A photograph of a man with a beard, wearing a blue denim shirt, sitting at a desk. He is looking down at a tablet computer he is holding with both hands. In his left hand, he is also holding a credit card. On the desk in front of him is a white mug with a green geometric pattern. The background is a blurred office or home workspace.

Wipro's Online Payments and Loyalty Frauds Monitoring Service

Revenue protection and risk safety service

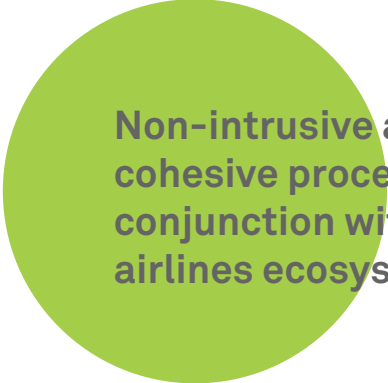
Wipro's Online Payments & Loyalty Frauds Monitoring Service helps to overcome the challenges faced with digital medium of bookings, secure transactions, manage loyalty and enrich customer experience.



Enables customers to focus on their core skills with less concerns of business risks



Provides a robust mechanism to track & secure potential fraud risk

A large green circle containing text, positioned in the bottom left area of the page.

Non-intrusive and cohesive process in conjunction with the airlines ecosystem

Review of the entire customer journey cycle to ensure safety & enriched customer experience

Key benefits

Our two-way approach towards building trust in online payment platforms and managing brand reputation enable a safer experience for airline customers. We work with technology partners for easy integration and leading fraud platforms like “Accertify” resulting in **over USD 1 billion in fraud prevention across the globe.**

Key features

- **Automation and Machine Learning** used to reduce up to 50% of efforts for our clients
- **Audit-as-a-service** model has helped our clients customize our services as per their operational requirements

Helping airlines curb fraud possibilities at all digital touch points with a non-intrusive & cohesive approach

- **Flexible delivery** model has supported clients across geographies and time zones
- Strategic partnerships for automation & fraud management with technology like Ayasdi, Emailage, Accertify and Feedzai
- HOLMES - Wipro’s proprietary cognitive solution for classification and auto categorization of User Generated Content (UGC) to deliver better results with minimal human intervention
- Over 1,500 active trust and safety content moderators

Through the customer purchase lifecycle



Consideration

Customer login

- Account investigation
- User verification
- Device verification



Purchase phase

Transaction phase

- 3rd party payment verification
- Unauthorized transaction support
- Fraud detection
- Initiate rewards & cashbacks



Rewards & loyalty

Loyalty & coupon management

- Loyalty & miles misuse
- Transaction investigation
- Branded credit cards support

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Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of

services, strong commitment to sustainability and good corporate citizenship, we have over 175,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

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