

5 top tips for smoother customer journeys

Insights for smarter fraud management

Digital commerce is more personalised and convenient than ever before. And today's customers expect seamless experiences.

Your approach to fraud management must be agile if you want to keep up. Respond to market changes, and your business can gain a competitive edge. Fail to adjust to buyers' demands, and your customer experience and profits can suffer.

Ready to create a speedy, smooth and safe customer journey? Explore our expert tips below.



1 Be careful at crossings

“Prepare for the multi-channel buyer.”

Andrew Naumann, VP Product Management

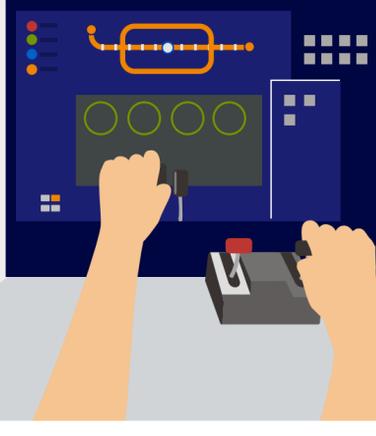
Consumers demand an anywhere, anytime experience. And they're taking advantage of many new models such as buy online, pick up in store. Which means you need fraud strategies specific to each channel, built around how consumers behave and the patterns within these channels.

2 Take the controls

“Take care: the devil's in the data.”

James Hunt, Senior Director, Managed Risk Services, EMEA

The more data you have, the more accurate and balanced your decisions can be. Our fraud management platform, for example, gains insights from more than 68 billion worldwide transactions a year. Use data from inside and outside your business to get a holistic view of your customer.



3 Plan for the whole trip

“Cover every step, from account creation to payment.”

Andrew Naumann, VP Product Management

Be sure to fraud screen your customers at every step of their payment journey from the very first interaction, across any device or channel they may use.

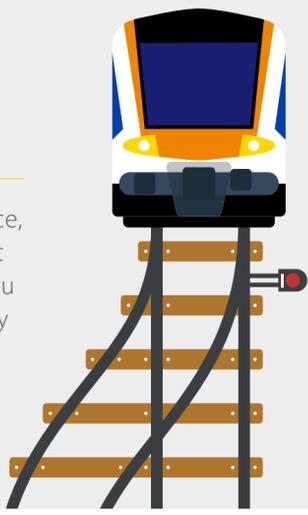


4 Stay on track

“Get the balancing act right.”

Andrew Naumann, VP Product Management

Keep the balance by optimising customer experience, fraud detection and operational efficiency. But don't throw too many resources at one vector because you could lose out. For example, a 0.001% fraud rate may sound impressive, but you could be rejecting legitimate orders. Find the optimal point to achieve the ideal fraud and acceptance rates.



5 Be prepared to change direction

“You need visibility and agility.”

Carl Tucker, Head of Managed Risk Services

Be prepared to quickly re-evaluate and customise your rules based on new channels, data or trends. And before you change rules, test them to assess the impact they'll have in a live environment.



Get your customer journey on track



A holistic, multi-phased approach to fraud management can make a real difference to your business. This is the principle behind our comprehensive fraud solution. Our experts are there to help you create a seamless customer journey, while minimising fraud and maximising efficiency.



Share other insights

Download the report and share in more insights from our experts.



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