



From Alerts to Assurance: Building a Global Fraud Prevention Network for Fuel Retailers

Overview

Smaritz Solutions has been privileged to partner with a global leader in retail fuel and mobility - a company at the forefront of innovation in transaction security and fraud prevention.

Challenge



The client initially required a one-way SMS notification system to alert customers to potential fraudulent activity via their risk and fraud management system platform. Smartz Solutions provided a flexible solution that allowed the client to create and send custom SMS templates based on defined alert triggers as well as 2 Factor authentication.

This functionality was successfully deployed across 47 countries, making it one of the largest global rollouts of its kind. Smartz collaborated closely with an international partner to ensure seamless integration and reliability.

Solution

Building on the success of the initial deployment, the client expanded the scope to enable backend-triggered alerts directly from their systems.

However, the lack of a centralized management platform created challenges in managing multiple user types and regions.

Smaritz Solutions responded by developing a comprehensive management system that enabled:

- Company creation and hierarchical linking of managers and drivers.
- A user-friendly interface for SMS template setup and alert management.
- An integrated reporting platform providing deeper insights and remediation opportunities.

Following the successful SMS implementation, an email notification feature was added to enhance multi-channel communication.

The Smartz platform soon evolved into the primary global B2B communication hub for the client's fraud management and customer interaction requirements.

To further improve card system efficiency and security, Smartz implemented ePIN functionality, allowing users to receive and reset PINs securely via SMS – reducing fraud risk and improving customer experience.

Smartz also introduced an integrated CRM platform, this was due to the fact they had client information across multiple platforms and could not consolidate all information into one system, to manage company, key account manager, and driver contact details (SMS and email). This allowed for targeted, personalized communication to specific users.

Today, Smartz continues to collaborate with both the partner and their client drive ongoing innovation and expand communication capabilities.

The Key Highlights

- Global Rollout: Fraud Alerts deployed across 47 countries, supported by both global and regional telecom providers.
- Customizable Templates: for fraud alerts tailored to specific triggers.
- Multi-Channel Communication: Smartz Commz added to strengthen engagement through SMS and e-mail channels.
- Integrated CRM: Unified management of all entities for personalized communication.
- Secure ePIN Deployment: SMS-based PIN delivery enhancing security while replacing the traditional paperbased card and pin delivery.



Impact

Through close collaboration between Smartz Solutions, the client, and its technology partners, the initiative delivered measurable results:

- Global Consistency: Unified fraud and communication processes across 47 countries.
- Operational Efficiency: Centralized management of thousands of fuel card users.
- Enhanced Security: Real-time fraud prevention through automated alerts and secure PIN delivery.

For over eight years, Smartz Solutions has proudly partnered with this industry leader, continuously innovating to strengthen fraud prevention, operational resilience, and customer trust – powering one of the world's most complex, high-volume payment ecosystems.

Get Smart. Get **Smartz.**



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