



Kount Central™ Helps Payment Processor Conekta Reduce Chargebacks/Risk in Merchant Portfolio

Kount Central is a comprehensive fraud prevention suite for online payment processors, payment gateways, hosted payment pages, and eCommerce platforms that provides deep insight into critical backend underwriting when reviewing ongoing risk in their merchant portfolio, as well as when reviewing merchant account applications. Further, Kount Central allows processors to offer “Instant-on/Zero Integration” fraud prevention to their merchant customers as a value-added service.



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José Andrés Chávez
Anti-Fraud Operations
Conekta

SITUATION

Conekta is a certified aggregator for Banco Mexico and City National Bank (CNB), providing payment processing and fraud prevention services for merchants in Latin America. Prior to using Kount as one of their fraud prevention tools, Conekta tried other supposedly top-of-the-line solutions, but many weren't working well enough. “They weren't working great for us,” recalls José Andrés Chávez, Anti-Fraud Operations at Conekta. “Our customers were experiencing lots of chargebacks, so we decided to look for something else.”

Implementation of Kount Central was simple and straightforward: “Our technology team always complains about 3rd party integrations and how their cause problems. But we didn't hear that about Kount. Everything went smoothly.”

SOLUTION

“We incorporated Kount into our array of anti-fraud solutions and started seeing good results straight away,” says José. “For example, we

had a specific merchant whose chargeback rate was becoming critical. After including Kount in our analysis, it dropped by 60% to a much more acceptable level.” Overall, Conekta saw chargeback rates decrease by one to two and half percentage points across several specific merchants. “Two and a half percentage points may seem low,” notes José, “but it's very significant given the number of companies and volume of transactions that process through Conekta. More importantly, Kount contributed our ability to create an integrated, multi-point fraud and risk strategy.”

“Kount's custom rules creation helped us easily develop specific rules for specific verticals. Their solution adapted very well to what we were looking for. We have really small to really big customers, and it's key to have the ability to create granular rules for different merchants, verticals, and transaction types. Kount makes this so easy. Bottom line: we can add new and different types of merchants and scale with no problem.”

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But Kount brings more to Conekta than just rules customization: “Dealing with hundreds of clients can get complicated,” observes José, “especially when communicating to a merchant why a specific transaction was declined due to a rule. Kount has been useful in letting us ‘translate’ this to our clients. The result has been fewer inquiries to our support team on why transactions get declined. In some cases, we’ve been able to lower this number up to 80% for specific verticals.”

Kount is enabling new capabilities as well: “Today, we either approve or decline a transaction,” says José.” But we are planning to take advantage of the multiple-use cases that Kount makes possible, including manual review of transactions.” This will help Conekta further differentiate its offerings from competitive aggregators.

José sums up: “Kount has been a great partner. We are growing our sales by approving more orders and reducing chargeback rates by more than 50% for some merchants and specific verticals. On a scale on 1-10, Kount is a 9. Their combination

of tools, service, and people that understand our business makes it easy for us to sleep better at night.”

OUTCOME

- Reduce chargebacks for key accounts and verticals by as much as 50% or more.
- Reduce false positives and associated merchant inquiries by more than half.
- Enable new capabilities like manual reviews of questionable transactions.

José points to Kount’s exceptional customer service as another big differentiator for Kount: “Our Kount support team is really responsive. If we ask a question, we don’t have to wait one day or one hour to get an answer. It’s usually 10 minutes. That quick reaction — compared to the response time we get from our other vendors — is quite remarkable. When we integrate with a partner like Kount, we want the same commitment to make things work that we make to our merchants. We expect answers fast because our merchants expect answers fast.”



BOOST SALES, BEAT FRAUD

Kount helps online businesses boost sales by reducing fraud and allowing them to accept more orders. Kount’s all-in-one, SaaS platform is designed for merchants operating in card-not-present environments and the payment service providers that support them, simplifying fraud detection and dramatically improving bottom line profitability. Companies using

Kount can accept more orders from more people in more places than ever before. Kount is a turnkey fraud solution that is easy-to-implement and easy-to-use. Kount’s proprietary technology has reviewed billions of transactions and provides maximum protection for some of the world’s best-known brands. For more information about Kount, please visit www.kount.com