FRAUD IN THE PIPELINE? ANALYTICS TO THE RESCUE

Strengthening fraud detection through intelligent analytics.

The client is an eCommerce company and among the biggest search engines in the world.

Infosys®
BPM

CHALLENGES

The client's decision engine feature, that cancels or sends suspicious orders for further analysis, faced the following challenges:

- Lack of efficiency in review process leading to ambiguity

- Orders being incorrectly marked fraudulent leading to high order cancellation and loss of business

- Incorrect order approvals owing to no differentiation between policy abuse and fraud

- Lack of customer shopping experience
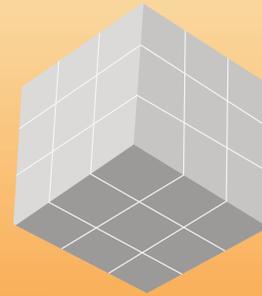
SOLUTIONS

Infosys BPM deployed a team of analysts who:

▸ Examined the orders approved or cancelled by the rule engine as well as the orders that were cancelled during the manual review process

▸ Identified the root cause for false cancellation of orders during validation

▸ Revamped manual process SOPs to enhance decision accuracy

▸ Established new rules and SOPs to alleviate complex fraud without losing client business

▸ Added documentation to reduce ambiguity and improve accuracy

BENEFITS

Infosys BPM helped the client with the following:

▸ Reduced revenue loss owing to fewer orders being marked incorrectly as frauds

▸ Fewer chargebacks resulted in monthly savings

▸ Bifurcation of payment fraud and policy abuse

▸ Enhanced customer experience on the client platform

~5%
Reduction in false positives

~$37k
Total savings per month

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