

Via approves more rides with real-time, automated fraud prevention



The competition for riders is intense, and any friction in the journey can mean lost revenue and potentially a lost rider for life. Forter’s ability to accurately approve riders in real-time means that we don’t have to worry about fraud and can focus on our business.”



Drew Marconi
VP OF MARKETPLACE OPS

■ The Challenge

Founded in 2012, Via is a transportation technology company that currently has more than 150 partners in 20 countries. To continue its success, the company has to provide riders with a seamless experience from booking to completing a ride. Any friction in that process increases the risk of not only losing the ride, but losing the rider too. To fight fraud, the company initially used a system that assigned a risk score to each rider. However, this approach wasn’t sophisticated enough to catch fraudsters at the point of account creation and would also sometimes flag long-term riders as potentially fraudulent. This meant increasing manual reviews to deactivate fraudulent accounts and dealing with increased chargebacks as legitimate riders were declined.

■ The Solution

In evaluating alternative solutions, it became clear that Via needed a fraud prevention platform that could accurately assess existing riders as well as new users as they signed up for an account and then process each request in real time. Given the on-demand nature of Via’s service, automating the company’s approach to fraud would help them approve and retain more riders and allow the team to spend more time with customers rather than manually reviewing transactions and chargebacks. In addition, greater accuracy and automation would be critical as the company expanded into new markets and offered new services like credit bundles and subscriptions.

The Results



APPROVALS

- Approval rates increased by 14%
- Behavioral data & advanced analytics helped Via process more ride requests in real time



CHARGEBACKS

- Chargeback rate was reduced by 66%
- Accurate decisioning resulted in fewer canceled trips & fewer chargebacks



OPERATIONS

- Eliminated manual review, saving the team 20 hours per week
- Improved accuracy by assessing rider behavior, gathering deeper insights, and logging rider complaints



Forter's approach to fraud prevention and commitment to building the relationship has been exceptional. They've worked hard to understand our business, and it's basically ensured that we can focus on delivering a great service to our customers without having to worry about fraud."



Emily Brown

GENERAL MANAGER, NYC



About Forter

Forter is the leader in e-commerce fraud prevention, processing over \$200 billion in online commerce transactions and protecting over 800 million consumers globally from credit card fraud, account takeover, identity theft, and more.

Find out what Forter can do for your business

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