FORTER® | **EatStreet**

EatStreet delivers fast, friction-free service with automated fraud prevention

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The key to our success is the ability to scale while also maintaining trust with our partner restaurants and our customers. Forter's fraud prevention platform has enabled us to process more transactions in real time, ensuring a seamless experience for our customers while also blocking potential fraud.

- Ian Lavey, SVP of Operations

THE CHALLENGE

EatStreet is an online food delivery company based in Madison, Wisconsin serving 250+ cities across the United States. The success of the company relies on maintaining the trust of partner restaurants and their customers. EatStreet must process orders quickly and accurately to ensure a good ordering experience. Initially the company was using manual processes to label and assess potential fraud. However, the system was prone to false positives, declining legitimate customers and causing chargebacks. As volume increased, EatStreet had to spend more time and resources on fighting fraud.

THE SOLUTION

Given the high-volume, real-time nature of food delivery, **EatStreet** needed a fraud prevention solution that would allow the company to approve more orders while also reducing the chargeback rate. An automated approach based on real-time decisioning would allow EatStreet to eliminate manual processes, ensuring that good customers would know if their order had been approved instantly. Automation would also allow the company to scale fraud prevention without putting extra burden on the customer service team.

Approvals

Customers know in real time if their order has been approved

Chargebacks

Chargeback rate reduced by **94%**

Reduced chargebacks means more revenue for partner restaurants and EatStreet too

Operations

100% accurate, real-time decisioning

Customer service team can now spends **100%** of their time focused on helping customers with their orders

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Over the past few months, we've experienced significant growth as we've become a key channel for our network of partner restaurants and an important service for our customers. Forter allows your company to focus on what's important while providing peace of mind that fraud is under control.

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.

Schedule a Demo