

How Nationwide Building Society used the Visa Analytics Platform to work toward PSD2-compliant strong customer authentication (SCA) and improve member experience.

Nationwide Building Society, the world's largest building society¹, is a mutual financial institution owned by its 16.3M members. Located in the United Kingdom, Nationwide provides mortgages, savings, loans, current accounts, and credit cards.



Opportunity

Nationwide aimed to improve member experience, achieve SCA compliance, and drive efficiencies across its organization through data-driven decision making.

Nationwide sought to better understand its member journey in order to better serve its members, as well as to achieve PSD2 compliant strong customer authentication (SCA) and increase cost savings. Nationwide decided to increase its number of Visa Analytics Platform users to expand access to easy-to-digest payments intelligence.



Solution

Visa Analytics Platform provided fast access to transaction data and insights with customizable, easy-to-understand dashboards and reports — empowering users at Nationwide to better understand performance issues, identify growth opportunities, and find effective solutions.

Visa Analytics Platform helped enable Nationwide to increase business efficiency and decision-making agility. By making Nationwide's Visa transaction data readily available in numerous formats, including interactive visualizations and customized reports, Visa Analytics Platform empowered users to dive right into the data, rather than having to wait for up to a week for data requests to be fulfilled by the central team at Nationwide.

Nationwide uses the Visa Analytics Platform to help drive three business priorities:

1. Better understand member behaviors
2. Increase efficiencies
3. Drive cost savings

Throughout COVID-19, Nationwide has used the Visa Analytics Platform to enhance its understanding of how certain transaction behavior has changed in response to the pandemic, as well as better forecast the shift in Nationwide's member spend across several merchant categories (e.g., travel, restaurants, and retail).

Using the Visa Analytics Platform, Nationwide developed a customized, comprehensive dashboard to help work toward PSD2 Strong Customer Authentication (SCA) compliance. Nationwide used the SCA dashboard to analyze member usage of different authentication methods, including banking app, email, SMS, card reader and landline. This helped Nationwide identify its banking app as its member-preferred authentication method and recommend it to other of its members, delivering improved member experience and cost savings. Nationwide also used the Visa Analytics Platform to monitor soft declines and incorrectly flagged Merchant Initiated Transactions to help identify the associated merchants in order to optimize payment flows and thereby support SCA roll out across the industry.

Visa Analytics Platform helped Nationwide drive cost savings by lowering system integrity fees. By using data available through the Visa Analytics Platform, Nationwide identified an opportunity to lower system integrity fees by reducing the number of transactions declined under the generic 05 “do not honor” reason code. Using these insights, Nationwide adjusted its decline code reporting strategy, resulting in a 95% reduction in declined transactions coded as 05 “do not honor”.



Results

Nationwide reduced costs by improving decline reporting and better understanding the member authentication journey using actionable insights from the Visa Analytics Platform.



95%

reduction in 05 “do not honor” decline code



Cost savings

through reduced system integrity fees and visibility on increased usage of in-app authentication method



Comprehensive dashboard

to work toward PSD2 SCA compliance



Enhanced access to data

through easy-to-use, customizable dashboards





“A significant amount of your transaction data is right there at your fingertips — it has really helped us improve business efficiency. The easy-to-understand dashboards help us to slice our data and tell complex data stories in ways that are easy for non-technical audiences to understand.”

Robert Pearson

Payments Service Management Analyst, Nationwide Building Society



Nationwide continues to use Visa Analytics Platform to support efforts to improve transaction decline rates.

Nationwide is currently using Visa Analytics Platform to further improve transaction decline rates by slicing declined transaction data by reason code, card type and member demographic to help identify key insights about member behavior within different groups. This analysis will empower Nationwide to improve the member experience by delivering alerts and notifications that help members enter their account information correctly the first time.

Contact your Visa account executive or email VisaAnalyticsPlatform@visa.com to learn more about Visa Analytics Platform or to request a demo.

1. https://en.wikipedia.org/wiki/Building_society