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Smart Dispute Implementation for Truist Fraud Solution Services

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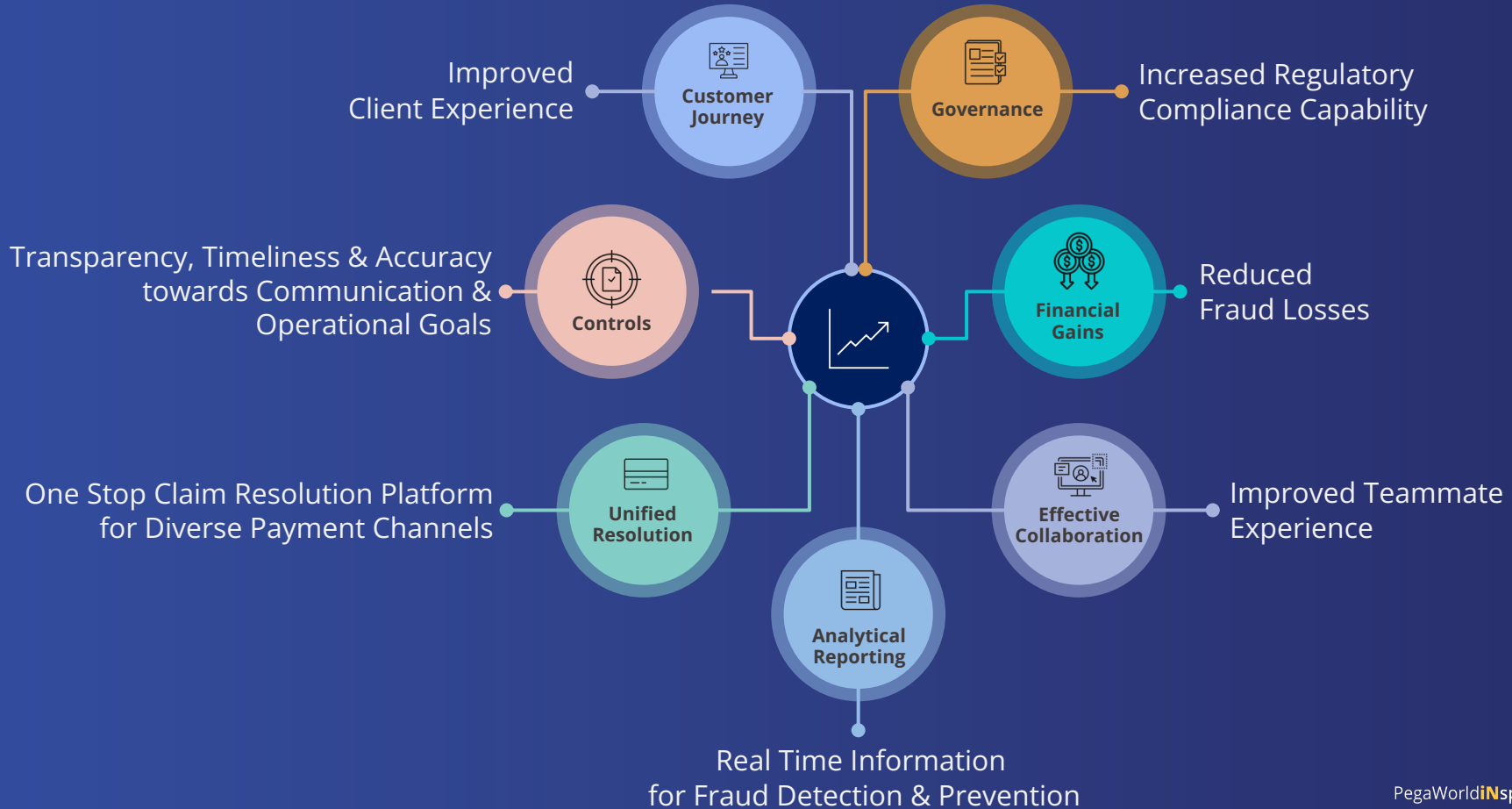
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Why Change?

- Consistent Omni Channel Intake Experience

- Improved Visa, Mastercard & Regulatory Compliance

- Greater Operational Efficiency and Recovery

- Enrich Customer Communication Experience

    - eSignature

    - Verbal Attestation

- Systemic Creation and Handling of Disputes for Pending Transactions

- Straight Through Processing

Business Objectives

Improved Client Experience

Increased Regulatory Compliance Capability

Transparency, Timeliness & Accuracy towards Communication & Operational Goals

Reduced Fraud Losses

One Stop Claim Resolution Platform for Diverse Payment Channels

Improved Teammate Experience

Real Time Information for Fraud Detection & Prevention

Customer Journey

Governance

Controls

Financial Gains

Unified Resolution

Effective Collaboration

Analytical Reporting

Key Capabilities

Intake → **Enrich** → **Investigate** → **Recovery** → **Resolve**

About:
Omni-Channel Case Intake

Capabilities:
- Case Creation
- Duplicate Check
- Reg E/Reg Z Evaluation

About:
Data Enrichment for Investigation

Capabilities:
- Customer & Data Enrichment
- Dispute Qualification

About:
Research & Respond

Capabilities:
- Early Resolution & Recovery
- Network Rule Validation
- Dispute Submission
- Automated Fraud Processing
- Customer Communication

About:
Recovery of Funds

Capabilities:
- Process Acquirer Response
- Pre-Arbitration & Pre-Compliance
- Arbitration & Compliance

About:
Resolution, Settlement, and Communication

Capabilities:
- Customer / Merchant Recovery & Settlement
- Final Communication & Closure

Case Management
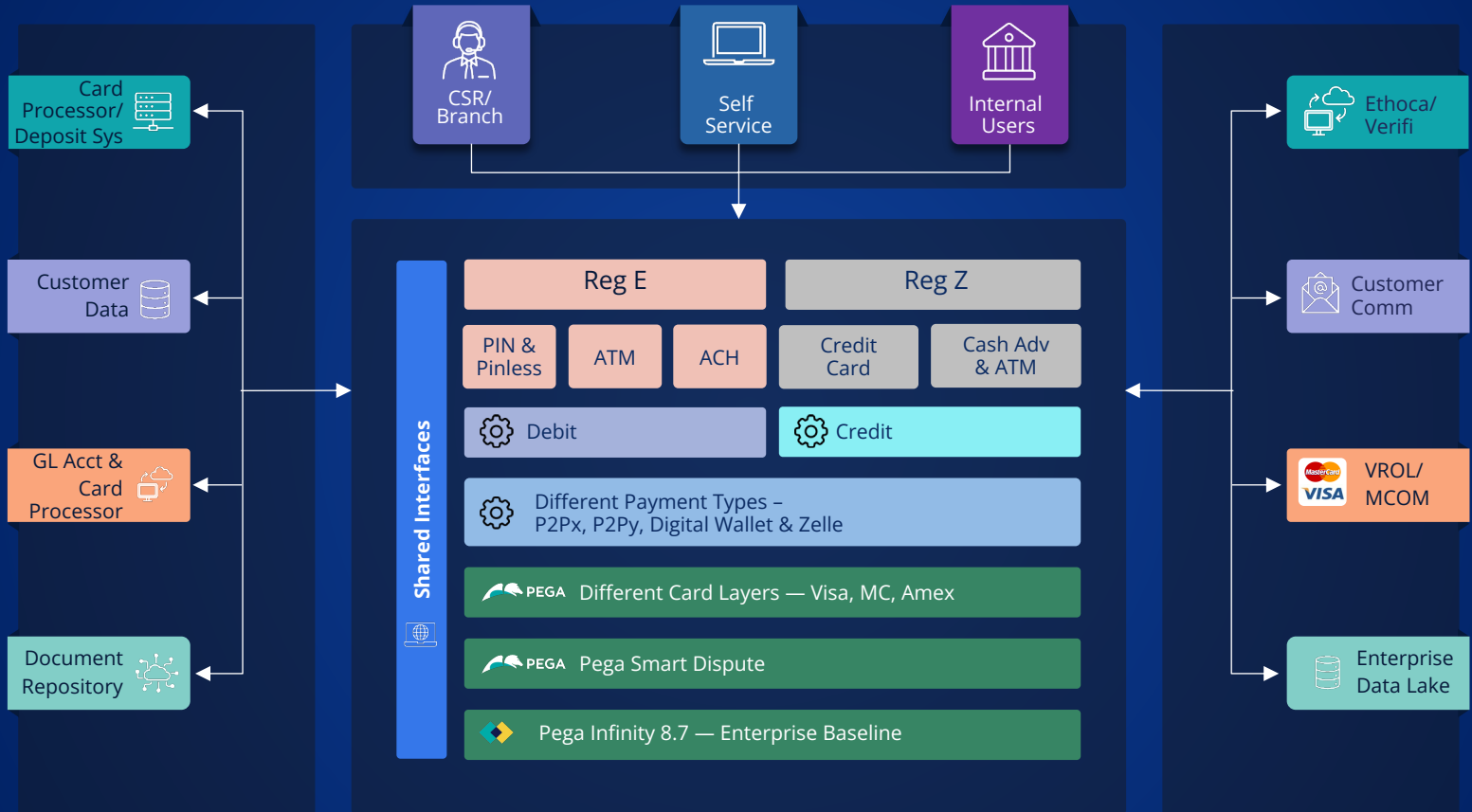
| Guided Workflow | SLA | Reporting | Access Control |
| Work Prioritization | Audit History | Workforce Management |

Solution

Partnership

Collaboration among Product, Bank and Implementation partner to build the new Claims Platform to improve Customer satisfaction and increase operational efficiency.

- **Pega** – Proposed best in class Dispute Solution & Facilitated Sprint 0 to define MVP for Debit Card Visa SIG & PIN Disputes

  - **Truist -**
    - Orchestrates the Integrations with back-end systems
    - Incremental transition of Claim Types from legacy application to Pega Smart Dispute utilizing a "straddle" approach

    - **Cognizant** – Truist Global delivery partner with extensive Pega platform and Smart Dispute Implementation experience

Methodology

Approach

- Claim workflow micro journeys based on resolution scenarios

- Iteratively build components for each resolution point

- Provide end to end testable modules for each micro journey

- Prioritize features focusing on minimum viable product

- Plan dependencies with upstream and downstream systems in alignment with business prioritization

Process

- Adopt SAFE 6.0 Agile framework operating within Scrum

- Emphasize a top-down agile adoption for improved Business-Technology alignment

- Key ART level ceremonies - Scrum of Scrums and Product Owner Sync, ART Sync, PI Planning and Inspect & Adapt

- Technology sync - Architecture & QA Sync

- Incremental deployment and release on demand based on business readiness

Methodology Benefits
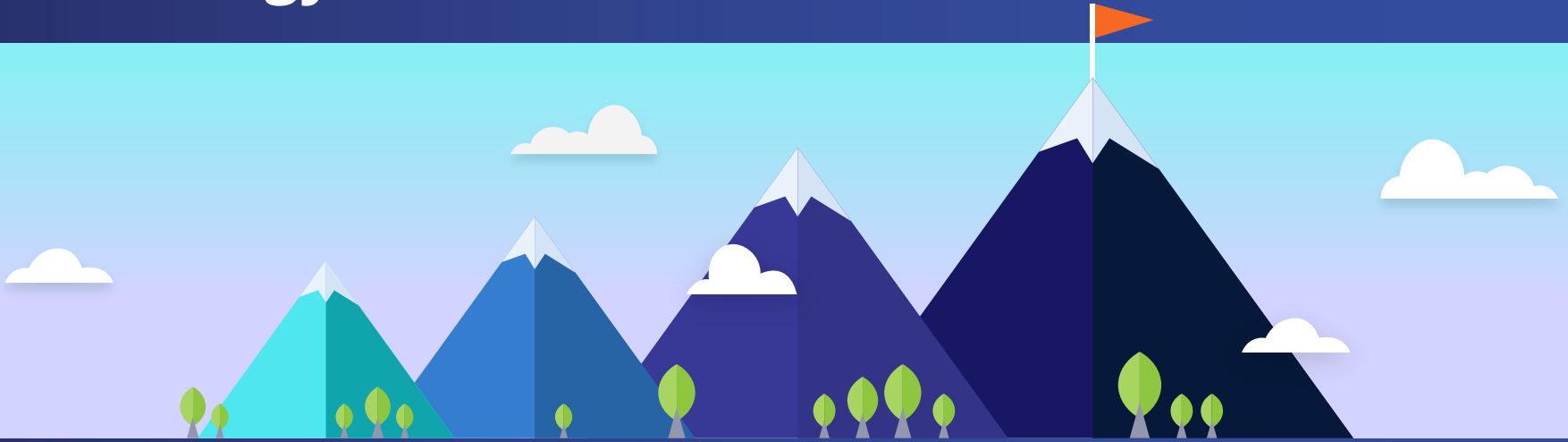
The iterative approach enables business to better quantify the problem statement

Early detection and mitigation of risks due to regular feedback loops and demos

Increased flexibility and adaptability to change

Enhanced collaboration among team members and stakeholders

Implementation Strategy

Incremental releases to business users by claim type on the new platform using a "straddle" approach to determine backend platform by claim type

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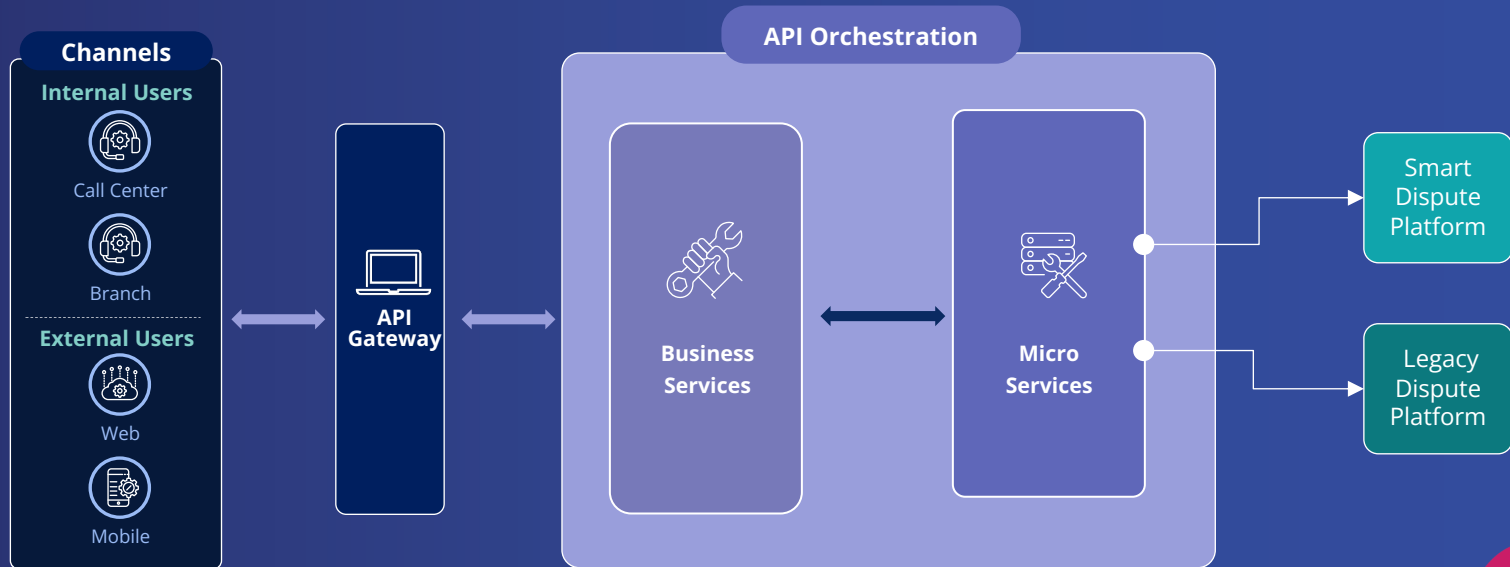
Lessons Learned

01 PEGA Platform is evolving continuously, approach with clear vision and plan regular updates

02 Establish robust Product management

03 Collaborate with business to define clear requirements

04 Deliver incrementally with feature toggles

05 Prioritize features that offer higher business value

06 Embrace DevOps practices

07 Involve UAT and Business readiness early

08 Budget adequately for implementation cost

09 Plan adequately for capabilities that require 6 – 8 weeks runway for set up

10 Identify and address deviations promptly