



Customer success story

# **BCC Iccrea Group:** **Redefining banking** **security for the digital age**

November 2024



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BCC Iccrea Group needed more than isolated solution, it required a holistic defence that could safeguard customers seamlessly across all channels.

“

With Cleafy, we've moved from constantly reacting to fraud to getting ahead of it. It's like giving my team the insights we need right when we need them, turning a complex problem into something we can act on swiftly and accurately. Cleafy doesn't just help us spot fraud; it helps us understand it before it strikes. That's a game-changer for us and our customers.”

Giuseppe Scampone, Fraud Manager at BCC Iccrea Group

## At a glance

### The bank

BCC Iccrea Group, Italy's largest cooperative banking network, **serves over 5 million members through nearly 2,500 branches**, blending trusted banking traditions with a forward-thinking digital-first customer experience.



### The challenge

Faced with rising digital threats, BCC Iccrea Group encountered:

**Persistent fraud** attempts exploiting instant transfers and online banking



**Escalating phishing, malware, and bot attacks** as online interactions grew to 85% of total activity



**Silos between cyber and fraud teams**, limiting cross-team visibility and response efficiency



**Increased customer friction** with account restrictions and false positives impacting genuine users



### The Cleafy advantage

**Cleafy's Fraud Extended Detection and Response (FxDR) platform equipped BCC Iccrea Group with a unified solution:**

- **Cyber-fraud fusion:** Enabling cyber and fraud teams to work seamlessly together
- **Real-time, cross-channel threat detection:** Proactive detection of malware, bots, and account takeover attempts, covering the entire customer journey
- **User behavioural analysis:** Advanced intelligence that accurately distinguishes between genuine customers and potential threats, significantly reducing false positives.
- **Session monitoring and event analysis:** Complete visibility into every digital session to intercept threats early and reduce false positives.

### Impactful results

**80% drop in fraud rates:** Fraud rates, which peaked in January, dropped by 80% within months of Cleafy's deployment, restoring pre-pandemic stability and strengthening the bank's resilience against evolving fraud threats.



**Cost savings:** Preventing fraud and reducing false positives now saves BCC Iccrea Group well over €0.5 million each month, driving both efficiency and financial impact.



**Improved customer experience:** Enhanced fraud detection accuracy has led to fewer account restrictions, alerts, and false positives, improving customer satisfaction.



**Seamless team collaboration:** Cyber and fraud teams now share real-time insights for faster and more accurate threat responses.

## Introduction

Italy's largest cooperative banking network, BCC Iccrea Group, serves over 5 million members through nearly 2,500 branches.

Known for combining traditional values with digital innovation, BCC Iccrea Group prioritises security and ease for customers. With digital transactions now accounting for 85% of its activity, the bank realised that traditional fraud defences could not handle increasingly complex, real-time threats. **BCC Iccrea Group needed more than isolated solution, it required a holistic defence that could safeguard customers seamlessly across all channels.**

## The challenge

### Facing rising digital threats

As digital interactions soared, fraud targeting instant transfers and online accounts became a significant issue. BCC Iccrea Group had invested in anti-fraud tools to protect its customers, but the increasing sophistication of fraud tactics was challenging the limits of traditional approaches. With siloed tools, teams lacked visibility across cyber and fraud detection systems. This fragmented setup led to inefficiencies and, at times, unnecessary account restrictions, diverting resources and affecting genuine users.

### Adapting to new threats: Fighting fraud-as-a-service

While fraud analysts have traditionally worked like detectives, piecing together clues after suspicious transactions, BCC Iccrea Group's forward-thinking Fraud Manager recognised that the true battle against fraud begins long before a transaction occurs. With

malware, phishing kits, and full-fledged fraud toolkits now readily available to buy on the dark web, the rise of "fraud-as-a-service" has created a new challenge. Today, even those with minimal technical knowledge can execute sophisticated scams, underscoring the urgency for financial institutions to adapt quickly.

BCC Iccrea Group saw Cleafy as the solution to this evolving threat. Cleafy's unified platform not only provided real-time pattern matching, biometrics, behavioural analysis, device telemetry, and advanced threat intelligence but also offered a proactive stance against the rise in Account Takeover (ATO) fraud. This was especially critical as BCC Iccrea Group faced growing instances of instant transfer fraud, where fraudsters gain unauthorised access to customer accounts and quickly use instant transfers to drain funds irreversibly.

Cleafy's "cyber-fraud fusion" approach was precisely what BCC Iccrea Group needed to stay ahead of this escalating threat. The platform enabled cyber and fraud teams to collaborate seamlessly, sharing a single view of all digital activity in real-time. Malware detections, phishing attempts, and signs of account takeover became visible across teams, streamlining collaboration and ensuring that both sides could act on emerging threats before fraudsters could execute their scams.

Prior to adopting Cleafy, BCC Iccrea Group lacked future-focused behavioural intelligence which left gaps in detecting early signs of suspicious activity. Cleafy's platform, however, introduced this crucial capability, enabling the bank to spot potential ATO attempts before any funds could be moved. This made a significant difference, as it allowed BCC Iccrea Group to detect fraudulent logins and activities with unprecedented precision, making instant transfers safer while minimising disruptions for legitimate users.



## Impactful results

### Real-time reduction in fraud

Fraud incidents began dropping almost immediately after Cleafy went live in June.

Fraud rates peaked in January and began declining sharply after Cleafy went live in June. The bank achieved an 80% reduction in fraud incidents, swiftly restoring stability to pre-pandemic levels and strengthening its defences against digital threats.



### Decrease in false positives, enhanced customer experience

Before adopting a proactive approach, the bank restricted around 400 accounts monthly due to suspected fraud, requiring analysts to manually investigate whether these were genuine threats or false positives. Cleafy's precision now ensures only accounts with confirmed fraud are restricted, providing customers with a smoother experience while significantly reducing the workload for fraud analysts.



### Unified cyber-fraud defence

Cleafy bridges the gap between cyber and fraud teams. With shared insights and real-time visibility into threats like phishing, bots, and malware, the bank responds faster and more effectively to emerging scams.



### Positive user experience and ease of use

The intuitive interface and cloud-based design of Cleafy's platform made adoption easy for BCC Iccrea Group's team. With automatic updates and new rules to counter emerging threats, the bank stays ahead of new threats.



### Substantial monthly savings in fraud and legal costs

Cleafy's real-time detection capabilities have enabled BCC Iccrea Group to prevent approximately €440,000 in monthly fraud-related losses. The sharp reduction in false positives has further lowered costs tied to disputes and legal appeals. **Combined, these advancements deliver savings exceeding half a million euros each month, significantly enhancing the bank's operational efficiency.**



## Setting a new standard in digital security

For BCC Iccrea Group, Cleafy's FxDR platform has transformed fraud prevention from a reactive necessity to a proactive strength.

With improved fraud detection, seamless cyber-fraud collaboration, and greater operational efficiency, the bank now delivers a secure, friction-free customer experience across every digital touchpoint.

By embracing this forward-thinking approach to fraud, BCC Iccrea Group has positioned itself as a leader in digital security, meeting today's challenges and preparing for those on the horizon.

- ▶ **Future-proofed fraud management:** With its adaptive intelligence, Cleafy equips BCC Iccrea Group to combat emerging fraud and malware threats, ready to meet tomorrow's challenges head-on.
- ▶ **Unified security across channels:** Cleafy's FxDR platform protects customers across web and mobile, from pre-login to post-transaction, with a seamless and secure experience.
- ▶ **Cyber-fraud fusion approach for seamless collaboration:** By uniting cyber and fraud teams' capabilities, Cleafy supports a coordinated defence strategy, improving threat response times and accuracy.

“The real power of Cleafy lies in how it brings our cyber and fraud teams together. It's no longer about working in silos; we're seeing the whole picture in real-time. That level of collaboration means we can respond to threats faster, more precisely, and stay ahead of even the most sophisticated attacks.”

Giuseppe Scampone  
Fraud Manager, BCC Iccrea Group



## Conclusion

By effectively utilising Cleafy's advanced anti-fraud tools, the bank not only mitigated a complex, multi-level fraud campaign but also **reinforced its security infrastructure** against future threats, all without disrupting services for their customers.

**This success story underscores the critical role Cleafy plays in empowering financial institutions to safeguard their assets and customers against evolving fraud threats.**

### Learn more today

To learn more about how we can help you

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- > **Email us at [info@cleafy.com](mailto:info@cleafy.com)**

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