

A flair for fraud management

Managing fraud is a balancing act.

The challenge?

- Cut fraud
- Engage customers
- Control costs



Our fraud report shows only

18%

of respondents gave all three the highest priority.¹

These masters of balance

are 2.5x

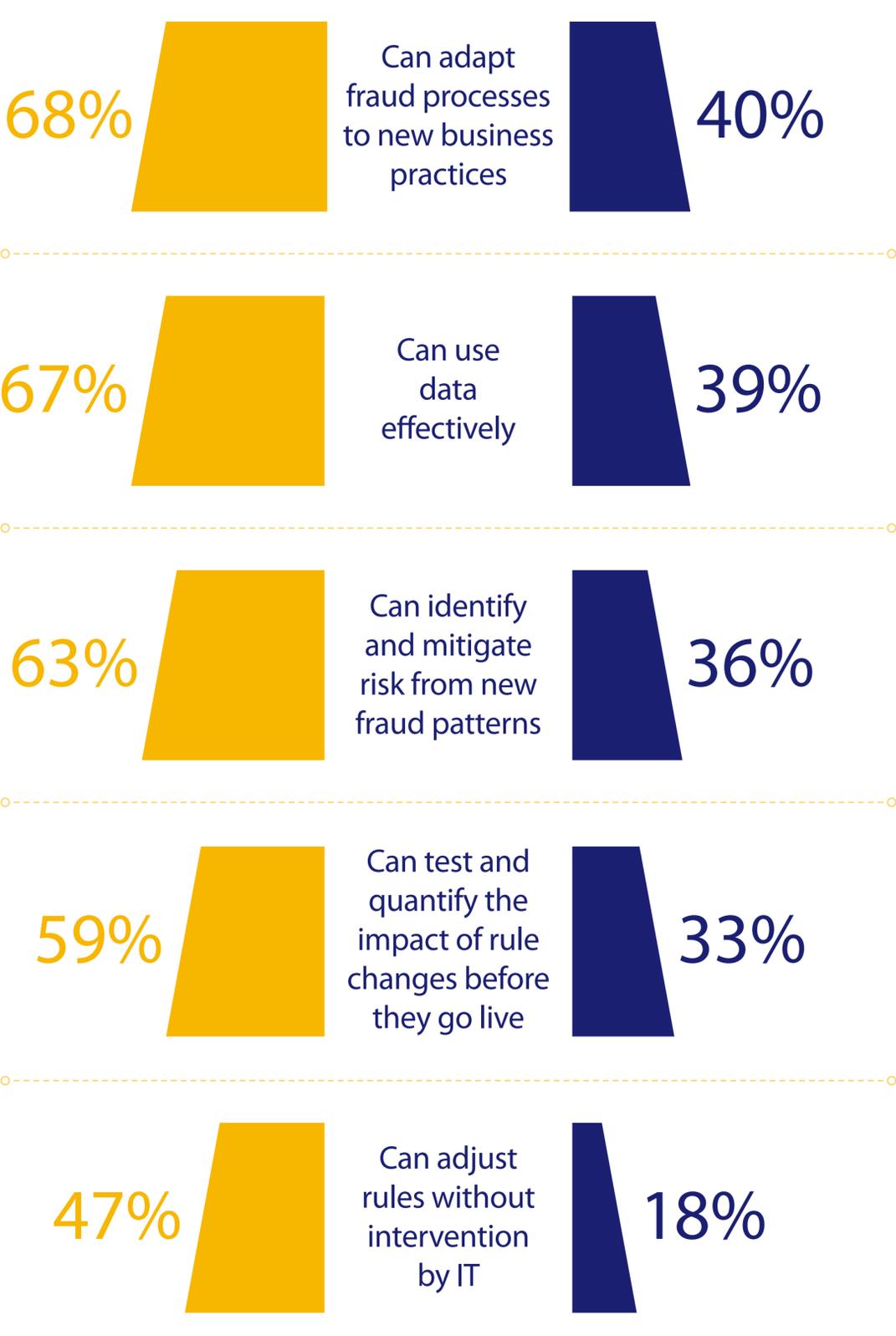
more likely to think of fraud management as a strategic practice.²

The right focus to fight fraud¹

Leaders are more likely to have a range of fraud capabilities that give them agility to respond to change.

Masters of balance

Others



The global fraud challenge: see every angle

The stats above come from our 2019 Global eCommerce Fraud Management Report. To get the full story, [download the report here.](#)

CyberSource is a global, modular payment management platform built on secure Visa infrastructure with the benefits and insights of a vast \$427 billion global processing network. This solution helps businesses operate with agility and reach their digital commerce goals by enhancing customer experience, growing revenues and mitigating risk. For acquirer partners, CyberSource provides a technology platform, payments expertise and support services that help them grow and manage their merchant portfolio to fulfill their brand promise. For more information, please visit www.cybersource.com

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¹ Base 1970 (Question not asked in South East Asia and Australia.)

Question: How important is each of the following to your organization when designing your fraud management strategies? Improving the customer experience, Reducing fraud and chargebacks, Minimizing fraud-related operational costs

Answer options: Extremely important, very important, somewhat important, not very important, not at all important.

² Base 1970 (Question not asked in South East Asia and Australia.)

Question: How important is eCommerce fraud management to your organization's business strategy?

Answer options: Extremely important, very important, somewhat important, not very important, not at all important.

³ Base 1970 (Question not asked in South East Asia and Australia.)

Question: Please indicate the extent to which you agree or disagree with each of the following statements about how your company manages eCommerce fraud.

Answer options: Strongly agree, somewhat agree, somewhat disagree, strongly disagree.

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