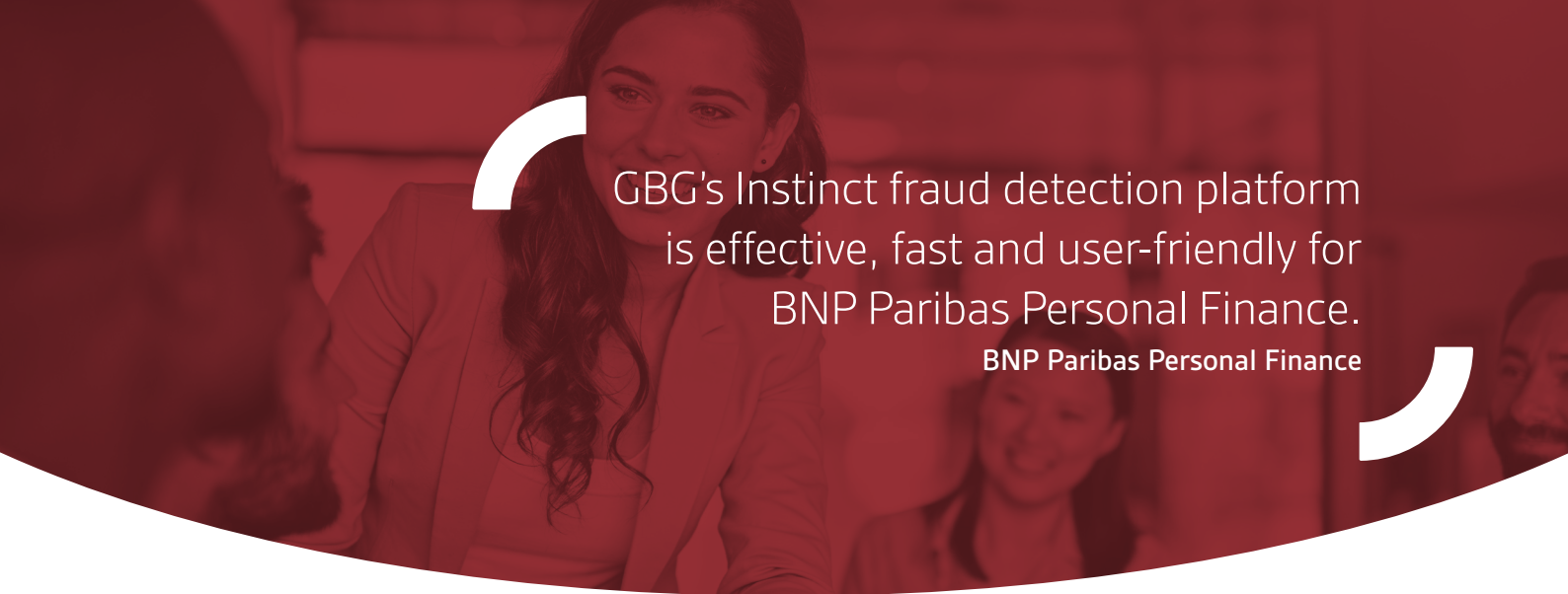


**BNP PARIBAS****Financial Services**

Location: Paris

France's leading personal financial services organisation required a world-class fraud detection platform

France's BNP Paribas Personal Finance, part of the BNP Paribas Group, attaches the highest importance to protecting customers from fraud. The organisation selected GBG's Instinct platform to provide a cost-effective, fully configurable and user-friendly solution.



GBG's Instinct fraud detection platform is effective, fast and user-friendly for BNP Paribas Personal Finance.

BNP Paribas Personal Finance

The challenge

BNP Paribas Personal Finance provides a comprehensive range of credit, savings and insurance products for consumers.

The organisation wanted to improve the flexibility and responsiveness of its fraud processes using a legacy platform.

In common with many organisations at a time of increased economic uncertainty, BNP Paribas Personal Finance also wanted to ensure that it was achieving maximum value for money from its supplier expenditure, while ensuring that its customer care and regulatory compliance obligations were fully met.

The platform is highly configurable and adaptable, with user-friendly interfaces and extensive automation capabilities.

User productivity and satisfaction as a result have increased significantly.

The solution

BNP Paribas Personal Finance evaluated the competitive marketplace for fraud detection and selected GBG's Instinct platform for its cost-effectiveness and usability.

GBG Instinct is a fraud detection, risk and compliance management platform that offers the flexibility to upscale with advanced capabilities for a future-proof approach to guard against complex fraud typologies and financial crimes, while delivering a frictionless customer experience across all the organisation's sales channels.

The outcome

BNP Paribas Personal Finance transitioned its fraud processes from an existing, legacy platform to GBG Instinct.

GBG Instinct has enabled BNP Paribas Personal Finance to increase its levels of customer service and responsiveness, by enabling the business to create and adjust fraud detection rules itself, avoiding the need for IT resource and time-intensive development requests.

The organisation's users have benefited from the greater flexibility which GBG Instinct offers for fraud detection, investigation and compliance reporting requirements. The platform is highly configurable and adaptable, with user-friendly interfaces and extensive automation capabilities.

Specialists within the organisation's fraud investigation team took only two weeks to become fully conversant with GBG Instinct within a busy operational environment. User productivity and satisfaction as a result have increased significantly.

GBG's focus on user productivity and flexibility has enabled BNP Paribas Personal Finance to achieve substantial savings within its fraud and customer onboarding operations.

GBG

T: +44 1244 657 333

W: www.gbtplc.com