

Predict New Account RiskSM

Confidently Expand Your Customer Base

New account openings are skyrocketing. Application processes are shifting to digital. And financial institutions are facing new risk challenges.

Modern digital application systems must be able to protect against losses associated with new accounts—namely first-party fraud and account default. And they must do so without suppressing business growth.

SUPERIOR DATA

Early Warning is the Trusted Custodian of the National Shared DatabaseSM resource—which contains the deepest set of deposit performance data available in the industry. Thousands of financial institutions contribute data to Early Warning on a recurring basis, ensuring our information is always up to date.

Predict New Account Risk provides the deep predictive intelligence required to make nuanced risk assessments—that go beyond rigid “yes” or “no” decisioning rules, so you can:



Open new accounts

Insight into an applicant’s deposit account history adds the perspective you need to approve more applications, tailoring account privileges to align with your risk threshold.



Protect against new account losses

Holistic scores combined with summarized attributes predict the likelihood of an individual’s first-party fraud or account default within the first nine months of account opening.



Balance risk, efficiency and compliance

Flexible solution lets you use scores and attributes in a manner that aligns with your account opening strategy—allowing you to reduce risk, while maintaining compliance and operational efficiency.



Improve financial inclusion

Behavioral insights augment risk scores and provide the context you need to confidently open your doors to a wider population of consumers.

How It Works

Predict New Account RiskSM combines risk scores with summarized attributes to predict the likelihood that an individual's account will be closed due to first-party fraud or account mismanagement within the first nine months.

This service gives you the flexibility to choose which insights you want to incorporate into your account opening strategy—so you can make informed decisions that support your business objectives.



Step 1

New account application submitted

Consumer completes and submits your institution's digital new account application.



Step 2

Early Warning algorithms

Early Warning runs proprietary algorithms to determine applicant's risk of both first-party fraud and account mismanagement.

In addition, Early Warning compiles a summary of attributes—based on data contributed by thousands of financial institutions—to reveal a nuanced view of the consumer's deposit account history and behavior. Depending on the behavior being predicted, the scoring models use different deposit data sets, such as:

- Shared fraud
- Account abuse
- Deposit transactions
- Account status
- Account owner information
- Account tenure



Step 3

Early Warning provides Predict New Account Risk data

Early Warning provides you with:

- First-party fraud score
- Account default score
- Key factors and summarized attributes



Step 4

FI determines:

- Approval/Decline
- Products and privileges to offer

Your team uses the scores and summarized attributes to:

- Make more informed approval decisions
- Tailor individual account privileges to fit your risk threshold

For more information about Predict New Account Risk, contact an Early Warning[®] Account Manager at earlywarning.com/products

ABOUT CERTOSSM BY EARLY WARNING[®]

CertosSM is a unified portfolio of fraud and identity solutions that helps financial institutions detect synthetic or stolen identities at account opening, reducing fraud while expanding access to critical financial services. It is backed by Early Warning Services, LLC—the company behind Zelle[®] and the Paze[®] digital wallet—which has worked with financial institutions for 35 years to drive prosperity, deliver bold innovation, and improve how payments are made. For more information, visit www.certos.com.