



PERSEUSS

CASE STUDY: EUROPEAN OTA

THE MERCHANT

This European online travel agency has been in business for almost 20 years, selling travel related services to approximately two million clients a year. As the company grew, the fraud team gained in experience and savviness. They use an in-house fraud prevention system that is based on machine learning. By exploring and using different external systems and data entries, they want to improve their own overall scoring.

THE CHALLENGE

The merchant's fraud prevention strategy evolves around intelligence. Their main objective is to have a strong feed for their inhouse system and enough transparency in the recommendations coming from this system. As their analysts are very experienced, they want to keep control over the decisions made. The clearer the recommendation and information provided by the system, the easier and faster the analysts can make the final decision.

THE SOLUTION

Initially Perseuss was used to boost manual review: all suspicious cases were manually checked and analyzed with the help of Perseuss. As the information was very useful to the analyst, they decided to take the next step and move towards an API integration. Perseuss was implemented in their main in-house system, enabling the analysts to receive valuable and essential information on all transactions within 100 milliseconds. This helped the team to make quick and more accurate decision.



72%

blocked transactions
based on Perseuss score



23%

extra security measures
due to Perseuss score

THE RESULTS

Perseuss has proven its value to the fraud team by providing relevant information and blocking high risk and fraudulent transactions. The transparency of the Perseuss tool allows the team to remain in control. It is worth mentioning that in 95% of all the cases flagged by Perseuss, the team took action on the suspicious transactions. This was done either by denying the transactions or redirecting them through extra security measures. The trust the team has in Perseuss is the greatest achievement of all.

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