



CASE STUDY

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 realtime means that we don't have to worry about fraud and can focus on our business.

– Drew Marconi, VP of Marketplace Ops



Product/Solution Used:
Lorem Ipsum



Time To Implementation
Lorem Ipsum



ROI Figure
Lorem Ipsum

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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