

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.

CHALLENGES

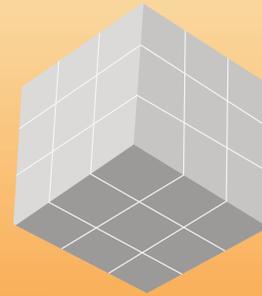
The client's decision engine feature, that cancels or sends suspicious orders for further analysis, faced the following challenges:

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

For more information, contact infosysbpm@infosys.com

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