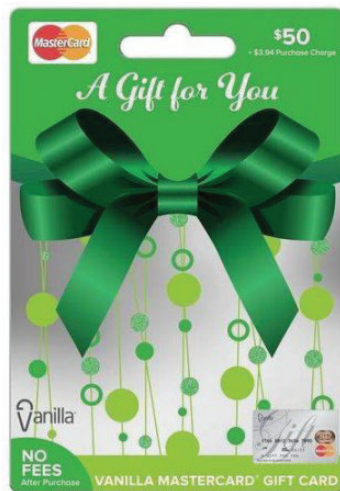




## How MetaBank Prevents Prepaid Card Fraud with the Data Quality Suite



Every bank absolutely, positively, must know the exact identities of all its customers.

Federal anti-fraud and money laundering regulations require it, and good customer service thrives on it. But when a bank's customers include not only its own retail clients but also hundreds of organizations with their own customers, the challenge is exponentially greater.

That was the case with MetaBank, a savings institution with several retail locations in the Western U.S. What set MetaBank apart, however, is its Meta Payment Systems division, providing millions of individual prepaid payment cards—including gift, incentive, travel, payroll, and reloadable cards, plus banking services—for hundreds of card-issuing companies and providers. The company also underwrites tax refund loans, subject as well to federal controls.

### VERIFYING THE IDENTITY OF PREPAID CARD USERS WAS A CHALLENGE

How pressing is Meta Payment Systems' customer identity and data quality challenge? Put it this way: Every single day the company receives up to 30

million individual customer records that flow directly into its database systems.

"Of our many, many prepaid-card customers that we trade data with, all have differing data systems and differing data quality standards," said Ron Van Zanten, senior vice president of data systems & business intelligence at Meta Payment Systems. "We import all of their information—names, addresses, phone numbers, and geo locations—into our databases, and have to bring that data into a condition where it can be used properly."

But the company had to deal with different data formats, incomplete records, and non-standard addresses flowing in from these corporate clients. As a result, database queries were often inaccurate. Duplicated customers received duplicate letters, a drain on both finances and customer service. And fraudsters—those, for example, requesting multiple cards issued to the same person at different addresses—were tough to catch due to spotty location information.

## DEPLOYING MELISSA'S DATA QUALITY SOLUTIONS

For information cleansing and verification, Meta turned to data quality solutions provider Melissa and its Data Quality Suite. The Suite validates, verifies, corrects, and enriches contact data (name, address, phone and email) in real time as it flows directly into Meta Payment's databases from its multitude of corporate clients and card issuers.

"If we didn't receive a geo code from a previous run, we're now able to receive one based on updates to addresses, which we can append to the new record," said Mark Lanners, Meta's director of data management. "Once the data is standardized from Melissa, it will be used downstream to inform either the client's products, business reporting, or other Meta Payments areas."

"The bottom line is, we're now getting multiple sources of the truth," he said.

Melissa's Data Quality Suite, available on-prem or as Cloud services in SQL Microsoft SQL Server Integration Services (SSIS)\* includes these components that work together or individually in real time or batch real time:

- **Global Contact Verify** – cleans, verifies, and standardizes U.S. and global people data – name, address, email, and phone – to ensure contact data is accurate and trusted.
- **Personator**<sup>®</sup> – taps a multisourced database of billions of records for real-time Identity verification, update addresses of contacts that have moved, and enrich records with location info (lat/long) and valuable demographic data to Know Your Customer.
- **MatchUp**<sup>®</sup> – utilizes advanced fuzzy matching algorithms and deep domain knowledge to deduplicate records, apply survivorship rules, and uncover relationships within households, businesses, and accounts.
- **Profiling** – assesses the quality of large data volumes to better understand data domains, formats, patterns, and relationships within the data itself, enforce business rules, and monitor overtime for continuous improvement.
- **Generalized Cleansing** – cleanses data types (e.g. customer, product, financial) of formatting errors and inconsistencies, making preformatting and preprocessing unnecessary.
- **SmartMover**<sup>SM</sup> – matches customers records against 48-month NCOA<sup>Link</sup><sup>®</sup> and/or Canada Post NCOA<sup>®</sup> databases to update the addresses of customers that have moved. Meets the USPS<sup>®</sup> Move Update requirement for presorted mailing discounts.

## REGULATIONS, CUSTOMER SERVICE SATISFIED

Both Van Zanten and Lanners said there was seamless implementation of Melissa's Data Quality Suite with Meta's own Microsoft<sup>®</sup> SQL Server<sup>®</sup> relational database management system, making life easier as well for the company's data engineers.

Today, Meta Payment Systems has a more complete, 360-degree view of all its customers, including the millions from corporate card issuers and providers. This enables the company to improve customer service, assess customer profitability, and suggest up-sell opportunities. As for fraud, false positives have been virtually eliminated.

For the future, Meta plans to add Melissa's global address verification services, critical in satisfying the various Know Your Customer compliance regulations in multiple countries.

"I believe Melissa has helped us improve not only data quality, but also our downstream experience for end users," said Lanners. "We're now able to identify everything from fraud to missing data, and allow our individual customers to swipe their cards with confidence.

"And importantly, as every data engineer knows, having clean data translates to the bottom line," Lanners added.

\* The Data Quality Suite is also available as on-prem, multiplatform APIs, and Cloud services for real-time and batch processing.

### About Melissa

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. Our breadth of data and flexible API technology integrates with numerous third-party platforms, so it works for you and makes sense for your business. More than 10,000 clients worldwide in key industries like insurance, finance, healthcare, retail, education, and government, rely on Melissa for full spectrum data quality and identity verification software, including data profiling, cleansing, matching, and enhancement services, to gain critical insight and drive meaningful customer relationships. For more information or free product trials, visit [www.Melissa.com](http://www.Melissa.com) or call 1-800-MELISSA (635-4772).