Rail Ticket Retailer Gains Upper Hand in Fighting Fraud

CyberSource®

66%
CHARGEBACK RATE

73%
ORDER REJECTION RATE
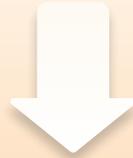
84%
MANUAL REVIEW RATE

DECISION MANAGER + PERFORMANCE MONITORING

- Fraud Strategy Management
- Detailed business analysis
- Risk insights from 60+ billion transactions Visa and CyberSource process annually
- 260+ detector tests
- Customizable risk score
- Comprehensive case management system
- Device fingerprint technology
- Flexible rule building engine
- Complete reporting suite with standard, real-time reports
- What-if analysis with passive mode testing

Background

A leading European rail ticket retailer provided rail information for travelers throughout Europe, offering fast and easy access to timetables, fares, reservations and tickets, both online and through its call center. The instant dispensing of tickets created opportunities for fraudsters to test and game the rail ticket retailer transaction system, which processed over 1.2 million tickets a month.

Challenge

Payment fraud for the rail ticket retailer began to grow rapidly. They utilized a small review team to screen the suspicious bookings but did not have a formal fraud detection system in place. The pace of fraud losses mounted and soon outgrew the rail ticket retailer's ability to manage.

Solution

The rail ticket retailer used Payer Authentication, Decision Manager, and Performance Monitoring to tackle their fraud problem. Verified by Visa and MasterCard SecureCode were easily deployed, allowing the ticketing retailer to take advantage of the additional fraud protection and liability shift.

With Performance Monitoring, CyberSource Managed Risk Analysts worked closely with the rail ticket retailer's fraud team to analyze their fraud operations, develop fraud strategies, recommend best practices, and provide training and assistance.

Decision Manager, CyberSource's fraud management platform, includes a rules engine and case review system to accurately detect good transactions from fraudulent ones. Using device fingerprint technology embedded within Decision Manager, the rail ticket retailer was able to quickly identify if the device used to purchase a train ticket was associated with multiple accounts, without accessing any personally identifying information.

CyberSource Fraud Management Solutions

CyberSource, an industry leader in fraud management solutions, enables businesses to continually improve profitability by detecting fraud sooner and more accurately and by streamlining fraud management operations. With the world's largest fraud detection radar, CyberSource provides a complete range of solutions, including training, consultation, active management of fraud screening, and outsourcing all or part of your fraud management operations.

For more information about CyberSource solutions, please contact **sales@cybersource.com** or **1-888-330-2300**.