Case Study:

James Allen

> *James Allen provides luxury jewelry shopping for the online consumer. That includes ensuring a seamless customer experience - which means frictionless fraud prevention.*

The problem

Diamonds are a fraudster's best friend: these valuable, easily resold items have evergreen appeal, never going out of fashion. They're perfect for an online criminal with an eye on their personal bottom line.

James Allen was fully aware of this risk, and equally aware of what it could cost: high value goods mean that each successful fraudulent transaction represents a significant loss. The company assembled a highly skilled team of fraud analysts to guard against the fraudsters.

While the fraud team was extremely successful at blocking fraud they were also turning away good business and causing customer friction at checkout. Tight fraud rules meant lower approvals and lost sales, and took the shine off the customer experience.

James Allen felt that friction was not appropriate for the customer experience associated with their luxury brand. They wanted to eliminate both calls to customers to validate their identity and requests that customers provide further identifying information.

Results:

99% ↑1.5%
Approval rate

21%
False positive improvement

Smooth
Checkout experience

15%
Chargeback improvement

> *"Forter surpasses our expectations. It's fraud prevention that equals growth, with higher approvals and seamless checkout."*
>
> *Eileen Thomas, Operations, Logistics and Risk Management*

James Allen needed to leverage the high-tech possibilities of modern fraud prevention to block fraud without affecting their legitimate customers.

The solution

James Allen started using Forter's Decision as a Service™ technology, which uses machine learning continually refined by human expertise to get instant approve/decline decisions for every transaction. The team used these real-time decisions as a superlative fraud detection tool, and were delighted with the accuracy and high approval rates the system provided.

Additionally, Forter's ability to evaluate transactions from anywhere in the world on both a global and a local level complemented the international profile of James Allen's business and customers.

The company was happy to keep relying on their excellent fraud team, so they didn't feel the need to take advantage of the full package Forter offers. Being confident in their ability to keep chargebacks to a minimum, they didn't want to sign up for Forter's 100% chargeback guarantee.

What they did want was the frictionless feel that Forter's system brought to their purchase process: faster confirmations for customers, no concerns about backlog during busy periods, and no more buyers irritated by, and even canceling because of demands for more identifying information.

The result

James Allen is delighted with the results of using Forter's technology as a fraud detection tool. Friction is massively reduced both internally and for their customers, while approvals, which were high to start with, have actually improved by 1.5%, contributing directly to the company's bottom line.

Leveraging Forter's system has led to a huge improvement in efficiency and a reduction in stress internally, and made it far easier for the team to cope with holiday shopping spikes. Moreover, it means a far faster, more seamless purchase experience for James Allen's customers.

About James Allen

James Allen specializes in high quality diamonds and stunning jewelry designs both classic and modern. Customer experience is everything - from 360 degree views of beautiful diamonds, to 24/7 chats with diamond experts, to the ability for each customer to create their perfect ring, James Allen aims to exceed expectations in every way. Visit www.jamesallen.com for more information.

"We hold ourselves to a very high standard when it comes to customer experience. Thanks to Forter, our checkout process is now as friction-free and seamless as the rest of the site. Instead of being frustrated by delays or irritated by requests for further information, our customers receive the true luxury experience."

Eileen Thomas, Operations, Logistics and Risk Management

Even more crucial for James Allen, customers are no longer bothered by calls for extra information. The fraud team know they can rely on the accuracy of Forter's system, which pulls data from numerous sources and uses technology including behavioral analysis, cyber intelligence and elastic identity.

For James Allen, fraud prevention has now become scalable, and the customer experience at checkout now matches and contributes to the high quality shopping experience they provide.

Frictionless fraud prevention

James Allen's challenge was to meet and even surpass the expectations of the luxury buyer. This was no easy feat when it came to fraud prevention - their excellent fraud team couldn't help introducing friction into checkout through time-consuming manual reviews and intrusive requests for further information.

Using Forter's cutting edge technology as a high powered fraud detection tool has allowed them to take their checkout to the same level as the rest of the website.

For James Allen, ideal customer experience is now the norm - at every step of the purchase process.

"The difference to our fraud team is felt every day. Forter's real-time decisions are a fantastic tool - they simply remove the stress from the review process. And best of all, we can process more orders with less effort during those busy holiday periods."
Eileen Thomas,
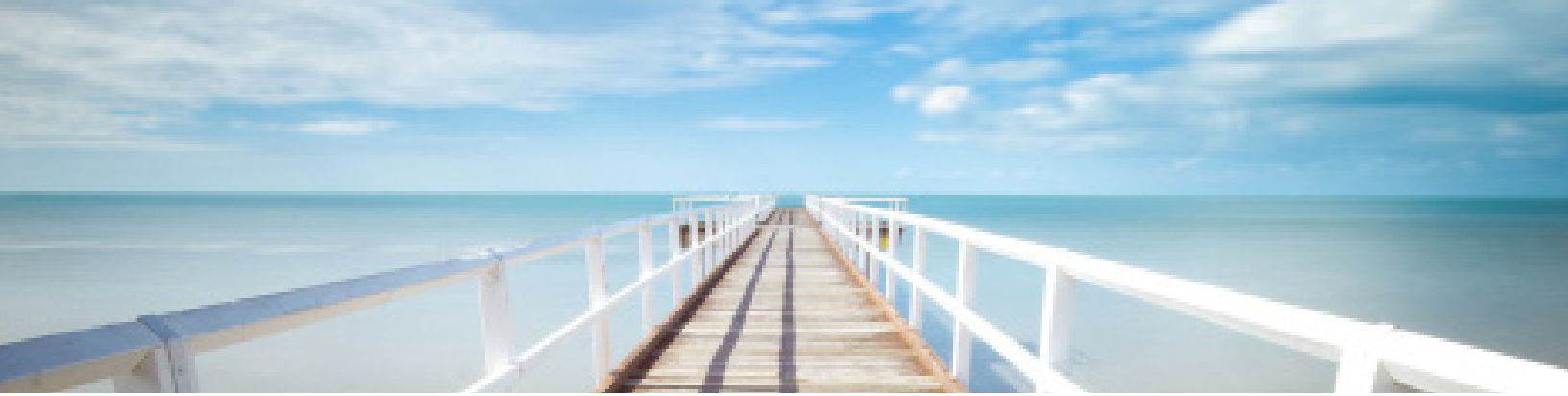
About Forter

Forter provides new generation fraud prevention to meet the challenges faced by modern enterprise e-commerce. Only Forter provides fully automated, real-time Decision as a Service™ fraud prevention, backed by a 100% chargeback guarantee. The system eliminates the need for rules, scores or manual reviews, making fraud prevention friction-free.

The result is fraud prevention that is invisible to buyers and empowers merchants with increased approvals, smoother checkout and the near elimination of false positives - meaning more sales and happier customers.

Behind the scenes, Forter's machine learning technology combines advanced cyber intelligence with behavioral and identity analytics to create a multi-layered fraud detection and decisioning mechanism.

More Info

For more information about Forter, please visit our website:
www.forter.com
or contact us at
info@forter.com