

# Confident Scam Detection Starts With Customer Experience

What drives confidence in a financial institution's ability to detect more scams?

## HIGH CX PRIORITIES DRIVE SOLUTION UPGRADES

Financial institutions (FIs) with high confidence in scam detection abilities are guided by customer experience (CX).

### PRIORITIES

**96%** want to improve CX around scam detection and mitigation.

**91%** are focused on providing more confident customer outreach.

**85%** want to mitigate more scams to prevent customer financial loss.

### SOLUTION UPGRADE SUCCESS CRITERIA

**78%** expect upgrades to improve CX for scam detection.

**56%** want upgrades to provide more confident customer outreach.

### KEY SOLUTION UPGRADES FOR CONFIDENT FIS

For success beyond confidently detecting more scams, FIs take a multipronged approach to upgrades.

### UPGRADE PLANS INCLUDE:

**79%** Transaction monitoring solutions

**76%** Continuous, risk-based, and adaptive authentication

**71%** Concurrent detection of consumer activity on multiple channels

**50%** Behavioral biometrics

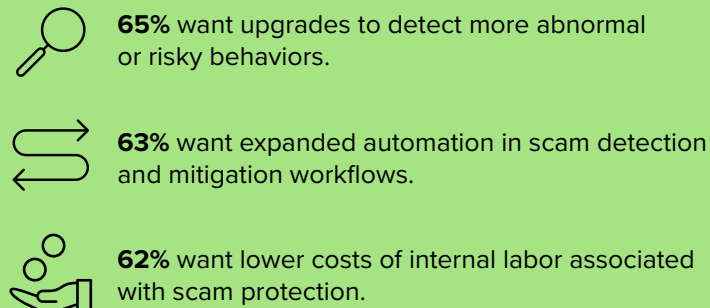
### UPGRADES MUST HELP ALLEVIATE CURRENT CHALLENGES

Even with high confidence in scam detection, FIs recognize room for improvement.



### MULTIPRONGED APPROACHES MUST SUPPORT MULTIPLE METRICS

Respondents want to see multifaceted success across scam detection and mitigation.



Base: 413 US-based financial services decision-makers at the director level or higher with responsibility for fraud risk and mitigation strategies  
 Source: A study conducted by Forrester Consulting on behalf of LexisNexis® Risk Solutions, January 2024  
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