Customer journey today:

- Daisy wants in her interactions with her bank.
- She wants a credit card, and.
- Past fraud but not likely in the future.
- Daisy has a mobile phone on her device.
- She wants to sign up for a credit card.
- Daisy logs in to a mobile device.
- It is accepted for the credit card.
- Daisy logs back into CrossCore to build Machine Learning models.
- All data is captured.
- Applicant fills in application forms.
- CrossCore platform checks fraud from both Experian and partners.
- Daisy is approved for the credit card.
- Further validation steps can be placed into the automated journey.
- Features include:
  - PEPs, sanctions and cross-checks.
  - Bank account verification.
  - ID/Selfie corroboration.
  - Facial Recognition.
  - Document authenticity.
- New fraud identification and mitigation features.
- Many businesses are prepared to give data to brands.
- Predictive scoring, clustering and risk databases.
- Machine Learning with alert scores.
- Flasify.
- Improvements in customer experience.
- No need for passwords.

Benefits of frictionless fraud:

- 85% of consumers would stay with a bank if they could use their phone to access internet.
- ID is easily transferable.
- Benefits to businesses:
  - More customers can now authenticate without passwords.
  - More detailed database.
  - Multi-attribute fraud reduces.
  - Fraud is reduced.
  - Improved customer service.
  - No need for passwords.
  - Friction reduced for better customer experience.
- Benefits to consumers:
  - It's easier to access services.
  - No need for passwords.
  - Better products and services for customers.

Fraud today:

- Business:
  - 2.5%
  - £170bn
  - £7,200 per household
  - 1. Source: Office for National Statistics, Internet access – households and individuals, Great Britain: 2018

- Consumer:
  - 35%
  - £190bn
  - £49,000 per household
  - 2. Source: Office for National Statistics, Internet access – households and individuals, Great Britain: 2018