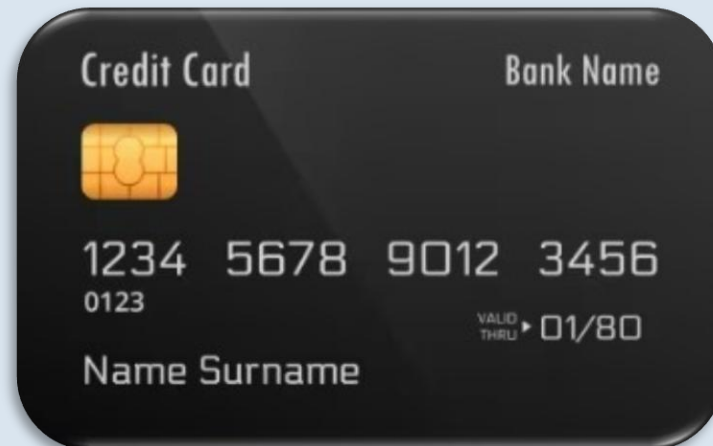


Practical Ideas for Next-Generation Credit Card Security and Customer Intelligence

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Increase Customer Value



Ideas – How Credit Card Experience Can Be Improved

A. Confidence on CC safety	B. Expense Management System (EMS)	C. Trust on Bank	D. Control on CC
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Sr#	Area of Improvement	Why Needed
1.	When Customer watches his monthly CC statement – a) There remains no explicit identification that all the transactions are done by him only b) No explicit & quick assurance that he has received all his due Rewards Points 1. Like whether due Reward points from bank received or not 2. Like whether due Reward points from e-commerce (like Tata Neu, etc.) received or not 3. Customer need to audit himself for the assurance, which is highly time consuming	A, C
2.	No proper Expense Insights, Trends, Outliers, Red Flags - custom plus bank suggested for EMS, etc.	B, D
3.	No option to disable any particular nature, merchant specific, etc. Txn – like no Jewellery Txn	D
4.	Customer CC Txns' data with bank must act as a ' single source of truth ' for all his different needs	B
5.	Custom Tags for several purposes like – Identifying Personal, Employment, Business related Txns	B
6.	Virtual cards creation option – for segregating different nature / purpose of Txns	B
7.	GPS tag integration with physical credit card = Revolution	A

Suggestion | Fraud Prevention Measure

Area of Improvement

100% Ensurity to CC holder that no fraud is being happened in his/her card, even of small amounts:

When customer watches his long (more than 60-70 Txns.) CC statement; he and his whole family starts recalling whether this Txn. was done by them or not, resulting:

1. Customer doesn't get fully satisfy about all the transactions
2. CC payment gets delayed because he could not get enough time to verify all the Txns

Solution

As soon as customer watches the CC statement, he must be satisfied within a second that - "Yes, all the Txn. were done by him (or his authorized ones) only", on high-level it can be achieved through:

Customers must be given the option to:

Sr#	Measures	Effective
1.	Enable Txn with specific IMEI numbers (Txn through specific devices only), plus Disable Txn through physical card	Very High
2.	As soon as any Txn happen, he should be asked for tagging the Txn via SMS	If Option #1 couldn't available
3.	Enable Location(Lat-Long) capturing option either through their mobile or POS machine (if made through physical card)	If Option #1&2 couldn't available

So, CC statement would have the mobile IMEI number on each Txn. level, and if in exceptional cases not available, so with his manual tag — customer can verify the Txn. and if finally, both not available so with coordinates.

In case of physical card Txns, it would be revolutionary – if GPS Tag could be integrated with CC, so, then customer can enable Txns only if locations of – 1.Card ≈ 2.POS machine ≈ 3.Cust. mobile

Suggestion | Reward Points Assurance

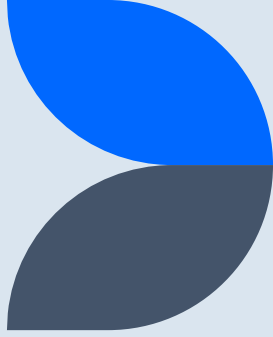
Area of Improvement

No proper mentioning of the reward points in the CC statement, so that customer could assure about his earnings in a very quicker and simple-way.

Solution

Date	Txn. No.	Reward Scheme ID	Category	Txn. Amt	Reward Points
Opening					XXX
Date	[Key to map with regular statement]	[So that Customer could easily match with related product catalogue]	Like fuel		XX
Date			Like Online Pur.		-X
Date					X
Closing					XXX

Suggestion | For enabling AI-driven behavioral profiling



Area of Improvement

1. Custom Tagging (at least 2) of the individual Txns should be available
2. Lat-Long (coordinates) availability for each Txn

Solution

With the help of custom tagging and Lat-Long (coordinates) availability, customers can get a lot of quick and useful (including historical) insights/reports, it would help him planning for future Txns, plus several likewise utilities, like:

1. Manual Txn tagging combined with AI-driven behavioral profiling would enhance expense management, and would create valuable analytics datasets
2. E.g. - I am going for a business trip, so just before leaving I toggled-on (tag start) 'Mumbai Journey Start' & just after returning I toggled-off 'Mumbai Journey End'; now all the Txns would be tagged to 'Mumbai Journey'; that too should be editable by the customer, it would be easy for him to make expense statement
3. With Tags:
 - a) He can track & trace the Txns done by his family
4. With Coordinates:
 - a) Customer can recall - for what he spent any particular Txn with Lat-Long
 - b) Customer can easily personalize his dashboard

Suggestion | Custom Insights & More Controlled Txns

Area of Improvement

1. No option to have custom Dashboard
2. No option to have notification(s) basis custom parameters
3. No option to stop any particular type, nature, etc. of Txn

Solution

1. Bank must provide some suggested reports (a dashboard) that can be personalized and the customer could create his own needed custom Dashboard
2. There must be option that as soon as – any Txn happen e.g. of more than Rs. 20000 (like from MCC 5944 / Clock, Jewelry, Watch and Silverware Stores), customer should be notified
3. There must be option to stop specific Txn like – No Txn to allow for MCC 5813 [Bars, Cocktail Lounges, Discotheques, Nightclubs and Taverns–Drinking Places (Alcoholic Beverages)]

Suggestion

For Analytics, Insights, Control
- such 🙌 features/labels
should be considered in the
CC dataset

1. Txn Unique ID
2. Date of Txn
3. Time of Txn
4. Lat-Long (Coordinates)
5. PIN code basis coordinates
6. Manual Tag #1
7. Manual Tag #2
8. Merchant Category Code
9. Merchant Category Label
10. Merchant Category Group
11. Txn Amt
12. IMEI Number
13. Label basis the custom parameter
created by the customer considering above
features

Thank you

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