

FACES OF FRAUD

Consumer experiences with fraud and what it means for businesses



Are organizations doing enough to protect their customers from fraud?

Explore the survey highlights from the *Faces of Fraud* study to learn how global fraud trends are shaping consumer expectations and behavior – and the implications for businesses.

About the global consumer fraud study



- 13,500 consumers surveyed
- 16 countries
- 4 continents

THE CAUTIOUS CONSUMER

86%

are more wary of fraud today than in the past.

70+%

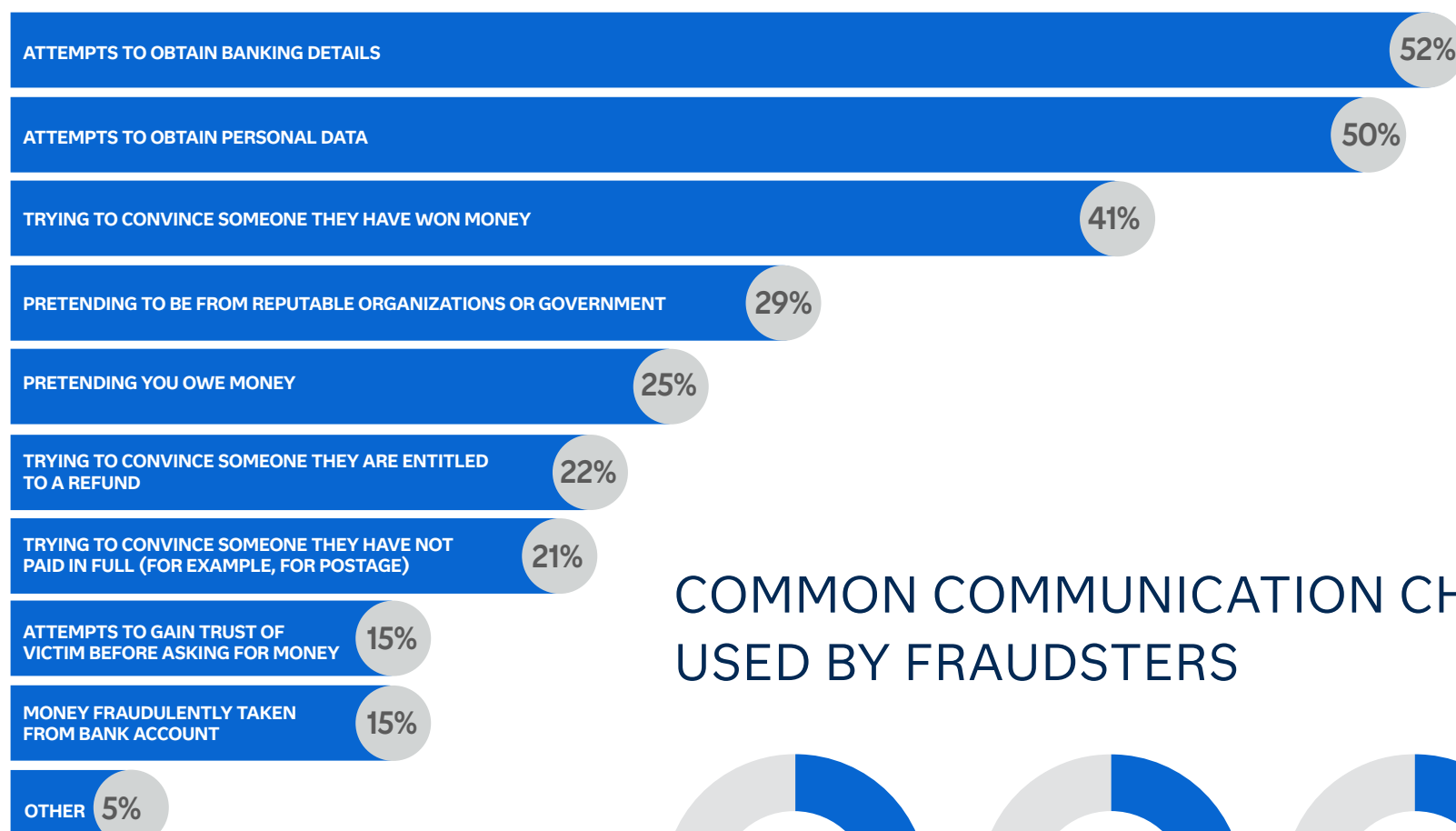
have been fraud victims at least once.

40%

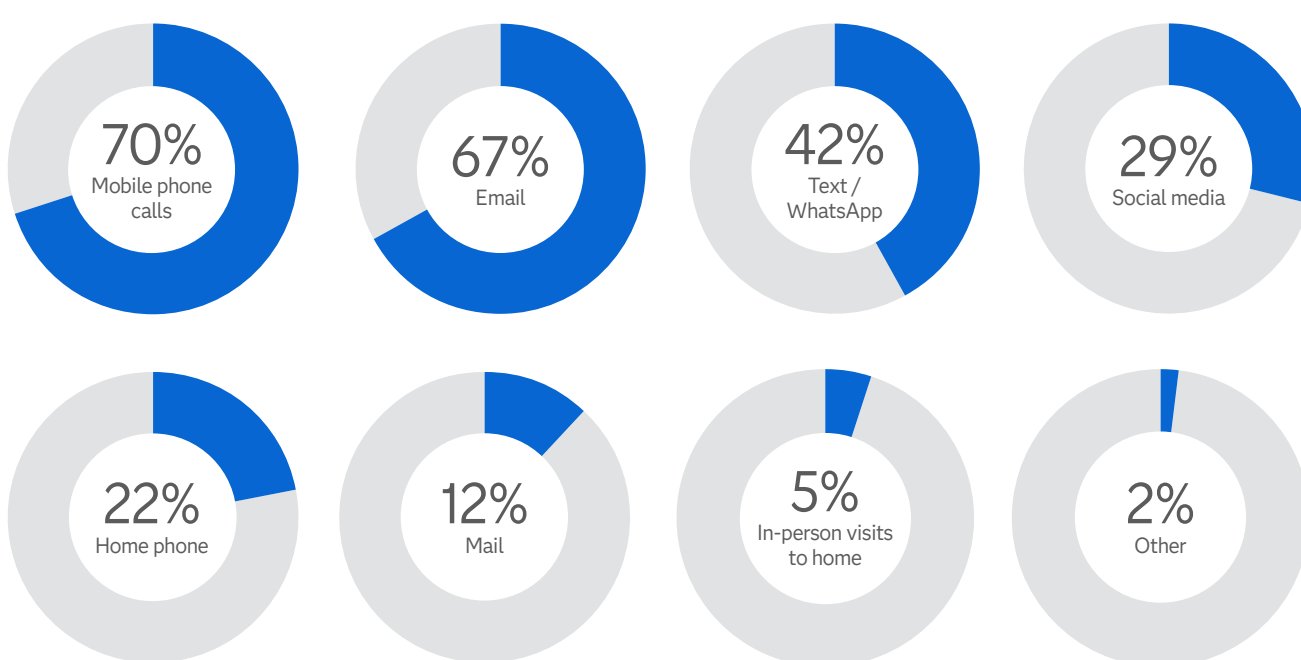
have been victims of fraud twice or more.

67% would switch providers if they experienced fraud or another company offered better fraud protection.

MOST COMMON TYPES OF FRAUD AGAINST CONSUMERS



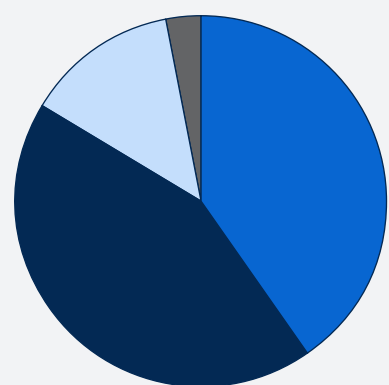
COMMON COMMUNICATION CHANNELS USED BY FRAUDSTERS



GREAT EXPECTATIONS

89% believe organizations should be doing more to protect them from fraud.

HOW DOES FRAUD AWARENESS AFFECT CONSUMER TRUST?



43%

are less willing to share more personal data.

40%

no change.

14%

are willing to share more personal data.

3%

don't know.

75%

agree to more security checks, and even delays, for better fraud protection.

80%

are willing to make P2P payments despite knowing the fraud risk.

70%

will share more personal data digitally if it is used to provide better fraud protection.

THE TAKEAWAY

As sophisticated fraudsters continue to exploit technology that is meant to improve our lives, how do we give customers the convenience they love and the security they value? AI-enabled fraud protection delivers promise and a solution. Download the *Faces of Fraud* study to learn more.

sas.com/facesoffraud

