



# Life Story Analytics

A Paradigm Shift in AML and Financial Crime



## A new approach to AML: *Catching the Good Guys*

Explains  
**80%** of  
alerts in  
minutes

**90%**  
reduction  
in triage  
time

Clear  
**evidence**  
and  
**explain-  
ability**

**>12x** ROI

## The challenges of traditional AML

- **95%+ False Positives**
- **AML investigation teams grow each year as alert volume increases**
- **AML investigation teams often lack crucial context for quick decision making - they don't know the customer & neither does the branch**

Most anomalies are produced by legitimate activity like purchasing real estate, paying for renovation, sending a kid to college, etc.

## It's time for a new paradigm

### **Life Story Analytics**

*Life Story Analytics* takes alerts generated by the AML Transaction Monitoring system and uses advanced AI to automatically *identify the life story behind each anomalous transaction*, providing full explainability to the AML team. It does so without having to reach out to the customer to collect their explanation.

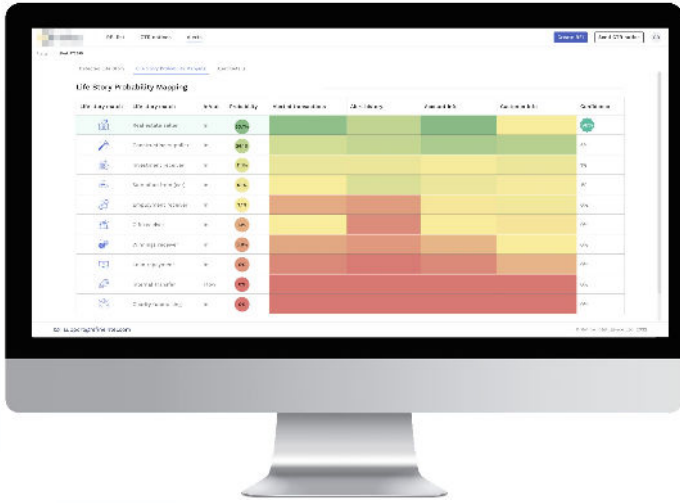
Financial crime teams use this to swiftly clear alerts, provide evidence to regulators, reduce caseload and improve risk management posture.

### **AML Designed for Real Life**

The Refine AI trains itself using a proprietary database of life stories derived from actual account holder responses, and analyzing millions of records in tens of thousands of alerts. The model maps anomalies to the life stories that can explain them, thus quickly separating explainable false positives from true anomalies.

The result: 90% reduction in the time and resources required for handling the volume of alerts generated by the Transaction Monitoring system, while greatly improving explainability, quality and risk management posture.

# Life Story Analytics (LSA) explained

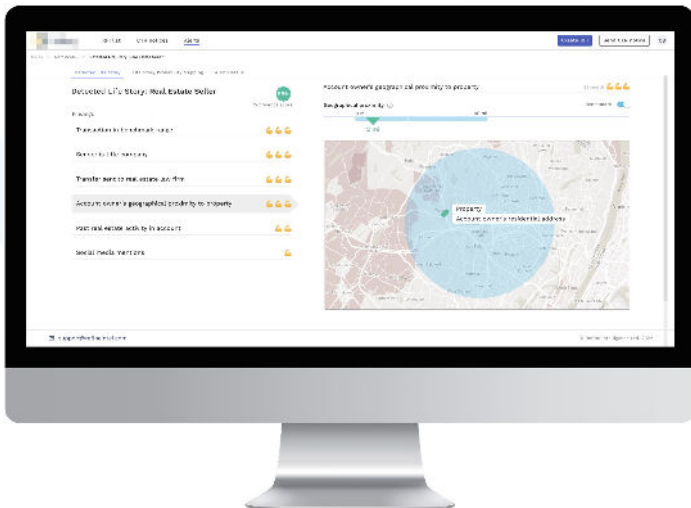


Step 1: anomaly-to-Life-Story Mapping

Refine Intelligence works with any Transaction Monitoring system and does not require any tuning of the current models. Its purpose is to quickly clear out alerts by *explaining* the anomalies. The system runs in *real time*.

The vast majority of AML alerts flag anomalies that match risk typologies, but are generated by legitimate activity. The current paradigm sees them as ‘potentially suspicious,’ whereas our approach sees them as unexplained anomalies that, in the most part, can be fully explained through Life Story Analytics.

Refine runs each anomaly, including data around the alert history, account information and customer information, against our proprietary Life Story model. The outcome, available in real-time, is a probability map listing possible life stories that could potentially explain the anomaly. The life stories are ranked by how likely each one is, based on the alerted account and specific anomaly.



Step 2: detecting a verifiable life story

Once the list of top life stories that *might* explain the anomaly is calculated, the system proceeds automatically to the second step: determining the *specific* life story behind the anomalous activity.

Our AI runs a dedicated real-time, automated investigation template *for each of the top life stories*, searching for evidence using open-source data, 3rd party checks and the user’s account history.

The outcome answers the following questions:

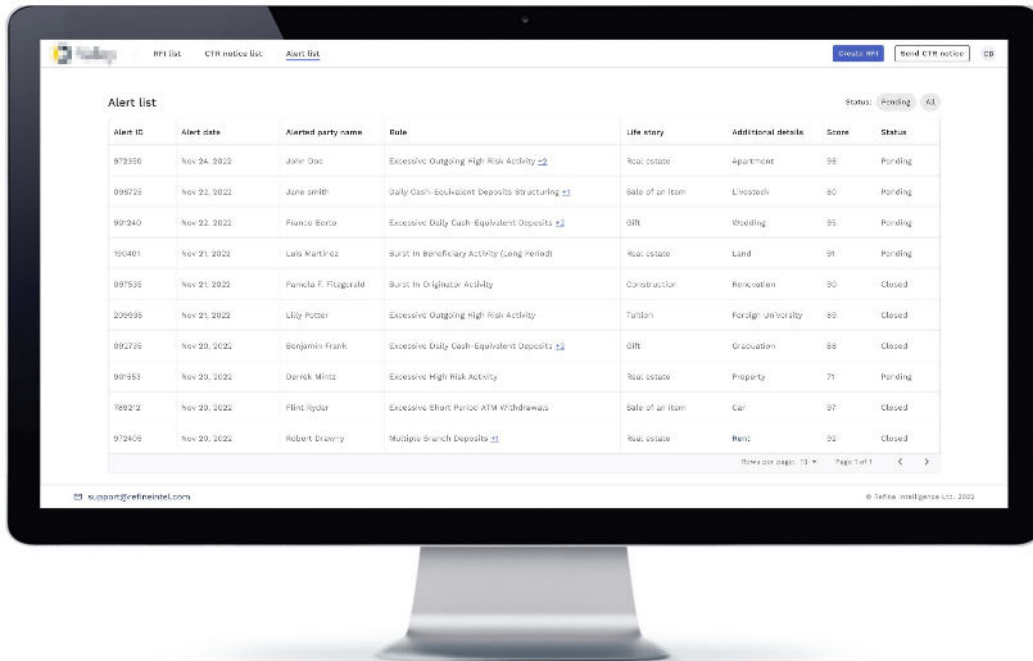
- What verifiable life story explains the anomaly?
- What evidence exists that can fully explain the alert?
- Does the client behave like other people with the same life story?

Real estate activity alone explains 5.1% of all AML alerts

at a top 50 US Bank

Outcomes are available to the AML Operations team via dashboard, integration to Case Management or real-time Data APIs, enabling rapid resolution for each investigation.

Traditional AML solutions see anomalies. We see verifiable *Life Stories*



“ Refine Intelligence may be pioneering a **true game-changer in fighting financial crime** through its ‘life story’ intelligence ”

Aite-Novarica Fintech Spotlight Q4 2022

## About Refine Intelligence

Refine Intelligence helps financial institutions move to a new paradigm of fighting financial crime by ‘catching the good guys’. We’re on a mission to build a digital compliance doctrine where banks regain their ‘superpower’ of understanding the life stories that create changes in users’ financial activity.

See Life Story Intelligence in Action  
Contact us at [info@refineintel.com](mailto:info@refineintel.com)

[www.refineintelligence.com](http://www.refineintelligence.com)