

# What you should know about Dispute Resolution

Latin America and the Caribbean is one of the fastest growing eCommerce regions in the world, with sales expected to reach US\$ 79.2 Billion by the end of 2018<sup>1</sup>. Latin American merchants report a dispute rate of 1.7%<sup>2</sup>, which leaves room for improvement. Here are some tangible steps you can take to help reduce disputes:





**SALE**

Men's Sneakers  
Lightweight Breathable

★★★★★ 40 customer reviews

Size: 8 M    Color: ● ●

Quantity: 1 in Stock



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Disclose to the cardholder the refund, return or service cancellation policies at the time of the transaction and on the website



Validate if the business name matches the cardholder's statement information



Track Card Present and Card Not Present disputes separately and by dispute condition; each condition is associated with unique disputes



Monitor your dispute activity monthly; report to Visa any excessive dispute count coming from a particular merchant



Timeliness is essential when attempting to initiate & remedy a process of dispute



Keep track of your dispute rate (disputes vs number of orders). If the dispute rate is more than 0.1%, the acquirer will need to review with the merchant



To reduce the number of disputes, provide refunds as soon as goods or services have not been delivered



If you believe you have compelling information ensure all supporting evidence is submitted



The dispute rate is an important KPI for measuring the effectiveness of your dispute process

1. E-readiness in Latin America 2016, a Visa study commissioned to Euromonitor International.  
 2. 2017 Online Fraud Report for Latin America. Respondents to this survey reported from the 2016 calendar year. Survey respondents were actively involved in their organization's fraud management policies and ecommerce operations. 266 survey respondents were CyberSource's Latin America clients and non-clients.

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