

Retail merchants struggle with customers who contact their card issuer to inquire about transactions rather than contacting the retailer directly.

Retailers are challenged with retaining revenue for legitimate purchases that customers claim as fraudulent. This practice, referred to as “friendly fraud” is believed to account for nearly 20% of fraud disputes¹. Identifying this type of fraud and managing disputes can often be tedious for merchants.

Merchant Experience



- Merchandise and revenue is often lost as customers bypass the merchant.
- Merchants receive notice of disputes too late to save the sale.
- Shipping delays, incorrect items, “porch pirates” and damage can lead to illegitimate disputes.

Benefits



- Enrich the post-purchase customer experience through purchase transparency.
- Prevent friendly fraud disputes with digital receipts and merchant contact details provided to both issuers and customers.
- Resolve customer disputes before they become chargebacks.



PREVENT – Order Insight[®]

Shared order data with issuers provides insight at the point of customer transaction inquiry. Issuer personnel can identify and prevent friendly fraud on digital goods and prevent disputes from ever occurring.

Merchants can leverage Visa’s Compelling Evidence (CE3.0) 10.4 fraud rules through Verifi’s Order Insight to deflect disputes.

RESOLVE – RDR and CDRN[®]

On low ticket sales, quickly resolve disputes with issuer collaboration. Issuers send you notifications of a would-be dispute for immediate refund – or facilitate automated resolution – preventing a chargeback from occurring and saving unnecessary fees.

<https://www.verifi.com/resources/2023-fraud-and-payments-report/>