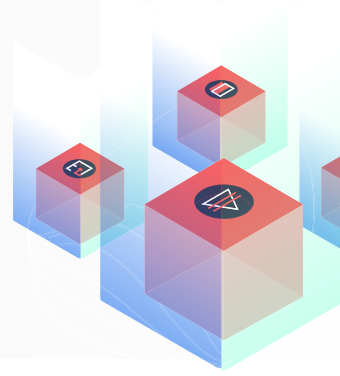




Cut abuse from your customer experience

Identify and stop abusive behavior from hurting your business



Businesses today are building new programs and offerings to deliver the best customer experience – including flexible return options, omnichannel options, and new promotions. However, these are becoming a growing target for abuse, which if left unchecked, hurts your business’ bottom-line and brand.



\$24B

Returns abuse is estimated to cost retailers over \$24B annually



13%

of Item Not Received (INR) claims are actually abusive or unwarranted



\$600M

Promo abuse results in between \$300-\$600M in losses each year for merchants

Merchant challenges

- **High costs of abuse:** When merchants aren’t able to identify and stop abusive behavior, the impacts of abuse can severely hurt a business’ bottom-line
- **Poor customer experience:** When merchants can’t accurately distinguish between legitimate and abusive behavior, they risk wrongly flagging a loyal customer for abuse and providing a poor customer experience
- **Restricted by risk:** While merchants want to deliver the best customer experience and offerings (e.g. flexible returns, omnichannel offerings, new promotions), but they are often held back due to risk and the fear of potential abuse
- **Inability to detect abuse:** Many merchants rely on manual review or rules-based tools to identify abuse (or have no tools at all), so they aren’t able to accurately stop abuse or identify serial abusers

Forter Policy Abuse Protection

Forter’s fraud prevention platform enables businesses to identify abusive behavior and enforce your business policies with real-time decisions, so you can deliver the offerings, services, and promotions that your customers want - all without risk.



“

FROST & SULLIVAN

“Forter enables merchants to accurately identify abusers, both online and offline, so they can offer consumer-friendly policies. With the collective intelligence of its Global Merchant Network, Forter analyzes consumer behavior across all customer touch points to identify and stop abuse”

Vikrant Gandhi, Industry Director

Forter Policy Abuse Solution

Forter’s suite of Policy Abuse Protection solutions enables businesses to protect their business from abuse and enforce their business policies across all channels and interactions.

- ✓ **Returns abuse protection:** Protect your business from abusers violating your returns programs and policies
- ✓ **Item not received (INR) abuse protection:** Identify and stop abusers who file false INR claims to receive unwarranted refunds or free items
- ✓ **Promo abuse protection:** Stop users from abusing your promotions and offers outside of their intended usage (e.g. repeatedly using new account promos)
- ✓ **Reseller and reshipper abuse protection:** Detect and block reseller and reshipper accounts who are violating your business policies

The screenshot displays a dashboard for the Forter Policy Abuse Solution. At the top right, it shows the time period: "Last 7 days Jul 1 - Jul 8". The dashboard features several key metrics:

- Transactions:** \$9,463,897
- Approved:** \$7,463,897 (indicated by a green dot)
- Declined:** \$746,389 (indicated by a red dot)
- Approval Rate:** 91.95% (indicated by a blue wave icon)
- Entire Portfolio Approved Rate:** 82.97% (indicated by a blue wave icon)

Below the metrics is a table listing individual transactions. The table has the following columns: TRANS ID, PLATFORM, PAYMENT, NAME, EMAIL, DATE, AMOUNT, and DECISION. One transaction is highlighted in blue:

TRANS ID	PLATFORM	PAYMENT	NAME	EMAIL	DATE	AMOUNT	DECISION
<input type="checkbox"/>					03/01/19	\$50.00	Approve
<input type="checkbox"/>					03/01/19	\$50.00	Approve
<input type="checkbox"/>					03/01/19	\$50.00	Approve
<input type="checkbox"/>					03/01/19	\$50.00	Declined
<input type="checkbox"/>					03/01/19	\$50.00	Approve
<input type="checkbox"/>					03/01/19	\$50.00	Approve
<input type="checkbox"/>					03/01/19	\$50.00	Approve
<input type="checkbox"/>					03/01/19	\$50.00	Approve

Core capabilities



Protect your customer experience: Deliver the best customer experience to your loyal customers and ensure that any friction or enforcement of business policies is reserved only for abusers.



Proactively prevent fraud with real-time decisioning. Identify and stop abusive behavior with real-time decisions (e.g. block account, restrict activity, etc.) at any point across the entire customer journey to protect your bottom line.



Uncover hidden abusers. Identify and block serial abusers who are attempting to take advantage of your business with Forter's identity linking capabilities, network of global merchant data, and expert research.



Expand your offerings and business. Execute your core business initiatives without being restricted by risk. Introduce new offerings like free returns shipping, new customer promos, and more with full protection against abusive behavior.



Tailor fraud prevention to your specific business. Execute your core business initiatives without being restricted by risk. Introduce new offerings like free returns shipping, new customer promos, and more with full protection against abusive behavior.



Want to learn more?

[Request a Live Demo](#)