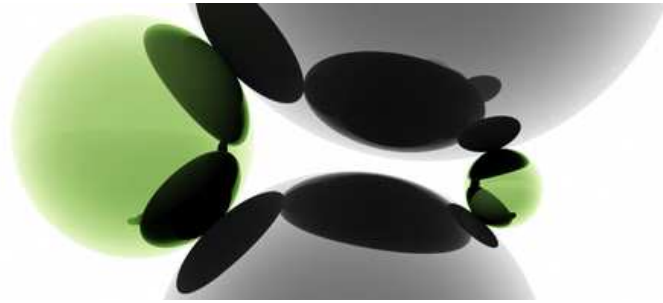


## vCard Protect



The convenience of plastic cards has made them the most popular non-cash payment method in the UK and with over £330 billion being spent using credit and debit cards in 2007, plastic card usage is here to stay.

With increased usage has come an increased level of fraud. In 2007 fraud losses on UK-issued plastic cards amounted to £535 million, an increase of £108 million or 25% on 2006. While initiatives such as chip and PIN have helped reduce card fraud in the UK, criminals continue to target UK-issued cards for fraudulent purchases. They exploit the areas of card use that are not protected by chip and PIN such as mail order, telephone order, internet-based transactions and in countries that have not yet introduced the system.

### Card fraud facts and figures\*

- During the first six months of 2008 fraud abroad accounted for 40% of total card fraud losses
- During the first six months of 2008 online banking fraud losses were up by 185% to £21.4 million
- In 2007, total card fraud losses increased 25% on 2006 and amounted to £535 million
- In 2007 there were 165 million cards issued in the UK

### Vicorp's vCard Protect

There is evidence to show that chip and PIN has helped reduce point-of-sale fraud, however with card-not-present fraud increasing year on year, the headache has far from disappeared.

Vicorp's solution offers card issuers and users an additional layer of protection against the growing concern of card fraud. Using over-the-phone self-service technology vCard Protect is designed to enhance areas of security that are not protected by chip and PIN point-of-sale systems.

vCard Protect integrates into cardholder habit modelling where business rules can define when and how they are executed. This enables calls to be relevant, even intelligent, making sure that the card issuer achieves the required outcome and the customer is satisfied.

Besides the obvious fraud reduction, an added benefit to the solution is the time and cost saving associated with an automated system. Self-service saves UK contact centres £1.6bn per year\*\* and with the improving levels of speech recognition and wider consumer acceptance, self-service solutions are becoming a more popular option for all organisations with large call centres.

### A Modular Application Suite

Part of a comprehensive application portfolio, which deals with issues such as card activation, fraud prevention and arrears handling, vCard Protect is offered as a flexible modular solution which includes but is not restricted to:

- **Identify and Verify**

This application is the basis of the plastic card application portfolio. It allows the cardholder to be identified by an automated system over the telephone.

For extra security, you can choose **Voice Passport**, which uses voice biometrics, where the cardholder's voiceprint is used to identify the caller. As voiceprints are as unique to an individual as fingerprints, this added security helps to reduce fraud even more.

- **Intend to Travel**

This module allows cardholders to give advance notice to the card issuer of their intent to use their card abroad. The card issuer may then use this information to monitor activity in the destination country during and after the cardholders stay.

- **Confirm to Pay**

Designed mainly for cardholder-not-present transactions this is an automated business process that enables the card issuer to make an outbound telephone call to a cardholder to confirm their identity when the cardholder is performing a purchase that is out of character or above a specific threshold set for the cardholder.

As part of a modular suite, the flexibility enables our customers to work with us to produce their ultimate plastic card protection. Vicorp's award-winning professional services team is ready to address specific requirements.

### vCard Protect Features

- Integrates into cardholder habit modelling and other systems such as CRM and customer loyalty programmes
- Can be tailored to suit specific card issuer requirements as it is a flexible, open modular solution
- Can be enhanced by linking other applications to provide improved self-service to cardholders and issuers
- Supports multiple brands easily and cost-effectively
- Offers a high level of security for the cardholder, card issuer and merchant with multifactor authentication
- Is part of a comprehensive application portfolio which has been designed for card issuers
- Callers may choose their channel preference as the applications are multi-channel
- Can be implemented as a hosted or customer premise solution
- Offered to the card issuer with flexible payment models: transactional or upfront payment



### vCard Protect Benefits

- Offers a cost-effective method to reduce card fraud permanently by helping to block fraudsters
- Gives fast return on investment and quick payback which is linked to the amount of fraud reduction
- Creates incentive for cardholder to maintain clean claims record
- Provides an easy-to-use interface which is natural to the caller
- Vicorp makes it easy and quick to implement
- Provides enhanced consumer and card issuer security
- Enables enhanced customer service with the automated system working 24x7
- Is totally portable and comes with no technology lock-in as it has been developed using open industry standards
- Can be run on existing, new or hosted equipment making the most of current investments
- Frees up agents' time giving them more time to concentrate on the more complex enquiries
- Helps to motivate agents as the more mundane calls are dealt with by an automated system

### Why Vicorp?

Vicorp makes it easy for organisations to cost-effectively deliver superior self-service experiences over the phone. We provide flexible and measurable solutions tailored to our customers' brands and backed by our investment in leading experts and technology.

With over 20 years experience in the IVR (Interactive Voice Recognition) industry, Vicorp understands the requirements of organisations offering interactive automated systems to their callers. We have been innovating and developing speech self-service solutions for many years and we have a deep understanding of the issues that contact centres face daily.

We have an award-winning professional services team and an award winning service creation and execution environment which is the most advanced of its kind.

## Contact us

119-120 High Street, Eton, Berkshire, SL4 6AN, UK

Tel: +44 (0)1753 838 420 | Fax: +44 (0)1753 838 421 | Email: [info@vicorp.com](mailto:info@vicorp.com) | [www.vicorp.com](http://www.vicorp.com)