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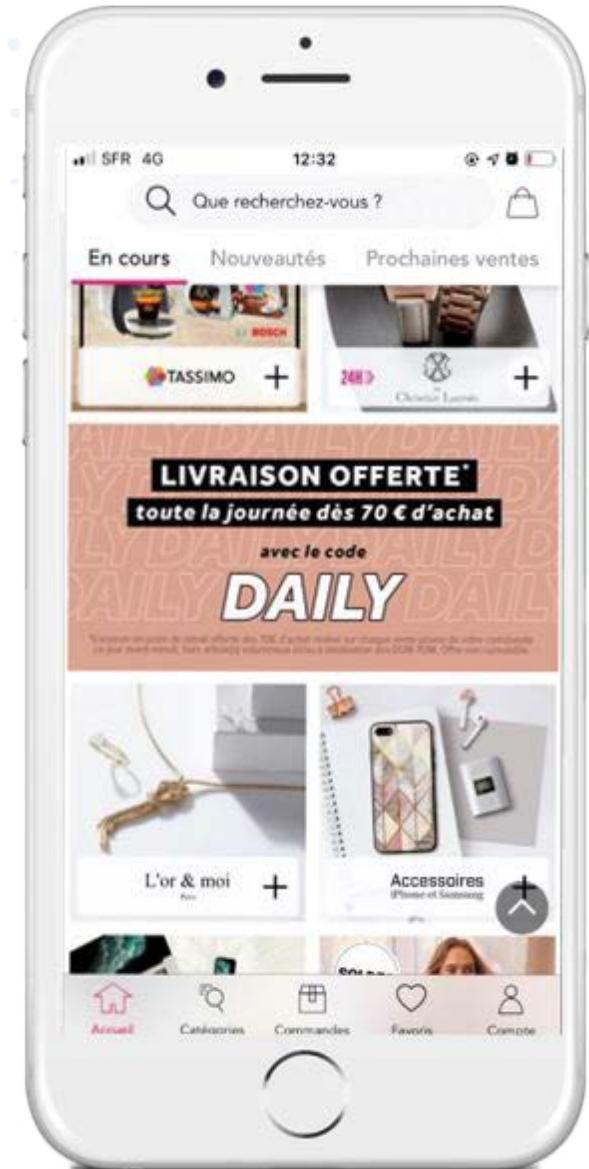
Accertify helped Showroomprivé cut Account Takeover Fraud by 33%¹, decrease Chargeback Fraud by 75%¹ and successfully transitioned to SCA regulation with risk exemption for 90%¹ of its members.

¹Based on Customer Provided Data Provided by Showroomprivé

Customer Overview

Showroomprivé is an innovative, event-driven, online sales business that specialises in fashion. They are based in seven European countries, including France.

The company was founded in La Plaine Saint-Denis, France in 2006 by Thierry Petit and David Dayan, two entrepreneurs with backgrounds in digital technology and fashion retailing, respectively. Since its inception, Showroomprivé has become one of the largest online retailers in Europe with over 25 million members, more than 950 employees and a net turnover of 697.5 million euros in 2020.



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The Situation

Showroomprivé was experiencing a high rate of chargebacks and needed a more efficient solution to detect and monitor fraud. The company was using an in-house solution with very limited rules functionality hardcoded into the corporate IT system and fraud management tools provided by payment service providers (PSP). The Showroomprivé Payments and Fraud team did not want to set up and manage fraud rules for its three PSPs and decided to look for a solution that would allow it to consolidate the company's entire fraud and chargeback management strategy on a single platform.

Showroomprivé was also having problems with gift card fraud and abuse. In many cases, the problem was friendly fraud, but in other instances it was an account takeover (ATO) problem. The team determined that bad actors were bypassing the system and taking ownership of dormant gift card accounts and knew the best way to resolve this was to update the rules on old customer accounts.

Showroomprivé also required support to manage their Strong Customer Authentication (SCA) transition to be as friction-free as possible.



Solution

Showroomprivé considered several fraud management solutions and decided Accertify was the best choice for its needs. The Showroomprivé team felt that Accertify offered the best capability with its eCommerce business model. The fact that Showroomprivé's major competitors used Accertify to manage chargeback and ATO fraud was also a deciding factor.

Finally, they were impressed with Accertify's ability to work with their French resources and support projects throughout all areas of the company such as sales, account management, information technology, technical support, and professional services. They knew they would receive extensive support and help during implementation and facilitating post-authorisation workflow improvements that would be necessary.



Implementation

The Showroomprivé and Accertify teams worked together to implement the Accertify Interceptas Fraud module and Device Intelligence for browsers and mobile apps. Showroomprivé also engaged Accertify Managed Services to assist in managing critical situations.

Accertify successfully transitioned Showroomprivé to SCA by enabling Transaction Risk Analysis (TRA) to maximise a frictionless experience, resulting in 90%¹ of its members getting a seamless checkout experience whilst mitigating fraud risk.

All eCommerce merchants must adapt and modify their fraud strategy to comply with SCA regulation. It is critical the transition be done smoothly and not impact customers.



Results

Since implementation, Showroomprivé has recorded a decrease in chargeback fraud losses of 75%¹ and reduced the number of fraudulent orders received by 33%¹. This has saved the company more than one million euros since partnering with Accertify. Showroomprivé is now a part of FAST'R a chargeback low risk merchant program.



Reduced fraud loss on revenue

The company has also been able to reduce the manual review required to work chargebacks. Fewer than 1%¹ require additional verification, allowing analysts to complete more tasks, with greater efficiency.



More efficient use of time

Accertify has also enabled Showroomprivé to improve sales efficiency. Despite a significant increase in online sales and overall transaction volume, the company has not had to change its sales order process or recruit additional sales and customer service employees.



Enabled specialisation by analysts

Orders are accepted and approved more quickly with minimal chance of fraud, thanks to Accertify's cutting-edge machine learning and extensive database. This has improved sales productivity and efficiency and offers customers a frictionless ordering experience. Before implementing Accertify, Showroomprivé needed seven minutes to fulfill an order. Order processing time is now less than two minutes—a 70% improvement¹.



Efficient, comprehensive screening

Showroomprivé considers Accertify to be key to its future SCA strategy because it will help provide a frictionless experience for members as well as enable the company to acquire new business lines such as Marketplace, Travel and Beautéprivée, which have recently been added to Showroomprivé's repertoire.



SCA Transition

Enabling transaction risk analysis enabled Showroomprivé to maximise frictionless experience with risk exemptions for 90%¹ of members.

"Accertify has completely changed the way we manage fraud risk. It forced us to rethink our internal processes and helped us significantly improve our fraud management procedures. We can now easily keep up to date on the latest fraud schemes and identify them quickly so we can stop fraud attempts before they occur."

Melissa Offranc | Risk, Payment & Fraud Manager | Showroomprivé



Contact:
marketing@accertify.com

www.accertify.com



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