

## Money talks

How SMS helps FICO  
keep customers informed  
about their finances all  
over the world




# The perfect transaction

It's Friday afternoon. Basket overflowing, you're finally at the front of a line of last-minute shoppers. You try to pay by card. The transaction is declined. The assistant looks at you sympathetically. You try again. Still no joy.

You call your bank. After yet another wait, you finally get through to the fraud team and reassure them the transaction attempt was genuine. Time to join another line to get your shopping (if the store is still open).

It doesn't have to be this way.



What if your bank sent you a text the moment your card was declined so you could reply reassuring them it's a legitimate transaction? Your card would be unblocked in seconds and you'd be able to pay. There would be no time-consuming human involvement, but it would feel like the most personal of services.

FICO is a global decisions-analytics leader that uses SMS technology to help its clients authenticate customer identities. Because these interactions are so fast and convenient, they help businesses reinforce relationships with customers rather than fracture them.

**At OpenMarket, we call this an Empathetic Interaction™.**





## The Empathetic Interaction™

The Empathetic Interaction is all about seizing the countless invisible opportunities to surprise and delight your customers by giving them information, engagements, experiences and alerts that they will value at precise moments in exact places.

It's about using what you know about the individual and the situation they're in, then anticipating what will make them happy. When their needs and yours can be met in a single moment, Empathetic Interactions become truly valuable.

OpenMarket's multi-channel messaging platform, indigo, makes creating those Empathetic Interactions effortless. Templated campaigns encoded with best-practice insights, a drag-and-drop interaction builder, and a direct connection to the world's most reliable global messaging network empower you to deliver the right conversations, on the right channels, at the right time. Every time.

[Find out more](#)



## **Reciprocal benefits**

Our team helped FICO to effortlessly set up an automated SMS system that plugs into the systems they use to enable banks to screen billions of card and account transactions globally.

The results were pretty spectacular. Rather than intruding on customers' private time as feared, it turns out that customers respond faster to out-of-hours messages. And they're happier too. Customer satisfaction rates have improved substantially since the change and FICO's clients have seen significant positive increases in net promoter scores.

FICO's clients now resolve suspicious interactions in a fraction of the time, reducing the total number of fraudulent transactions per compromise, and cutting net losses. One client reported a 35% reduction in overall fraud losses. Plus, the banks can use agents who were previously on phone duty for more useful tasks, such as tracking down potential fraudulent avenues.

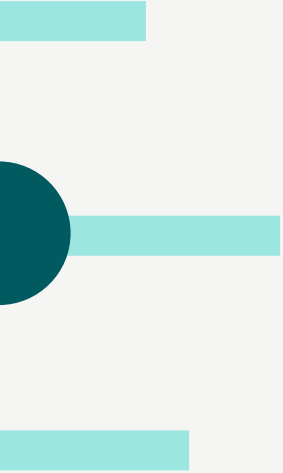
Win-win all round.

## **Disturbing the peace**

For years, FICO has been helping banks and large enterprises across the world make the right decisions for their customers – from accepting transactions, to recommending appropriate lines of credit.

But getting in touch with customers about suspicious activity needs multiple channels. Emails can help, but they're easy to miss. Calls are great if you can get through, but often they're seen as time-consuming and inconvenient. You can leave voicemails to give customers information, but, by their nature, they won't be checked until later. And that's leaving aside the huge business expense of using call centers to handle every interaction.





FICO needed a smart solution that would let clients enjoy two-way conversations with customers around the clock – at the exact moment they need support.

The answer seemed obvious: automated SMS messaging. After all, mobile phones with registered numbers are the perfect way to authenticate identities. And, unlike emails, everyone who has a mobile phone reads messages – usually within seconds.

Yet some of FICO's clients were hesitant to make the switch to SMS. They feared texts might feel intrusive to customers. They also feared the latest messaging apps like WhatsApp and Facebook would make texting seem too primitive.

It didn't take long to convince them.

**35%**

**One of FICO's clients saw a 35% reduction in overall fraud losses using the texting service.**

## **The takeaway – empathy matters**

FICO's clients have now built lasting and rewarding relationships with their customers.

With SMS getting to the real-time moments that calls and emails can't reach, truly responsive banking has become possible. Whether it's Black Friday or Christmas Eve, customers and banks can chat on demand, meeting each other's needs in just a tap of time. That's what we mean by the Empathetic Interaction.

## **FICO knows how to give customers what they want**

OpenMarket is helping FICO deliver Empathetic Interactions around the world. And we're helping them crack new markets too. We operate in 250 countries so we're in a good position to help. To learn how we can help your company get started with effortless mobile messaging, get in touch.

Let's figure out what amazing customer experiences look like for you.



# Multi-channel messaging

Discover how the indigo multi-channel messaging platform works.



[Download the eBook](#)

## We're OpenMarket

We help the biggest brands in the world use mobile messaging to connect with people in the moments that count. When they need to be helpful and responsive in real time. When customer experience isn't just a buzzword, it's an obsession. We'd love to do the same for you.

