A photograph of a man with a beard, wearing a denim shirt, sitting at a desk. He is looking down at a tablet computer he is holding. To his left is a laptop and a white desk lamp. In front of him is a white mug with a green geometric pattern. The background is a blurred office or home workspace.

**Online payments & loyalty frauds monitoring service**

Revenue protection and risk safety service

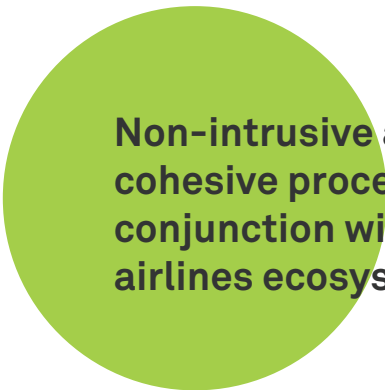
Wipro's Online Payments & Loyalty Frauds Monitoring Service helps to overcome the challenges faced with digital medium of bookings, secure transactions, manage loyalty and enrich customer experience.



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

**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.**

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

### 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
- **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

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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 160,000 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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