FORTER®

Keep your returns free from abuse
Deliver best-in-class returns programs without risk

Returns have become an increasingly critical part of the shopping experience today, as customers want easy, seamless returns experiences. In fact, 97% of consumers say that returns policies will impact their likelihood to purchase with a retailer.

However, these returns policies are also becoming a growing target for abuse, and **over 8% of returns are estimated to be abusive** and violate merchant return policies.

Merchant Challenges

- **High costs of abuse:** Returns abuse and fraud has a significant impact on a merchant's bottom line as it adds the costs of operational overhead to process returns, item wear & tear, and more.

- **Poor customer experience:** When merchants can't accurately distinguish between legitimate and abusive returns behavior, they risk providing unwarranted friction and a poor returns experience to loyal customers in an attempt to curb abuse.

- **Restricted by risk:** Merchants want to deliver the best returns program — with flexible returns timeframes, refunds, and more — but many are often held back from this due to the risk and fear of potential abuse.

- **Inability to detect returns abuse:** Merchants often don't have the tools or resources needed to accurately identify return abusers or stop them across all of relevant touchpoints and channels at scale.

Forter Returns Abuse Protection

Forter's Returns Abuse Protection enables merchants to accurately identify abusive users and protect their business. Forter provides real-time decisions to help merchants enforce their returns policies at every touchpoint along the customer journey — stopping abuse while ensuring that legitimate customers receive a best-in-class customer experience.

Sam, a returns abuser, shows up on a merchant's store

FORTER®
Real-time Decisioning

Sam is identified as a returns abuser and the merchant enforces their business policy as defined

At returns initiation, Sam is exempted from free returns shipping

At the point of transaction, free returns are not available for the order

Sam is flagged at the account-level for the merchant's internal systems

Core capabilities

Deliver a best-in-class returns experience. Provide your loyal customers with flexible, friendly returns offerings, while ensuring that any friction or enforcement of business policies is reserved only for returns abusers.
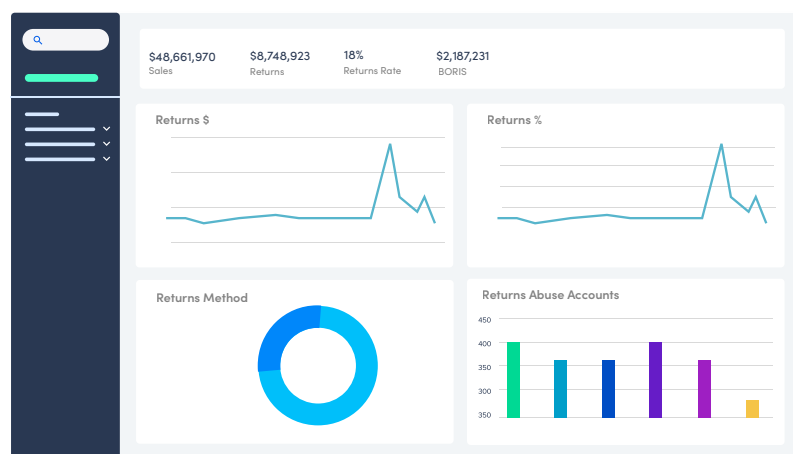
Proactively prevent returns abuse with real-time decisioning. Identify and stop abusive returns behavior (e.g. wardrobing, returns fraud, excessive returns) with real-time decisions across the entire customer journey to protect your bottom-line.

Uncover hidden returns abusers. Identify serial returns abusers who are hiding their identity and taking advantage of your returns program with Forter's identity linking capabilities, network of global merchant data, and expert research.

Fraud prevention tailored to your specific business. Through an ongoing partnership, Forter's solution is tailored to your unique business model, returns program, business policies, risk appetite, and more to accurately enforce your returns policies.

Request a Live Demo