Case study

Smarter onboarding

Payment processor achieves 97% decisioning accuracy.

Challenges

- Advanced fraud attacks, including bust-out schemes, transaction laundering, triangulation fraud, and chargebacks
- Costly and cumbersome manual review processes
- Goal: Streamline onboarding for customers and increase fraud capture at scale

Results

- Drastically reduced fraud attacks
- Improved decisioning for fewer costly step-ups and more accurate rejection at top-of-funnel onboarding
- Drastically reduced manual review costs and time
- Enabled higher risk appetite to fuel expansion

Evolving attacks threaten expansion

A North America-based full-stack payment processing fintech was struggling to keep up with the new fraud challenges that followed a rapid-scale expansion.

Their previously effective strategy combined in-house defense systems with manual verifications. But expansion brought new levels of attack sophistication and velocity, and the payment processor simply couldn't keep up. In addition to revenue loss, the fraud was starting to impact their high standards of customer protection, a core value and competitive differentiator. The company's rapid growth required a scalable, proven solution that would prevent fraud without adding friction.

The Experian solution

By decisioning off NeuroID, an Experian product, at the top of their application review funnel, the payment processor can now quickly and confidently kick fraudsters out earlier. This saves time and effort for the payment processor's review team, leading to increased operational savings, fewer costly step-ups, and overall significantly decreased onboarding costs.

In an analysis of their two onboarding routes (either fast-tracked or declined, based on NeuroID behavioral signals), the payment processor found that only 2% of the declined applicants appeal the decision and that less than 10% of those who are re-evaluated end up approved. They also reported a 97% alignment between the applicants flagged as risky by NeuroID and known fraud outcomes.

Case study

Annonymous payment processor

How Experian empowers growth initiatives

With NeuroID's decisioning signals, the payment processor can identify risk faster and route applicants based on their intent. Applicants waterfall to KYC and fraud step-ups only if the applicant is deemed trustworthy by NeuroID's signals. If the user is tagged as risky, they are automatically routed to a decline flow. This streamlined decisioning supports the company's goals of an optimized customer experience, eliminating manual reviews while adding another layer of fraud prevention.

With NeuroID streamlining their onboarding process, the payment processor can focus on new opportunities for growth instead of being overwhelmed by fraud.

Timeline

1. With core values built on exemplary customer support, the payment processor's fraud detection was detailed and customer-focused — but also highly manual.
2. After launching its fullstack payment solution, the payment processor experienced rapid growth — and the new fraud challenges that came with it.
3. With NeuroID's behavioral analytics, the company can quickly and confidently kick fraudsters out earlier, leading to significantly decreased onboarding costs.
4. With 97% alignment between the applicants flagged as risky by NeuroID and known fraud outcomes, NeuroID gives the payment processor faster, friction-free decisioning at scale.

Experian
475 Anton Blvd.
Costa Mesa, CA 92626
T: 1 855 339 3990
experian.com

© 2026 Experian • All rights reserved
Experian and the Experian marks used herein are trademarks or registered trademarks of Experian.
Other product and company names mentioned herein are the property of their respective owners.
(09/26)