VERIFI
A Visa Solution

Customer Reference Case Study

Tenerity

Business Overview

Tenerity is a global intelligence and engagement corporation, providing individualized marketing efforts and immersive customer experiences to generate customer loyalty for global merchants.

Tenerity is a platform that allows merchants to connect with customers to drive loyalty and engagement.

As an online platform, Tenerity enables merchants to expand their online presence to engage with customers, create memberships, and set up subscriptions.

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The Solution Process

CHALLENGES

- When customers bypassed Tenerity's customer service center, Tenerity was unable to provide the positive customer service that is core to their business.
- Heightened consumer demand rapidly increased sales volumes, and simultaneously dispute and fraud volumes.
- Disputes related to first-party misuse became much more prevalent, largely because issuers erroneously marked reoccurring transactions as fraud disputes, when the disputes should have been redirected to the Tenerity as customer service complaints.

SOLUTIONS
Order Insight® *with Systematic Dispute Deflection*

- With the introduction of Verifi's Order Insight, **Tenerity now fully extends customer service to the post purchase environment**, offering their customers enhanced customer service at all points of contact, including their mobile banking app, issuer call center, and the Tenerity call center.
- Tenerity implemented Systematic Dispute Deflection for CE3.0 fraud disputes, using Verifi's Order Insight. With this enhanced version of Order Insight, **Tenerity is able to keep their volumes of disputes under Visa thresholds**.
- With Systematic Dispute Deflection for CE3.0 fraud disputes, Tenerity seeks to lower their operational costs relative to dealing with disputes and allow internal teams the ability to focus on more productive projects and tasks.
- By proving the legitimacy of transactions in question through the sharing evidence of a historical customer relationship, **Tenerity can retain revenue and prevent pre-disputes from being submitted by issuers**.

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The Results

Tenerity
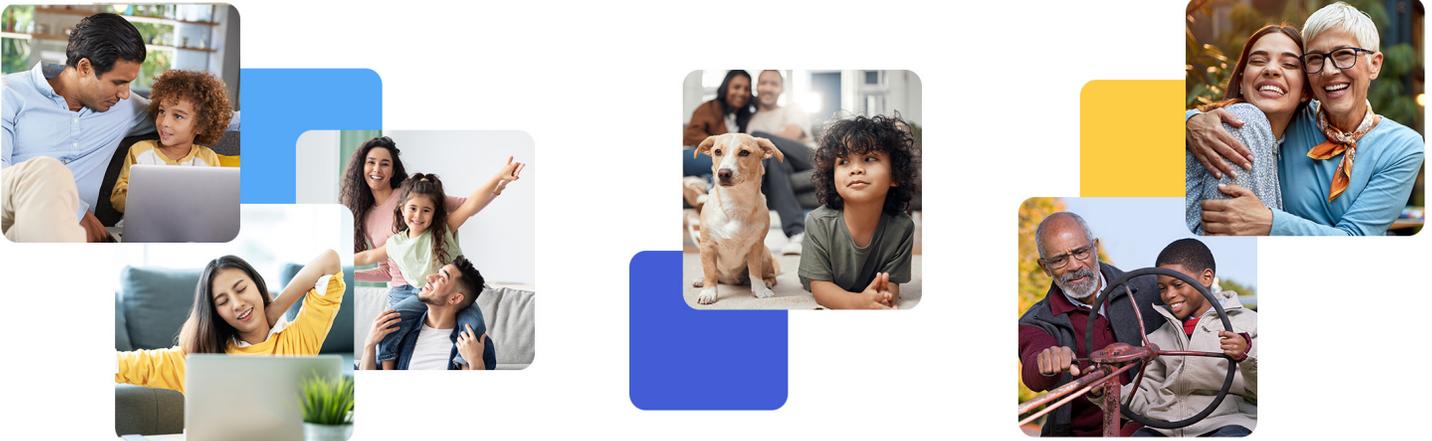expected to reduce fraud rate by

25%

Tenerity
consistently maintained a chargeback-to-sales ratio below

0.9%

EARLY CE3.0 ADOPTER – IMPLEMENTATION RESULTS

- **Required Data:** It's important for merchants to capture the required core data elements. Tenerity was already capturing 2 of the core data elements, appropriately satisfying the data requirements for deflection.
- **Historical Transaction Data:** Establishment of the historical footprint is important to prove a relationship exists between merchant and cardholder. Tenerity had already captured, and securely stored data as aligned with best practices for subscription merchants.
- **2 Second Response Time:** Necessary to keep up with the need for speed in payments. The expectation for quick resolution has extended simply from front-end payments to resolution of first-party misuse.