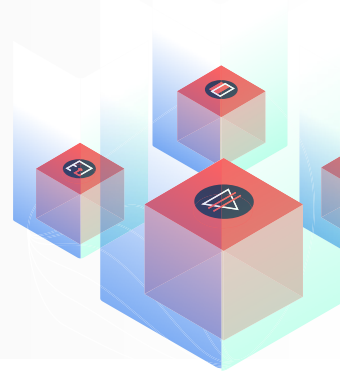




Cut abuse from your customer experience

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.



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](#)