entersekt

The Financial Authentication Company.

Entersekt reduces account takeover fraud by 90%+ for a top-50 U.S. bank

The challenge

A top-50 U.S. bank, with approximately 300 branch locations and $52 billion in assets, was experiencing a sharp rise in account takeover (ATO) fraud. Fraudsters were convincing customers to share credentials and one-time passwords (OTPs), then using compromised accounts to initiate unauthorized peer-to-peer payments and external transfers.

Following a formal RFP process, the bank selected Entersekt for its security, user experience, and seamless integration with its digital banking platform.

The solution

Entersekt implemented a layered, real-time approach to authentication and transaction security:

- **Device trust and authentication:** Frictionless access for trusted users and devices.
- **Context-aware transaction authentication:** High-risk actions trigger secure push notifications with transaction details, helping customers identify fraudulent activity before it happens.
- **Adaptive risk controls:** Biometric and step-up authentication applied only when elevated risk is detected.

Results

- **90%+ Reduction in ATO fraud** across digital channels.
- **98% Frictionless logins** with additional verification required only when risk is elevated.
- **Mere days after kickoff,** the solution was live in the bank's test environment, providing faster time to value.
- **Reduced fraud investigations** and customer service workload.
- **Greater visibility into high-risk activity,** enabling more informed decision-making.

"Start early and be proactive... consider the customer experience angle. This can improve customer relationships, build trust, and prevent something bad from happening at the same time."

— SVP, Top-50 U.S. Bank

Read the full case study or get in touch with us to learn more.