

Strategy

2020-2025

Cifas Five Year Strategy

‘Our purpose is to help protect our members
from the risk of fraud’

Cifas is a community and network that inspires collaboration to prevent fraud. We are unique in that we span multiple sectors and protect hundreds of organisations and millions of individuals from fraud. We are driven, not by profit, but by the protection of our community and consumers. We impact every person in the UK and as an inclusive community, we seek to reach every corner of the economy.

Collaboration sits at the core of everything we do

Cifas is built on the concept of collaboration, and this will continue to underpin how we operate in the future. Cifas members enter into a relationship that is built on sharing fraud data, intelligence and learning. We act as a catalyst for collaboration by purposefully bringing together different sectors to work together. Through this approach, Cifas members prevented fraud totalling over £1.4bn pounds in 2018.

The scale of the threat we face

The Government estimates that losses from fraud amount to between £31bn and £49bn each year, while the 2019 Annual Fraud Indicator put annual UK fraud losses at £130bn. Whatever the true total, it is clear that the losses from fraud cause significant harm to business, government and citizens. This harm is not limited to the initial fraud and loss, with the proceeds often used to fund other serious and organised crime types, and individuals suffering from the psychological impact of being a victim of fraud.

The impact of fraud clearly demonstrates that there has never been a greater need for an organisation like Cifas, to encourage collaboration across the counter-fraud community and the sharing of data and intelligence on the perpetrators of fraud and their methods. In order to keep pace with the ingenuity of these methodologies we will innovate - gathering, sharing and exploiting data and intelligence in new and timelier ways. We need to continue to develop our expertise and become a centre of fraud learning and expertise, and use that knowledge to advocate for more to be done to protect our membership and consumers from fraud. Most of all we will continue to operate in an ethical and proportionate manner as guardians of personal data, in order to facilitate the protection of our members from fraud.

‘Our ambition is to take the fight to fraud through more effectively sharing data, intelligence and knowledge to an expanded community’

Enhancing value in a chaotic and fast changing landscape

Cifas members have an increasingly wide range of fraud prevention solutions to choose from, spanning in-house solutions, to new entrants exploiting new types of technology. Therefore to remain a trusted and chosen solution, Cifas will enhance the tools at members disposal to ensure that we **increase value for our members**, whilst continuing to **grow our membership community**.

The fraud prevention landscape is becoming increasingly complex, with the development of new technologies and new players, against the backdrop of changing consumer behaviours.

As a trusted non-profit with a clear focus on tackling fraud, Cifas is seen as being ideally placed to **advocate on behalf of our membership community** with this diverse landscape and influence the fraud prevention community to share more data, intelligence and knowledge.

There is a high pace of change across the fraud prevention and wider social landscape, with the development of new technologies and shifting social attitudes creating a wide range of threats and opportunities in fraud prevention. As those committing frauds professionalise and innovate, there’s a real need for organisations to keep pace. Cifas will therefore **innovate for the future** by offering new products and solutions that meet the evolving needs of our members and society.

Increase value for our members

‘Enhance the tools at members disposal’

Members remain at the heart of what we do: without our members and the data and intelligence they provide to us we could not fulfil our mission.

We commit to exploring and pursuing opportunities to enhance the tools at a members disposal to control the way they access and make use of Cifas data. This will ultimately deliver more frauds prevented and higher savings for members and the UK economy, while lowering the overall cost of using Cifas services.

Achieving this will not only require identifying and implementing the required changes within our central databases, but also refining the way our data is delivered to members through the wide range of delivery routes they use. We will work to ensure that these delivery routes keep pace with the innovation and changes to our central databases, to ensure that all members accessing Cifas data receive the same high levels of value and service, irrespective of which route(s) they are using.

Technology will naturally play a key role in these improvements, but member and delivery partner relationships will be equally key to first understanding what is required, and then delivering the required changes effectively.

Grow our membership community

‘We will expand our membership community to maximise data, intelligence and knowledge sharing’

The fraud threats faced by our membership community and the tools they require to tackle these threats will continue to change, and Cifas will therefore adapt accordingly, to add new solutions to meet these evolving threats.

Cifas is committed to tackling fraud for the benefit of members and the wider community, and will look to provide products, data, intelligence and learning that can most effectively protect our members, while also protecting the public and wider society, including those most at risk from the threat of fraud. We will empower our members to protect themselves from fraud and protect and reduce harm to consumers.

Advocate on behalf of our membership community

‘Influence the fraud prevention community to share more data and intelligence’

As a trusted not-for-profit with a clear focus on tackling fraud, Cifas is seen by its membership community as being ideally placed to advocate on their behalf, and positively influence the fraud prevention community to share more data and intelligence.

Through a fraud-influencing strategy, Cifas will advocate on those issues that mean the most to our members, and where Cifas has the appropriate expertise to add the most value. A key element of this will be the influencing of legislators and regulators, to both protect and promote our data sharing model.

We will continue to play a central role in the wider UK fraud response, including the Joint Fraud Taskforce and the National Economic Crime Centre and advocate for these national bodies to tackle the threats and issues that are of most relevance to our membership.

We will also continue to support members with their consumer education programmes, including the development and collation of resources that they and other partners can use to deliver effective and consistent messages to consumers.

Moreover, Cifas will relaunch its training programme and deliver accredited Cifas learning to equip the fraud prevention community with the knowledge and expertise they need to most effectively tackle fraud. In future, employers will be able to look to this learning accreditation as a signal of excellence in fraud training and it will create a career path in member organisations.

Innovate for the future

‘We will develop new products and solutions to
adapt to the fraud threat’

One of Cifas’ biggest strengths is the number and breadth of organisations that share their data through our databases, with organisations often getting the most value from matching outside of their own sector. It is vital therefore that we continue to grow our membership and enrich the data, knowledge and intelligence our members can access and share.

At the core of our commitment to grow our community is the Cifas Member Portal. The portal was launched in late 2019, to provide our community with a single sign-on, secure digital platform to engage and interact, and pool intelligence and resources to assist in the fight against fraud.

In 2020 we will work with members to add further functionality to the platform, bring more organisations, intelligence and knowledge to our community, and help ensure that the portal becomes the epicentre of fraud intelligence.

In tandem with our Cifas Business Sector Working Parties and Organised Fraud and Intelligence Group meetings, we have an opportunity to blend intelligence across the physical and digital world, grow our community and their sharing of knowledge and expertise, and ultimately prevent and detect more fraud.

We will use this intelligence and collaboration with members and wider partners to widen and enhance our range of intelligence products, from horizon scanning and strategic products, to tactical products for those working more operationally.

We are firmly committed to increasing the depth and breadth of the data, intelligence and knowledge we hold on behalf of our members.

A strategy to deliver our mission

Purpose

Our purpose is to help protect our members from the risk of fraud

Ambition

Our ambition is to take the fight to fraud through more effectively sharing data, intelligence and knowledge to an expanded community.

Reducing friction and increasing value for members

Grow our membership community

Advocate on behalf of our membership community

Innovate for the future

Enablers

HORIZON
SCANNING

EFFECTIVE
PROCESSES

TECHNOLOGY

PEOPLE
PLAN

INNOVATION
CULTURE

‘Fraud costs billions and affects the lives of millions, but we are marshalling the forces that will take the fight to fraud and make the UK a safer place to live and do business. This is what drives us, and this strategy will help us to better protect our membership and the wider UK community from a substantial and evolving fraud threat.’

Mike Haley, Cifas CEO
