

Fraud Awareness & Training **FOR FRONTLINE STAFF**

Agenda

- 1 Common Types of Fraud
- 2 Understand Learning Styles
- 3 Training Tips for your Front-line Staff
- 4 Develop Your Training Plan
- 5 Takeaways

Today's Presenter



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Anyone want a \$100 bill?

Common Type of Fraud

Fraud is Universal



Front-Line Staff See it ALL!

- Check Fraud
- Identity Theft
- Elder Financial Exploitation
- Human Trafficking
- Counterfeit Currency
- Scam Letters and Communications
- Social Engineering



Fraud has Real Impact

For the Bank

- Bank Monetary Losses
- Redirection of Resources to manage Fraud Losses
- Regulatory Considerations
- Compliance Considerations
- Conflicting timelines and requirements for reporting or reimbursement

For the Customer

- Customer Monetary Losses
- Inconvenience
 - Shut down debit cards
 - Lost checks
 - Trips to the Bank
- Stress over missing funds
- Lost income or savings
- Lost time at work or with Family
- Feeling Violated, Dumb, or Insecure



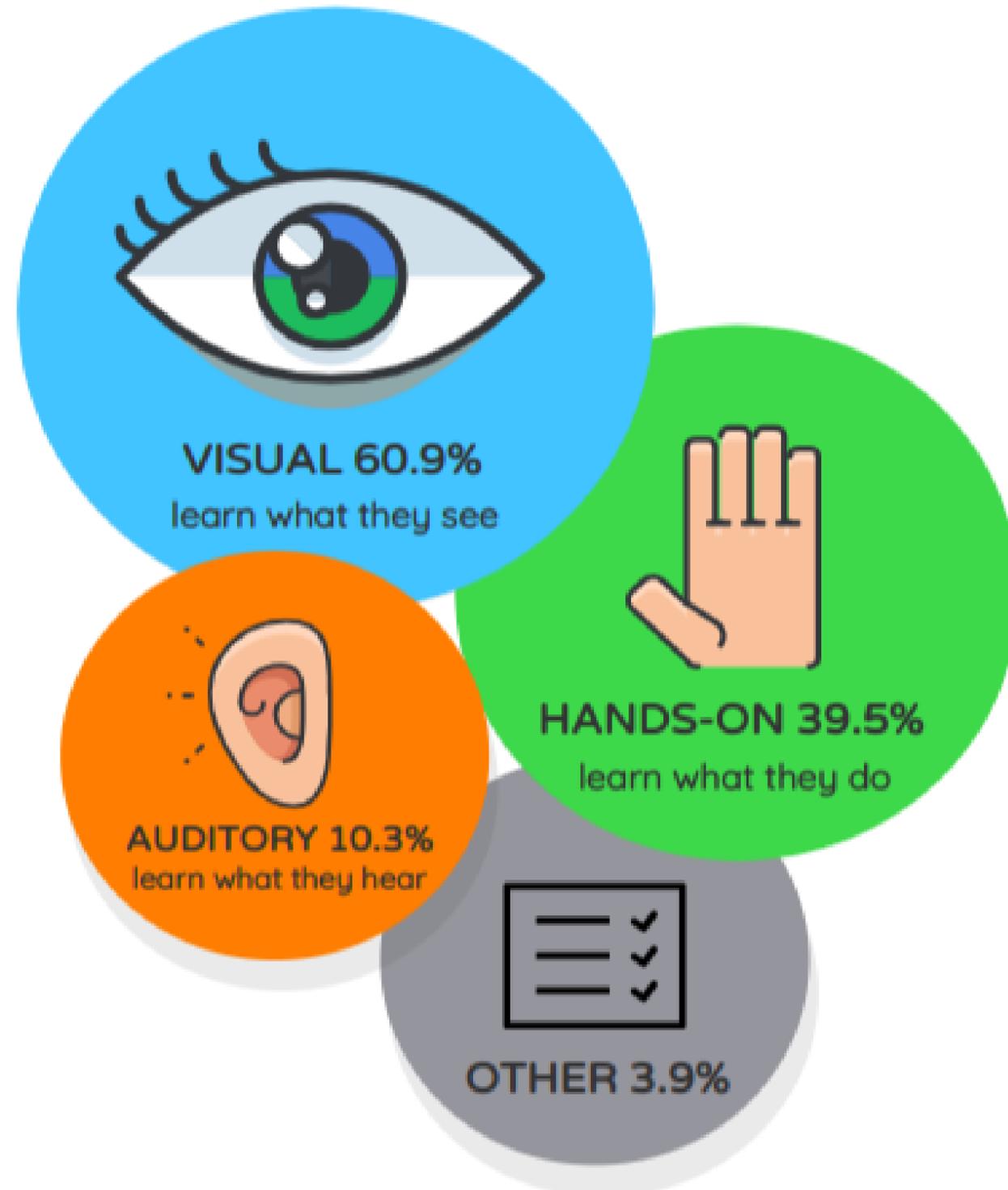
EDUCATION
IS THE MOST
POWERFUL WEAPON
WE CAN USE
TO CHANGE THE WORLD

- NELSON MANDELA



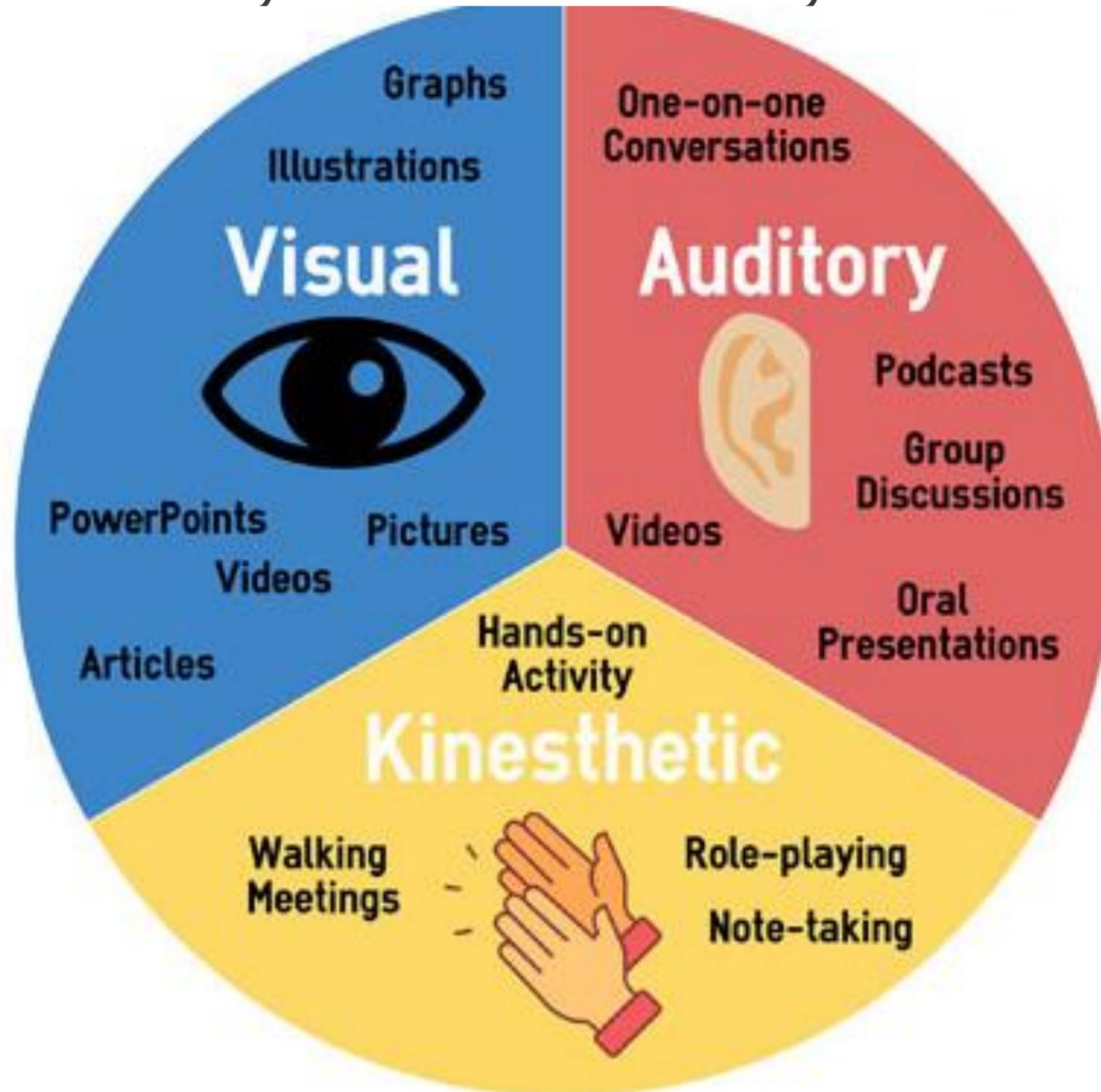
Understand Learning Styles

TYPES OF LEARNERS*



3 basic types

Which are you? What about your Audience?



Training Tips for Your Frontline Staff

The Top Five Tips

Building Dynamic Training Content



Riveting



Relevant



Real



Reportable



Repetitive

Riveting – aka Fun!

Fraud is interesting

- Training is historically less than riveting.
- Use games, quizzes, or apps to drive engagement
- Use the subject matter – Fraud is fascinating
 - Talk through case studies
 - Engage with the audience
 - Talk about the crazy stories
- Utilize curiosity to drive the content



Relevant

Fraud impacts everyone

- Connect with local Law Enforcement
- Talk about known fraud that is occurring now
- Engage your team in the importance of the role they play
- Reinforce their responsibility to the customers and the institution



Real

Fraud happens everyday, everywhere

- Use examples from your own institution in your training
- Highlight red flags
- Hands on examples
 - Counterfeit bills
 - Washed/forged checks
 - Scam letters
- Discussions when fraud is identified



Reportable

Compliance and Regulations = Reporting

- Policies and Procedures that are easy to understand
- Single point of contact for referrals or reports
- Encourage consistent reporting
- Reward reporting that saves a loss
- Talk about winning behaviors with the team



Repetitive

Successful Training should be replicated

- Conduct training on a regularly scheduled timeframe
- Break up topics into smaller – shorter sessions
 - Adult attention span is about 30-45 minutes
- In Person – when possible
- Engage all the learning styles
- Customized for specific roles



Develop Your Training Plan

Suggested Outline



Current Fraud Trends

Talk about the new fraud patterns

Give case studies or other examples

Have a guest speaker!



Roles and Responsibilities

Outline expectations for each specific role



Ongoing Education

Updated a process or procedure

New hands-on examples or stories



Rewards and Kudos

Talk about the wins

Be creative with Rewards/Recognition



Training Plan Options

- Do Monthly or Quarterly “Quick Meetings” (20 minutes or less)
- Offer multiple training sessions to ensure coverage
- Tackle 1 or 2 types of fraud per session
- Engage multiple types of learning styles
 - Audio, Visual, Kinesthetic
- Use online training as a supplement or follow-up for topic retention
- Customized by role
 - New Staff need more detailed training, more frequently



Fraud Session Types

Audience:

- Teller
- New Accounts/CSR
- Lenders
- New Employee
- Branches
- Operations
- General Fraud

Topics:

- Check Fraud
- ACH Fraud
- New Account Fraud
- Identity Theft
- Social Engineering
- How to Protect Customers and the Institution
- Insider Fraud
- New Employee Basics



Other Helpful Tips:



Share the Numbers

Talk about how fraud impacts the institutions bottom line and how the front-line can help.



Be Creative

Engage staff and leaders for their ideas on how to engage the team and make training more effective.

Ask them what they would like to know more about



Leave time for Q & A

Make space for your team to ask questions.



Key Takeaways

Takeaways



Questions?

Thank you