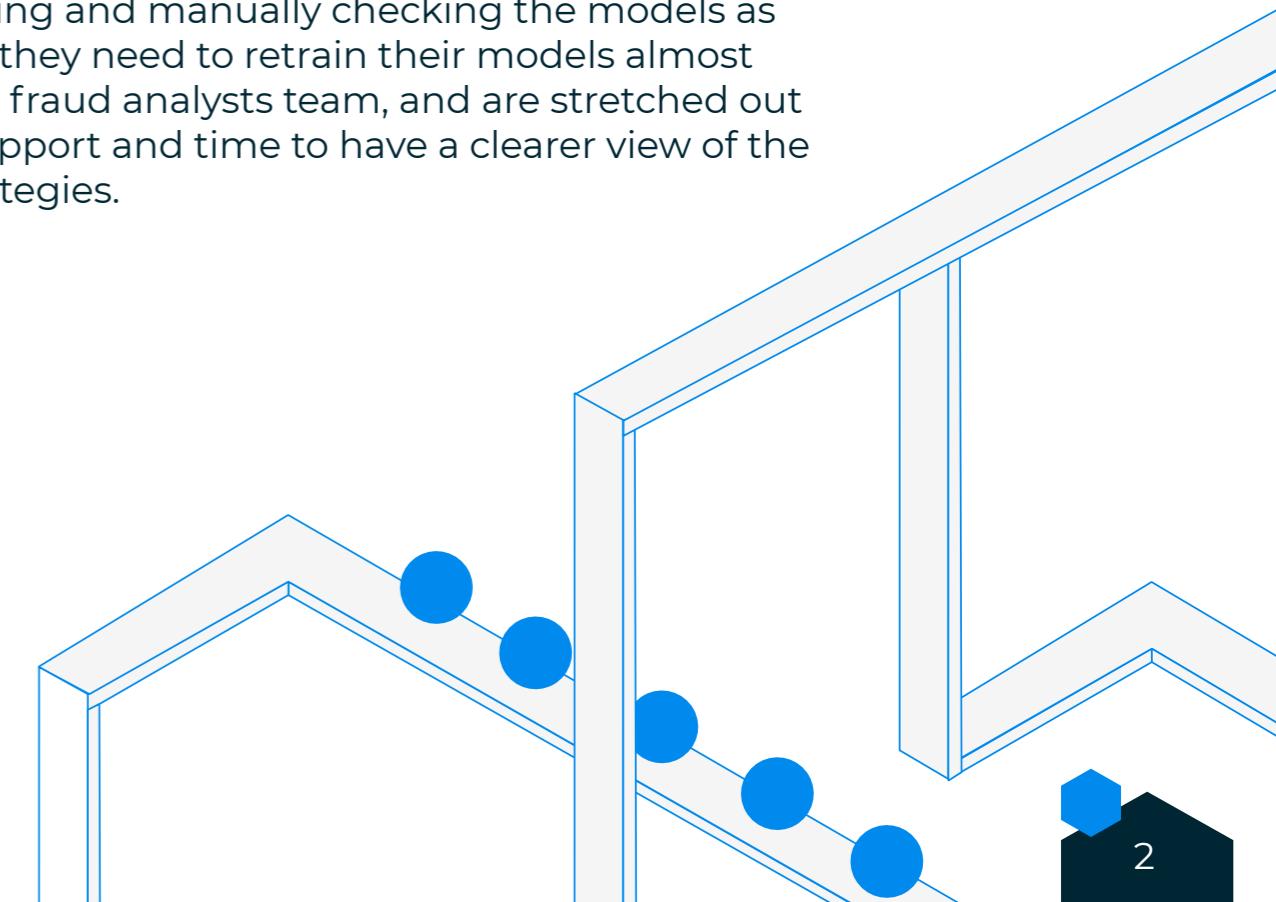


Want To Make Sure That
Your AI Is Making The
Right Decisions?

What Happens When Your Models Go South

Meet Luca – Head of Fraud Analysts Team, Leading e-commerce fraud protection provider
Luca and his team have no time for a break. They are swamped with SAAs (Suspicious Activities Alerts), playing firefighters, they try to manually validate the decisions automatically taken by the AI and satisfy the requests of their merchants, but they lack time and visibility into the models' decision level, and of the levels of uncertainty in model predictions for each merchants. As they turn to the data science team for help, they find themselves in a deadlock.

Speak to Claudia – Head of Data Science, Leading e-commerce fraud protection provider
Claudia and her team spend too much time troubleshooting and manually checking the models as fraudsters keep changing their modes of operations, and they need to retrain their models almost daily. They are regularly pulled in meetings to support the fraud analysts team, and are stretched out too thin to progress with new models. They need more support and time to have a clearer view of the health of their models, and to create better retraining strategies.





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Exposing Yourself to More Risks

By addressing the inefficiency of the models too late, you expose your organization and your merchants to risks, and get stuck in a vicious cycle of Garbage In - Garbage Out



\$\$ Loss Due to Wrong Predictions

High chargebacks when fraudulent transactions go through



Missed Opportunities for Differentiation

Your data science teams are too busy troubleshooting the models to create models that will differentiate you from the competition



Negative CX

Merchants are frustrated when their customers' transactions are denied.... and that also impacts your bottom-line



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Superwise monitors and assures the health of models in production while alerting when something goes wrong— at exactly the right time. Thanks to our unique approach, we can detect and alert when anomalies occur, so you don't have to hear it from your merchants when it's already too late.

How we help Luca and his Fraud Analysis team:

- ✓ **Less Time Spent Looking for the Fraudsters in the Haystack** as superwise automatically detects anomalies such as increase in adversarial transactions, at the merchant level.
- ✓ **More Granular Detection Methods** by showing which merchants or segments suffer from a high level of uncertainty impacting their approvals, and revealing the data changes that caused it.
- ✓ **More Independence from the Data Science Team** by presenting clearly which factors (features) are impacting the approvals for a specific segment or for a specific transaction.
- ✓ **More Efficiency** with a "quick view" of the expected chargeback rates for each merchant based on the model input quality and its history.

How we help Claudia and her Data Science team:

- ✓ **Catch concept drifts before they become a liability** by understanding which merchants' behavior is drifting relative to the general population making it worth creating a dedicated model for them.
- ✓ **Optimize your models' results** by gaining visibility and control over the decision threshold at the merchant level, on an ongoing basis.
- ✓ **Develop a smarter retraining strategy** by having a clear view of when to retrain your model, and with which data to do so, while avoiding unnecessary "noise".



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Want To Make Sure That
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Reduce decline and chargeback rates

Less \$\$\$ lost due to fraud



Focus on the transactions that really matter

Less SAAs for the fraud team and more
time focusing on research



Harvest better insights

For the fraud team to observe shifts in
transaction sizes, locations or any other
parameters, and for the data science
team to have clearer KPIs and prompt
drive weak spot identification



More efficient Model Operations (ModelOps)

Know exactly when models misbehave
and should be optimized through alerts
and out-of-the-box KPIs



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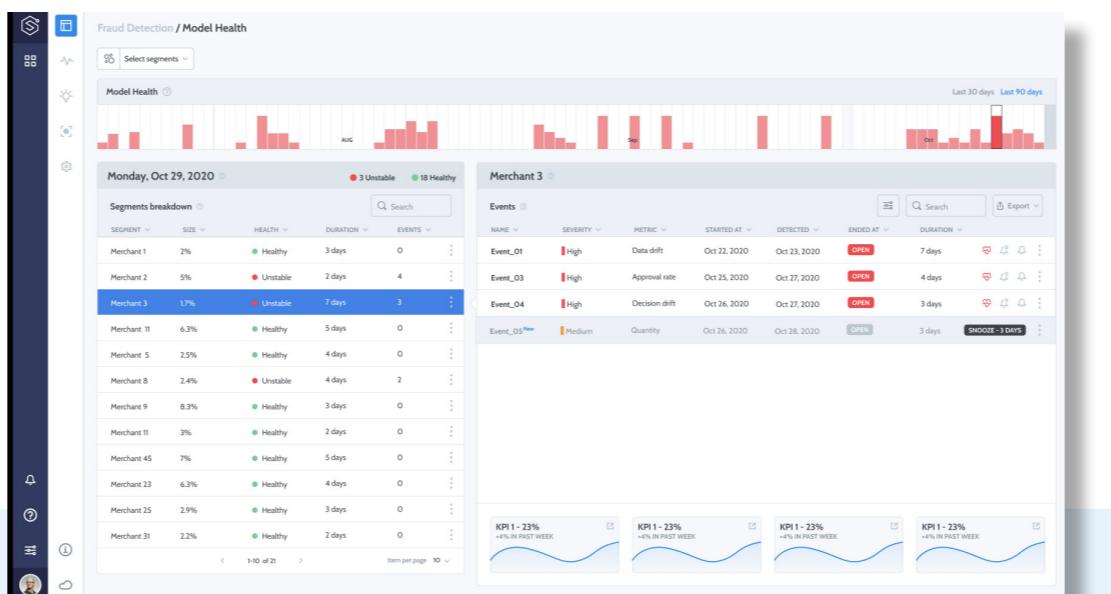
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More efficient Model Operations (ModelOps)



Review event and its related metrics



About Superwise

We are a team of experts who developed and deployed AI Models for dozens of enterprises across verticals. We figured out what it takes to properly implement AI systems that businesses can trust. Systems that produce reliable results.

We're excited to convert this knowledge into a product designed to support businesses and operational teams in eliminating the risks involved with AI implementations at scale.

www.superwise.ai



Want to make sure that your AI is making the right decisions?

[Click here to schedule a demo](#)