sound RESOURCES GROUP

Credit Union Fraud Reporting Automation

How First Florida Credit Union Transformed Fraud Analytics

The Challenge: Manual Fraud Reporting Slowed Decision-Making

Like many mid-sized credit unions, **First Florida Credit Union (FFCU)** faced growing challenges with fraud reporting and analytics as transaction volume increased.

Their fraud reporting process relied on **siloed systems, manual data extraction, and spreadsheet-based reporting,** which created several critical issues:

- Fraud data was fragmented across multiple systems, preventing a holistic, enterprise-wide view.
- Fraud specialists spent hours manually extracting, re-entering, and validating data for monthly reports.
- Reports required extensive double- and triple-checking due to their importance for executive leadership and the CEO.
- Leadership received static, backward-looking reports, limiting the ability to identify fraud trends or root causes proactively.
- The time-intensive process kept the fraud team in a reactive posture rather than enabling proactive fraud prevention.

As fraud risks evolved, FFCU needed a **scalable, automated fraud reporting solution** that would improve accuracy, speed, and visibility across the organization.

Automating Fraud Reporting for a $1.4B Credit Union

CLIENT
First Florida Credit Union

PARTNER
Sound Resources Group

INDUSTRY
Financial Services / Credit Union

LOCATION
Jacksonville, Florida

ASSETS
$1.4 Billion

MEMBERS SERVED
62,000+

BRANCHES
18

EMPLOYEES
~200

EXECUTIVE SPONSOR
Angie Garman,
Chief Strategy Officer

The Solution: Automated Fraud Reporting with Power BI and a Centralized Data Warehouse

Sound Resources Group partnered with First Florida Credit Union to modernize its fraud reporting using Power BI dashboards and a centralized data warehouse. Key elements of the solution included:

Data integration: Consolidated fraud-related data from multiple source systems into a single, secure data warehouse.

Automated reporting: Replaced manual spreadsheets with dynamic Power BI dashboards refreshed daily.

Self-service analytics: Enabled executives and managers to access real-time fraud insights without relying on emailed reports.

Role-based security: Implemented secure, role-based access controls to ensure appropriate visibility across leadership and operational teams.

This approach eliminated manual reporting bottlenecks while creating a reliable, single source of truth for fraud analytics.

The Impact: Faster Insights, Better Decisions, Stronger Fraud Prevention

1. INCREASED EFFICIENCY AND TIME SAVINGS

- Fraud specialists reclaimed **4+ hours per month** previously spent building and validating spreadsheets.
- Manual data re-entry and redundant accuracy checks were eliminated.
- Staff capacity shifted toward higher-value analysis instead of report production.

2. EXECUTIVE VISIBILITY INTO FRAUD DATA

- The CEO and leadership team now have **on-demand access** to real-time fraud dashboards.
- No more emailed spreadsheets or outdated monthly snapshots.
- All stakeholders work from the same consistent metrics and definitions.

3. PROACTIVE FRAUD MANAGEMENT

- Monthly fraud reviews now focus on **trend analysis and root-cause identification**, not data preparation.
- Dashboards revealed outdated internal policies, such as ATM deposit limits and internal transfer rules, that unintentionally increased fraud exposure.
- Policy updates improved fraud prevention while maintaining a positive member experience.

4. A STRONGER DATA-DRIVEN CULTURE

- Shared dashboards foster collaboration across fraud, risk, operations, and call center teams.
- Leadership gained confidence in data-driven decision-making.
- The project became a foundation for FFCU's broader data and analytics strategy.

"Automating fraud reporting has been game-changing for us. We went from spending hours on spreadsheets to seeing fraud trends daily. It's saving time, reducing errors, and helping us make smarter decisions faster."

FirstFlorida CREDIT UNION

ANGIE GARMAN
Chief Strategy Officer
First Florida Credit Union

Looking Ahead: Building a Mature Credit Union Data Strategy

With automated fraud reporting in place, First Florida Credit Union is continuing to expand its analytics capabilities:

- Scaling Power BI dashboards across additional departments.
- Exploring predictive analytics to anticipate fraud patterns and member service needs.
- Using data transparency to strengthen alignment between leadership, operations, and frontline teams.

Get in Touch to Explore the Potential of Our Services!

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