

## THE BUCK STOPS WITH THE SELLERS

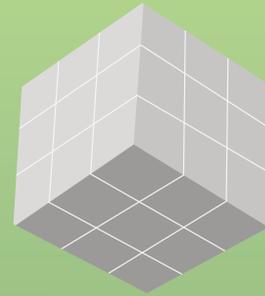
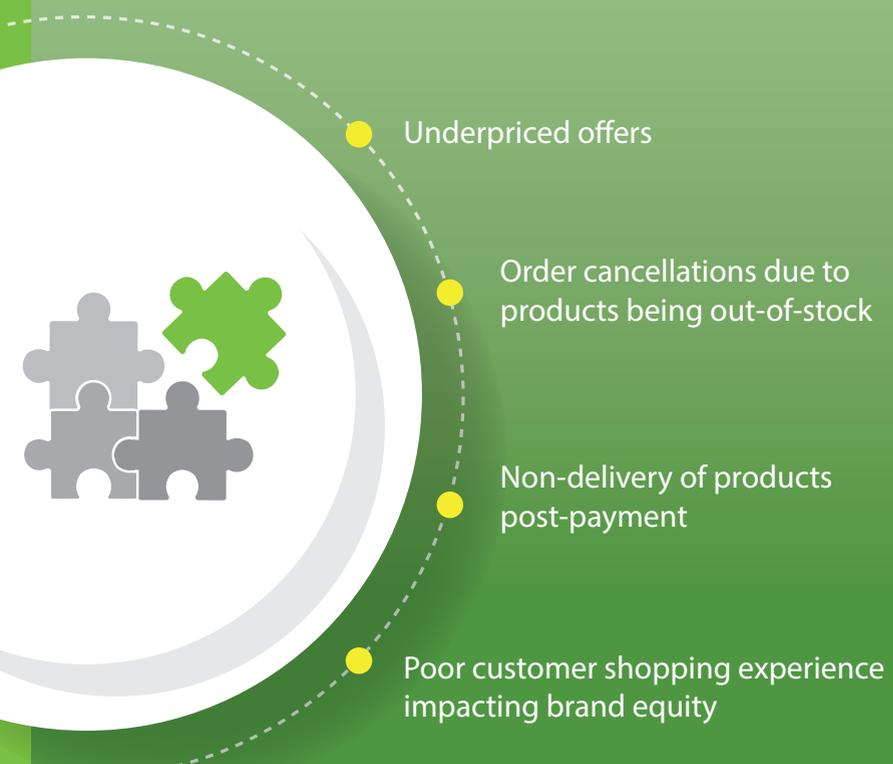
Applying robust analytics methodology to identify and prevent merchant frauds.

The client is an e-commerce giant known to be among the biggest search engines in the world.



# CHALLENGES

The client's e-commerce department, with a feature to direct customers to seller sites for sale, faced the following challenges due to merchant frauds:



# SOLUTIONS

The Infosys BPM analytics team took the following approach:

- ▶ Examined over 12000 random seller offers a month against multiple metrics
- ▶ Identified key fraud indicators and thresholds
- ▶ Developed internal controls to filter fraudulent offers
- ▶ Established daily manual review process of offers and sellers
- ▶ Recommended automated decision process to identify high-risk seller offers



# BENEFITS

Infosys BPM helped the client with the following:



- ▶ Improved fraudulent merchant identification resulting in a huge annual savings
- ▶ Eliminated substantial order cancellations occurring due to stockouts
- ▶ Enhanced customer experience by reducing fake product listing (on the client platform)



**~\$7Mn**  
Annual savings



**100**  
Fraudulent sellers identified every month



**~100k**  
Annual reduction in order cancellation

For more information, contact [infosysbpm@infosys.com](mailto:infosysbpm@infosys.com)

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