

## Case Study

# Improved Approval Rates For eCommerce Fraud Protection

Our client is the world's largest provider of enterprise-grade, fraud technology solutions for eCommerce retailers. The company simplifies fraud detection through a financial guarantee, allowing businesses to focus on what they do best, which is to increase sales and grow their businesses while reducing fraud losses. The client provides a solution to solve one of the challenges online businesses persistently face: losing billions of dollars due to customer dissatisfaction from mistaken declines, operational costs of manual transaction investigations, and chargebacks.

The client is trusted by multiple Fortune 1000 and Internet Retailer 500 companies and is listed on the Forbes FinTech 50. They are recognized as the leader in Guaranteed Fraud Protection by Frost & Sullivan and included among Deloitte's Tech Fast 500.

## Challenge

The client partnered with QCXi to further their mission to make fraud-free eCommerce available to every business. We are responsible for mitigating the risk involved in the payment processing, including review and investigation of potentially risky online transactions; therefore, we need to ensure that all orders approved or denied are



**39% improvement**  
within 4 weeks

**Exceeded target**  
goal by **6%**

reviewed correctly. Approved orders mean revenue to the companies; however, there's also the risk of losing money from chargeback requests. With large quantities of data to review, the team was challenged to increase the current, average approval-rate percentage of 38% to a targeted goal of 50%

## Solution

QCXi engaged our Training, Quality, and Operational teams to create an environment that increased our agent skills sets, focusing particularly on critical thinking with advanced judgment capabilities for fast and accurate decisions. Some of the aspects of this quality-focused environment included:

- Concentrated up-trainings
- Reviews of declined cases to ensure that areas of opportunities were coached
- Daily real-time analysis to ensure agents were approving the correct orders
- Program leaders sitting alongside and guiding agents who lacked confidence in making these necessary decisions

## Results

With consistent engagement and actions taken since the program launch, the team's performance showed continuous improvement on the Approval Rate Percentage:

- 39% improvement after six months
- Exceeded target goal by 6%

## Impact Booster

*"QCXi has been an amazing partner to work with! From day one, QCXi made sure they were always aligned with what our goals were and have continued to impress with the high quality of talent they bring in."*

- Client's Risk Operations Manager