



Cencosud/Paris.cl

CyberSource helped Cencosud boost conversion rate in their digital channel, minimize fraud, and offer its customers a positive experience.



Background

Cencosud is one of the most prestigious and largest retail conglomerates in Latin America with active operations in Argentina, Brazil, Chile, Peru and Colombia. Cencosud developed a successful multiformat strategy that employs over 134 thousand collaborators. Their operations spread across different lines of business, such as supermarkets, home improvement, department stores, shopping centers and financial services.

In the last 15 years, they have increased their revenue over 16 times, allowing the company to achieve its goal of being one of the most profitable retailers in Latin America boasting an excellent level of service and customer satisfaction.

Challenge

Cencosud, through their Paris.cl department stores sought to improve customer experience and increase conversion rate in their digital channel, while supporting its rapid eCommerce growth. Manual review processes would be minimized without sacrificing a great customer experience during checkout. The solution they needed had to be flexible, provide a quick adaptation during the seasonal sales periods and needed to help them reduce friction and their fraud rate across different channels.

**IMPROVING
CUSTOMER
EXPERIENCE
WHILE
INCREASING
CONVERSION
RATE**

22%
increased
conversion rate*

66%
cost savings
on manual review**

Paris.cl average
chargeback rate*

0,15%
in online sales
(90% less than average chargeback
rate in Latin America)

* Since implementing CyberSource in May 2017

** Since implementing CyberSource and with an accept/reject strategy

“CyberSource provides a cost-effective solution that allows us to proactively minimize manual review and protect revenue without compromising the client’s buying experience. CyberSource has been a disruptive solution for the Chilean market and we were able to save resources, impact conversion rate, increase our online sales and reduce PCI scope.”

Alvaro Ramírez Andrade

Digital Development Manager, Cencosud, Department Stores



Solution

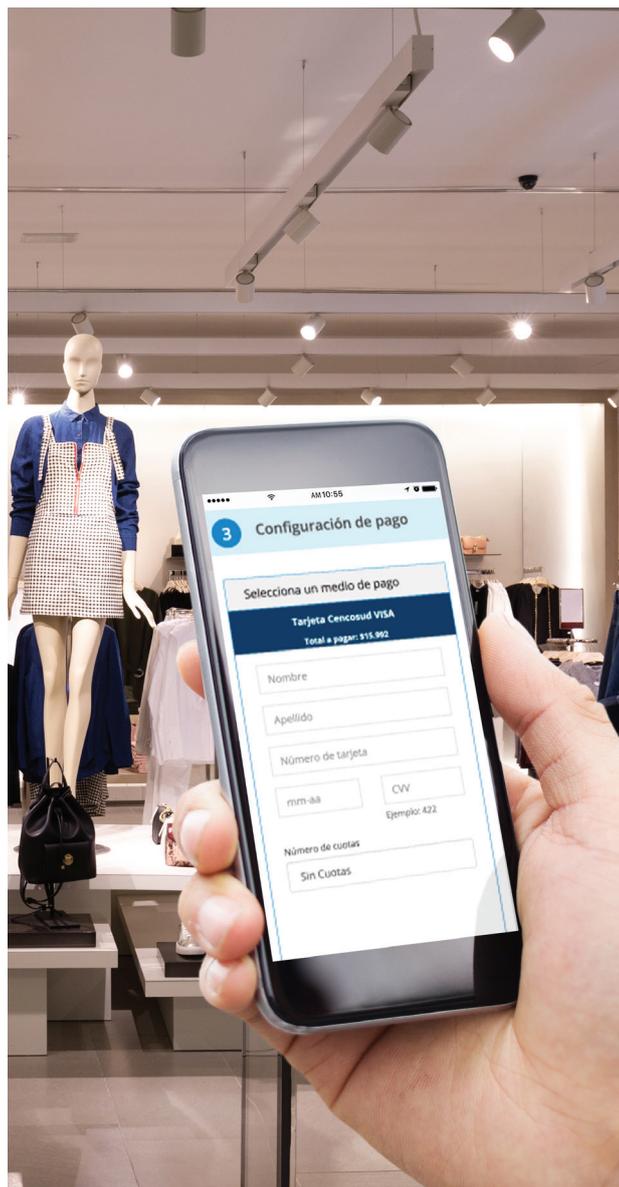
Cencosud was focused on adopting a card payment solution that would help them improve their customer's buying experience and prevent fraud. They chose CyberSource solutions, the most complete and cost-effective platform in the market. The first solution is Decision Manager, the world's largest fraud detection radar which encompasses the added value of machine learning. The second one integrates Tokenization Services, Payment Gateway, and a dedicated regional Technical Support and Fraud Consulting team. As a result, they were able to customize their integration, implement a complete transaction process while receiving assistance during every phase of the project—with the continuous support of a consultant that helps Cencosud reach their goals on a day-to-day basis.

Results

After implementing CyberSource, Cencosud experienced an increase of 22% in their conversion rate and a decline of 80% in their chargeback rate resulting from sales via call center.

They reduced purchase friction for customers utilizing a credit card at checkout, connecting them directly to the payment processor in Chile.

Cencosud now converts card payment data into a token that can be stored, thus maximizing compliance with security standards.



DISCLAIMER: The information contained herein is provided „AS IS“ and intended for informational purposes only and should not be relied upon for operational, marketing, legal, technical, tax, financial or other advice. CyberSource and Visa are not responsible for the use of the information contained herein (including errors, omissions, inaccuracy or non-timeliness of any kind) or any assumptions or conclusions that might be drawn from its use.