



With more than 1.5M contractors in over 150 countries, oDesk (www.oDesk.com) is a global employment platform that enables companies to hire, manage, and pay a flexible, online workforce.

“oDesk has had tremendous growth year after year. Our fraud rate was under control, but we needed to invest in a fraud prevention system that would scale along with our business. With Accertify, we saw immediate gains in our efficiency and scalability.”

Ron Aquino
Senior Manager, Risk Management
oDesk

Accertify® Helps oDesk Quickly and Cost-Effectively Scale its Fraud Prevention Program to Keep Pace with its Fast-Growing Business

How the fast-growing online employment platform automated its fraud prevention system using Accertify

Situation

As one of the fastest-growing global employment platforms, oDesk offers employers access to skilled workers beyond their local geographies and removes obstacles for creating and managing online work teams. oDesk has doubled in size each year since 2004. The company's unique approach guarantees employers that an hour billed is an hour worked, while assuring contractors that an hour worked is an hour paid.

Having utilized an online fraud prevention system for several years, oDesk had maintained payment fraud rates below industry standards. Unfortunately, the system it was using was labor intensive and, given oDesk's continued expansion, unsustainable. As the company's transaction volume increased, so too did oDesk's manual review volume. The company also had to increase staffing requirements in its fraud prevention department to handle the growing number of manual reviews and ensure quality control.

In early 2010, oDesk reviewed solutions available in the marketplace to find a more scalable and customizable system for combating fraud. oDesk believed that its complex business model required a comprehensive and flexible approach to fighting fraud that offered more automation, while also serving to enhance the customer experience.

Solution

After conducting a detailed evaluation of fraud solutions available in the marketplace, oDesk selected Accertify as its fraud prevention partner. In addition to its successful track record of combating e-commerce fraud on behalf of global merchants, oDesk chose Accertify because its fraud-fighting platform was more comprehensive, efficient and flexible than competing solutions.

Accertify streamlines fraud prevention, providing a single, automated platform that drives each transaction through the screening, queuing, review and resolution processes. The platform – which includes a robust rules engine, advanced rules management, workflow dashboard, chargeback management and advanced reporting features – puts oDesk in control of its data to quickly catch suspicious activity, while permitting legitimate customers to do business without interruptions.

“A lot of fraud solutions take a one-size-fits-all approach, and don’t fit with our unique business model. Accertify is different. We like its flexibility and our ability to customize its platform.”

Accertify offered flexibility for adding new and more complex business rules that were customized to oDesk’s needs, providing a more robust screening process and resulting in more accurate results. oDesk was able to eliminate time-consuming and cumbersome internal verification processes for new users, which helped to improve the customer experience and reduce customer complaints. It also enabled the company to accept more business by eliminating delays in setting up accounts.

Implementation, which took place in June 2010, placed minimal demands on oDesk’s internal resources. The platform was easily configured to meet oDesk’s unique needs, from the front to the back-end. Accertify provides a user interface and comprehensive dashboards that are simple to use and customize. They empower non-technical end-users to modify and adapt the platform without help from Accertify or IT staff, enabling oDesk to respond quickly to the ever-changing fraud landscape.

oDesk is currently using Accertify to help screen for account takeovers and plans to deploy the platform to fight other types of account fraud and abuse in the future.

“We are able to accept more business with Accertify. Our customers can get to work faster, without interference from the fraud review process. That means less friction and a better customer experience.”

Results

By leveraging the Accertify fraud management solution, oDesk has achieved significant efficiency gains and reduced manual reviews, while consistently maintaining its low fraud rate. The company has experienced the following benefits

- **More efficient, less labor-intensive fraud prevention.** A 30 percent reduction in the volume of transactions being manually reviewed, accompanied by a reduction in the growth of fraud prevention staffing. Review time per transaction was cut in half.
- **A more flexible and robust screening process.** A 30 percent increase in the number of custom business rules for screening transactions.
- **Fewer obstacles to doing business.** A streamlined and simplified review process reduced delays in establishing new customer accounts.

“Accertify’s support staff is great. We are very happy with the responsiveness of their team.”

About Accertify®

Accertify Inc., a wholly owned subsidiary of American Express, is a leader in providing e-commerce companies with hosted software solutions, tools and strategies for preventing online fraud and mitigating enterprise-wide risks. Our Interceptas platform integrates every component of fraud prevention, applies state-of-the-art automation to each step in the process and offers advanced capabilities for managing fraud data. Built with a merchant’s perspective, Interceptas delivers unparalleled flexibility in preventing various types of criminal behavior, including fraud related to card-not-present purchases, online scams and policy abuse, merchandise returns and exchanges and other data management challenges. Accertify is committed to providing online companies with the most cost effective solution to fraud available.

