

Channel Activity Analysis (Capability)

- 1. Role Definition
- 2. Example of Use
- 3. Executive Summary
- 4. Key Features

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1. Role Definition



Channel activity analysis provides a range of analytical insights into channel use to support access controls, relationship sales and development approaches and to help detect possible fraudulent activity

2. Example of Use



A customer attempts to self-serve a product sale but gives up. Later they call the contact center and their recent attempt is used to route the contact to a sales rep who is prompted to continue the product application

3. Executive Summary



This service domain tracks and analyzes channel activity to support relationship development, to detect unwanted behavior, possible fraud, and to constrain channel use as necessary (for example tracking usage frequency and cumulative transaction amounts within a period)

4. Key Features

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- Analyze activity for potential customer fraud
- Analyze activity for potential merchant fraud
- Analyze activity for relationship development
- Detect device errors and 'bot' access attempts

Documentation

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Properties

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Property	Value
Service Domain	
API BIAN Portal	Channel Activity Analysis API (https://app.swaggerhub.com/apis/BIAN-3/ChannelActivityAnalysis/12.0.0)
Core Business Object	
Individual Analytics	channelActivityAnalysisAccumulators channelActivityAnalysisActivityAnalysis channelActivityAnalysisPerformanceAnalysis channelActivityAnalysisTrends&Events
Portfolio Analytics	channelActivityAnalysisPortfolioActivityAnalysis channelActivityAnalysisPortfolioMake-UpAnalysis channelActivityAnalysisPortfolioPerformanceAnalysis
Scenarios	<div><div></div> Process Authentication Request by Issuer (views/view_54669.html)</div> <div><div></div> Flag Bots Acting as Customers or TPPs (views/view_55049.html)</div> <div><div></div> Handle Request for Token Assurance (views/view_54761.html)</div> <div><div></div> Review Use of Products and Services Via eBranch (views/view_54778.html)</div>
Service Role	Track and analyze channel activity to support relationship development, to detect unwanted behavior and constrain channel use as necessary
BIAN Life Cycle	
Registration Status	Registered
Stereotypes	

```

classDiagram
    class ServiceDomain
    class stereotype
    stereotype -- ServiceDomain


```

```

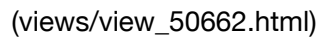
classDiagram
    class ServiceDomain
    class stereotype
    stereotype -- ServiceDomain

```

Appears on 

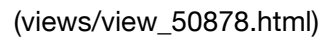
Appears on 

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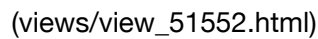
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(views/view_50878.html)



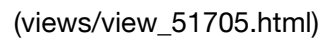
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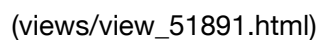
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(views/view_51705.html)



(views/view_51705.html)

(views/view_51891.html)







(views/view_51891.html)











Relations




aggregated
by

-  External Access Framework (object_25.html?object=127286)
-  Operational Services (object_25.html?object=130011)
-  Wave 1 (object_25.html?object=153747)
-  Channel Management (object_25.html?object=172028)

gets input
from

-  Advanced Voice Services Management (object_20.html?object=29564)
-  Channel Activity Analysis (object_21.html?object=34254)
-  eBranch Management (object_21.html?object=34844)
-  Customer Behavior Insights (object_21.html?object=34917)
-  Advanced Voice Services Operations (object_21.html?object=37680)
-  Contact Center Management (object_22.html?object=40392)
-  Party Authentication (object_22.html?object=40912)
-  Contact Routing (object_22.html?object=41059)
-  Contact Handler (object_20.html?object=41839)
-  Transaction Authorization (object_23.html?object=48811)





















is equal to














-  Channel Activity Analysis (object_36.html?object=34255)

is part of

-  Operational Services (object_25.html?object=130011)

realized by

-  Channel Activity Analysis_Analytics Object (object_25.html?object=111431)
 -  Channel Activity Analysis_Instantiation (object_18.html?object=212851)
 -  Channel Activity Analysis_SD_Operations (object_18.html?object=212863)
 -  Channel Activity Analysis_Invocation (object_18.html?object=212871)
 -  Channel Activity Analysis_Reporting (object_18.html?object=212873)
 -  Channel Activity Analysis_SD_Service Group (object_18.html?object=238428)
 -  Channel Activity Analysis (object_24.html?object=32174)
 -  Ex BQ Obtain an automated refresh of customer fraud analysis (object_13.html?object=32388)
 -  Re BQ Retrieve details about bot detection analysis, including recent results (object_13.html?object=34344)
 -  Re BQ Retrieve details about device error detection analysis, including recent results (object_14.html?object=35647)
 -  Ex CR Obtain an automated refresh of channel activity analysis (object_14.html?object=37320)
 -  Re BQ Retrieve details about merchant out of pattern behavior analysis, including recent results (object_15.html?object=38755)
 -  Ex BQ Obtain an automated refresh of customer out of pattern behavior analysis (object_15.html?object=41190)
 -  Re BQ Retrieve details about customer fraud analysis, including recent results (object_12.html?object=42111)
 -  Ex BQ Obtain an automated refresh of merchant out of pattern behavior analysis (object_12.html?object=42300)
 -  Channel Activity (object_24.html?object=44170)
 -  Re CR Retrieve details about channel activity analysis, including recent results (object_16.html?object=45126)
 -  Re BQ Retrieve details about merchant fraud analysis, including recent results (object_16.html?object=45154)
 -  Ev CR Initialize channel activity analysis (object_16.html?object=45528)
 -  Rq CR Request a manual refresh of channel activity analysis (object_16.html?object=45558)
 -  Ex BQ Obtain an automated refresh of merchant fraud analysis (object_16.html?object=46817)
 -  Ex BQ Obtain an automated refresh of device error detection analysis (object_16.html?object=46826)
 -  Ex BQ Obtain an automated refresh of bot detection analysis (object_16.html?object=46950)
 -  Re BQ Retrieve details about customer out of pattern behavior analysis, including recent results (object_16.html?object=47123)
 -  Analyze (object_28.html?object=58100)
-

sends output to		Channel Activity Analysis (object_21.html?object=34254)
		Advanced Voice Services Operations (object_21.html?object=37680)
		Channel Activity History (object_21.html?object=38870)
		Customer Behavior Models (object_22.html?object=41791)
serves		Channel Management (object_6.html?object=130032)
triggered by		Servicing Order (object_21.html?object=32295)
		Processing Order (object_20.html?object=33179)
		Channel Activity Analysis (object_21.html?object=34254)
		eBranch Management (object_21.html?object=34844)
		Contact Handler (object_20.html?object=41839)
triggers		Channel Activity Analysis (object_21.html?object=34254)
		Channel Activity History (object_21.html?object=38870)
		Customer Behavior Models (object_22.html?object=41791)