



SuperJeweler Improves Fraud Prevention with Accertify

How an Online Jewelry Retailer Significantly Cut Chargebacks, Improved Customer Service and Streamlined Fraud Fighting With Interceptas®



SuperJeweler is a leading online jewelry retailer with over 27,000 pieces of jewelry in stock, and part of global ecommerce sourcing and logistic company Hansa. Our products have been featured in the national media: on television shows like The View and Fox News, in magazines like Seventeen and Woman's World, and worn by celebrities such as Katherine Heigl and Blake Lively.

"We chose Accertify because we thought their platform would help us reduce our chargeback rate by providing us with an intelligent framework within which we could analyze and approve or reject orders. We feel that Interceptas is the most effective fraud prevention tool available on the market today."

Hetal Shah
Fraud Prevention Manager
SuperJeweler

Situation

Fighting credit card fraud is a constant challenge for most e-commerce merchants. The challenge is even greater for online retailers selling high-value merchandise, such as jewelry. For smaller merchants, with limited resources, the process of screening, reviewing and verifying orders can be especially burdensome.

In April 2009, SuperJeweler deployed an order screening process to combat a growing level of fraud attempts and chargeback losses. Their two-person team manually reviewed incoming orders for signs of potential fraud and contacted customers placing higher-value orders to verify their identities and confirm that the purchases were authorized. In many cases, customers were required to fax their driver's license and credit card information for validation. This process was time-consuming, inefficient, and negatively impacted the customer's purchase experience. Order processing was delayed, sometimes several days, by the verification process and customers felt insulted or inconvenienced when their orders were held or questioned. And, when customers would purchase jewelry as a gift, contacting a customer's home sometimes inadvertently resulted in the surprise being spoiled.

SuperJeweler set out to find an improved solution that would enable the company to stop fraudulent purchases, without insulting legitimate customers, while permitting timely order fulfillment. SuperJeweler sought a flexible and scalable approach to fraud prevention that wouldn't impede the company's expansion, while enabling it to stay ahead of constantly evolving fraud schemes.

Solution

After conducting a detailed evaluation of fraud solutions available in the marketplace, SuperJeweler chose Accertify as its fraud-fighting partner. Accertify was selected because of its successful track record in combating e-commerce fraud for retailers of varying sizes, and across multiple market segments and geographic locations.

Interceptas by Accertify streamlines and automates fraud prevention, providing in a single platform, all the tools and components SuperJeweler needs to fight online fraud for all payment types. The platform includes a robust rules engine, a flexible order queuing and workflow dashboard, chargeback management and advanced reporting features.



Interceptas allows merchants to screen, queue, prioritize, review, link and resolve web, phone or point-of-sale transactions, eliminating many of the time-consuming and cumbersome manual processes that are often included in internally-built screening programs. The platform also offers distinct advantages because it is built on a sophisticated data management-focused foundation. This foundation helps to maximize SuperJeweler's ability to leverage transactional data in order to accurately identify suspicious activity and permit legitimate customers to purchase without interruptions.

“Accertify offered a solution that made fraud prevention easy so we can focus on our retail business instead. We achieved very low fraud rates quickly without interrupting our order processing, inconveniencing our customers or straining internal resources.”

Implementation, which took place in October 2009, was quick and simple and placed minimal demands on SuperJeweler's internal resources. The platform was easily configured to meet SuperJeweler's unique needs, from the front-end transaction screening process to the back-end order review procedures. Interceptas provided SuperJeweler with a user interface and comprehensive dashboards that are simple to use and customized to accommodate their specific needs. Non-technical end-users were empowered to modify and adapt Interceptas without help from Accertify or internal IT staff so they can respond quickly to the ever-changing fraud landscape. With Interceptas, SuperJeweler maintains control of its fraud prevention efforts.

Results

As a result of working with Accertify, SuperJeweler significantly reduced the problem of online fraud and restored a high level of customer service. The company experienced the following benefits:

- **Fast and dramatic reduction in chargebacks.** SuperJeweler experienced a significant reduction in its fraud rate within a single chargeback cycle. In the first year after Interceptas was implemented, the merchant experienced monthly reductions in its chargeback rate averaging 84 percent on a year-over-year basis.
- **More efficient, less labor-intensive fraud prevention.** With Interceptas, SuperJeweler's fraud prevention program was streamlined and more effective in identifying and stopping fraud with less manual effort.
- **Excellent customer service.** Interceptas allowed orders to flow through SuperJeweler's system with minimal impact on customers. Customer service was improved and customer complaints related to order processing were reduced.
- **Measurable ROI.** In 2010, SuperJeweler prevented \$17 in fraud for each \$1 spent on Interceptas.

“Accertify has saved us money by reducing our total cost of fraud. They've helped us maximize sales revenues and keep our customers happy.”

About Accertify®

Accertify Inc., a wholly-owned subsidiary of American Express, is a leader in providing e-commerce companies with software, tools and strategies for preventing online fraud and mitigating enterprise-wide risks. Its Interceptas® platform integrates every component of fraud prevention, applies state-of-the-art automation to each step in process and offers advanced capabilities for managing fraud data. Built with a merchant's perspective, Interceptas delivers 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. For more information, visit www.accertify.com.

