

Deckers puts its best foot forward by automating fraud prevention

To protect the business, it's imperative that we meet customer requirements and expectations without exposing ourselves to additional risk like fraud. Forter's integrated, real time approach to fraud prevention has been central to building trust and supporting operational excellence."



Jessie Carstens

Global Director, eCommerce Ops

The Challenge

Deckers, a global leader in innovative footwear and apparel brands, like Ugg and Hoka, sells products through department stores and select online sites in more than 50 countries. A key part of the company's international expansion has been ensuring a seamless and timely experience from when the customer places the order online to receiving the product at home. Traditionally, the company had been reliant on a rules-based fraud prevention solution and manual reviews slowing transaction approvals which delayed order fulfillment and impacted overall customer experience.

The Solution

An integrated and automated platform would allow the business to scale to take advantage of new market opportunities, product launches and address seasonal demand. Processing transactions in real-time would also reduce the risk of fraud, reduce labor challenges around scaling manual review, and improve the customer experience by reducing friction at the point of transaction. Finally, Deckers was also looking for a solution that could easily integrate with Salesforce Commerce Cloud to support customers along the entire e-Commerce journey.

The Results

APPROVALS

- Approval rates have increased to above 98%
- Increased efficiency of order fulfillment to meet customer demands

INTEGRATION

- The Salesforce Commerce Cloud integration was complete within 4 weeks
- Reduced IT costs to help the business scale with confidence

EXPANSION

- Originally covering just North America, Forter's solution has worked so well that the agreement has been expanded to EMEA and Japan too.

“The partnership with Forter has helped to elevate fraud prevention from being a tactical and siloed function to a strategic part of the business. We now have greater confidence in processing transactions from new and existing customers and expanding our network, while keeping the bad guys out”



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. The company's identity-based fraud prevention solution detects fraudulent activity in real time throughout all online consumer experiences.

Find out what Forter can do for your business

www.forter.com