



PSCU Expands Enhanced Fraud Services Offering

Fraud-fighting tool now includes new service level option

St. Petersburg, Fla. — (Nov. 28, 2022) — [PSCU](#), the nation’s premier payments credit union service organization (CUSO), has announced it is expanding its Enhanced Fraud Services offering, enabling credit unions to choose which service level option best fits their fraud and risk mitigation needs.

Launched in 2020, PSCU’s Enhanced Fraud Services addresses fraud concerns for credit unions with unique characteristics in their membership portfolio that require a customized approach. It helps credit unions improve the likelihood of spotting fraud by analyzing a financial institution’s catalog of fraud events, and then builds a personalized fraud event response plan to be deployed in conjunction with PSCU’s global fraud fighting rules. The offering now comes in two service levels: Consulting and Monitoring.

“Since its introduction nearly three years ago, Enhanced Fraud Services has provided more than 30 credit unions with significant operational efficiencies, heightened detection rates, increased interchange revenue, and an improved member experience,” said Jack Lynch, Chief Risk Officer and President, TriVerity at PSCU. “We are extremely pleased with the success our credit unions have seen thus far and look forward to helping even more credit unions reach and exceed their fraud-fighting goals through our newest offering.”

Enhanced Fraud Services Monitoring provides financial institutions with select features from the full offering, assigning a risk program specialist to the credit union to provide an elevated level of monitoring and guidance without the cost of hiring additional credit union staff. The dedicated risk program specialist helps the credit union keep a pulse on fraud risk and trends, provide rule performance reviews and deploy custom strategy sets, ultimately resulting in an enhanced experience for the financial institution and its members.

PSCU employs a data lake approach to combat fraud, utilizing a number of technologies and best practices to block fraud at the point of sale, in the contact center and online, among other channels. This includes PSCU’s proprietary Linked Analysis, developed by PSCU’s in-house fraud experts to prevent fraud before it happens by leveraging cross-network analytics. Linked Analysis enables PSCU to link events through artificial intelligence (AI) across different platforms, individuals across different institutions, merchants across any card and all of these points to each other – creating a 360-degree view of a member. Over the past year, the CUSO stopped over \$500 million in potential fraud for its Owner credit unions and their members.

About PSCU

PSCU, the nation’s premier payments CUSO, supports the success of 1,900 credit unions representing nearly 7 billion transactions annually. Committed to service excellence and focused on innovation, PSCU’s payment processing, risk management, data and analytics, loyalty programs, digital banking, marketing, strategic consulting and mobile platforms help deliver possibilities and seamless member experiences. Comprehensive, 24/7/365-member support is provided by contact centers located throughout the United States. The origin of PSCU’s model is collaboration and scale, and the company has leveraged its influence on behalf of credit unions and their members for more than 40 years. Today, PSCU provides an end-to-end, competitive



advantage that enables credit unions to securely grow and meet evolving consumer demands.
For more information, visit pscuh.com.

Media Contact:

Peyton Burgess

French/West/Vaughan

919-277-1168

PBurgess@fwv-us.com